

Problems	Solutions	Value Propositions	Customer Segments	Partnerships
Hunger 1. Physical 2. Spiritual 3. Agricultural 4. Environmental 5. Social	1. Food 2. Education 3. Fellowship 4. Retreats / Ed. events	Blessed are those who hunger and thirst for righteousness for they shall be filled. Matthew 5:6	1. The hungry 2. Interns 3. Farmers	1. Willow Springs 2. MCC 3. Wheaton Franciscan Sisters 4. etc.
Metrics	1. lbs food 2. # interns 3. # meals 4. # visitors 5. # social media		Paths to customers	1. Farm 2. Ed. center 3. Internships 4. Farmers market
Expenses	1. Seeds / Feeds / Livestock 2. Loan(s) 3. Utilities 4. Equipment & Maintenance	H W F	Revenue streams	1. Grants 2. Food sales 3. Donations 4. Land use by other farms
Services / Products			Market	

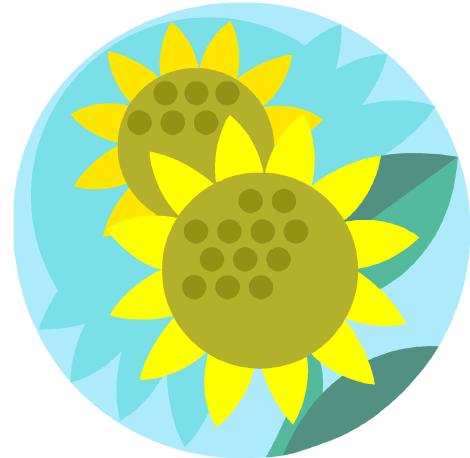
Hungry World Farm: Planning Session

Facilitator: Andy Hedberg
November 16, 2019



Agenda

- 10:00 to 10:10 - welcome & opening prayer
- 10:10 to 11:00 – session 1
- 11:00 to 11:10 – break
- 11:10 to noon – session 2
- noon to 12:50 - lunch
- 12:50 to 1:40 – session 3
- 1:40 to 2:00 – wrap up & closing prayer



Session 1

WHAT'S YOUR MISSION?

What's your mission?

Seeking the well-being of all, Hungry World Farm inspires and educates people about healthy fields, food and bodies while caring for the Earth.



A successful mission turned failure

- Kodak
 - 100 years of innovation turned bankrupt
- A missed opportunity in the 1970s
 - invented the digital camera
- Desired outcomes?
 1. capture stories & experiences?
 2. make chemicals & film?

The Farm as a Textbook = Faith-Based Sustainable Agriculture



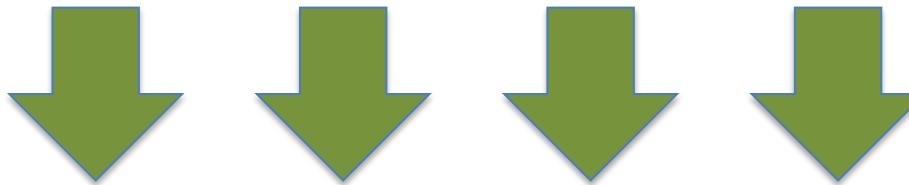
Inputs



The Farm as a Textbook = Faith-Based Sustainable Agriculture

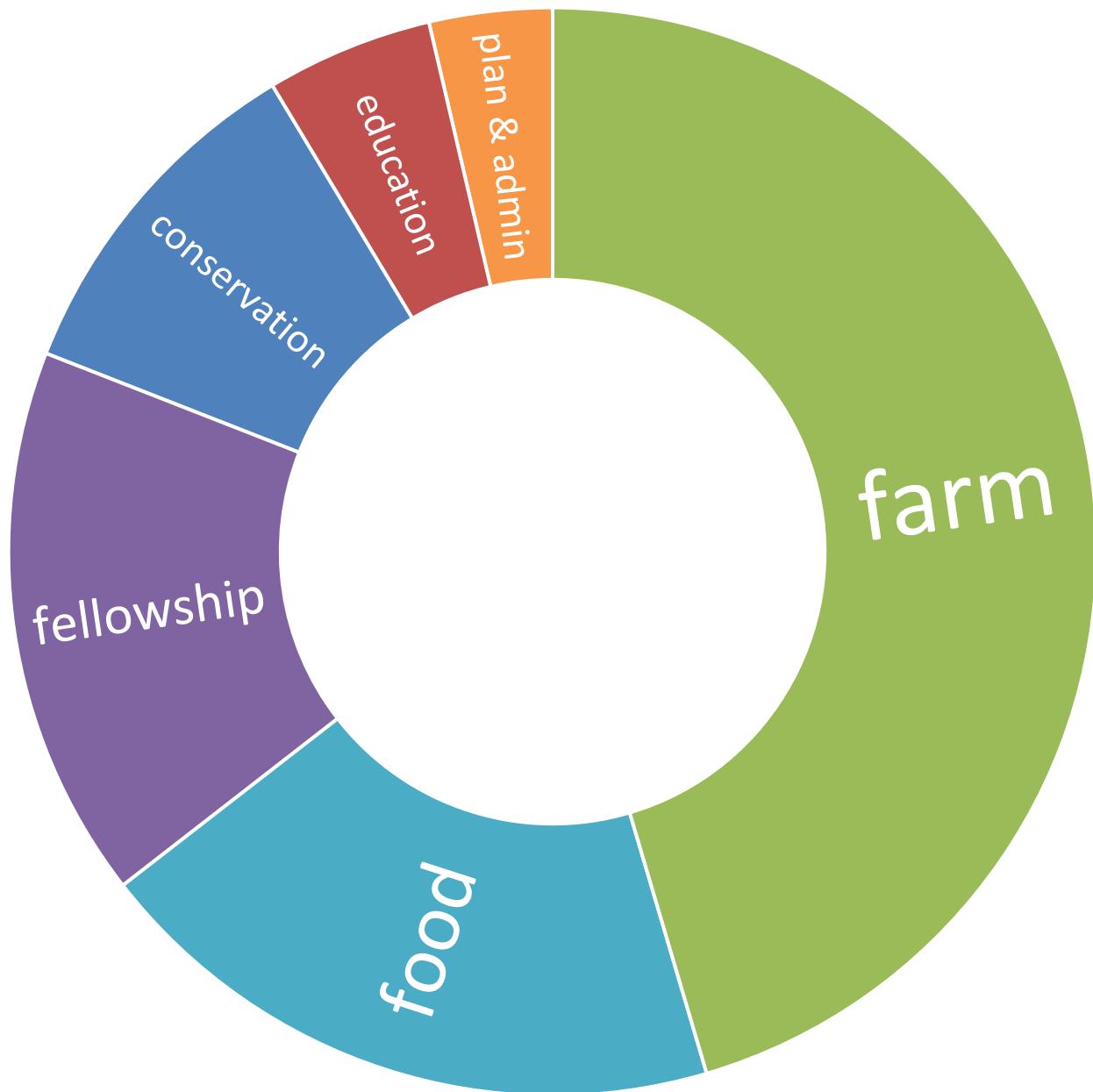


Outputs



Outputs vs Outcomes

Where are you spending your time?



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What about time spent . . .

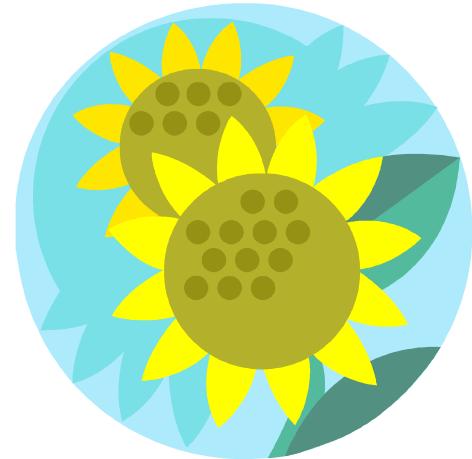
- building & nurturing partnerships ?
- asking for help (money & time) ?
- building & nurturing donor relationships ?

What are your outcomes?
How do you measure them?

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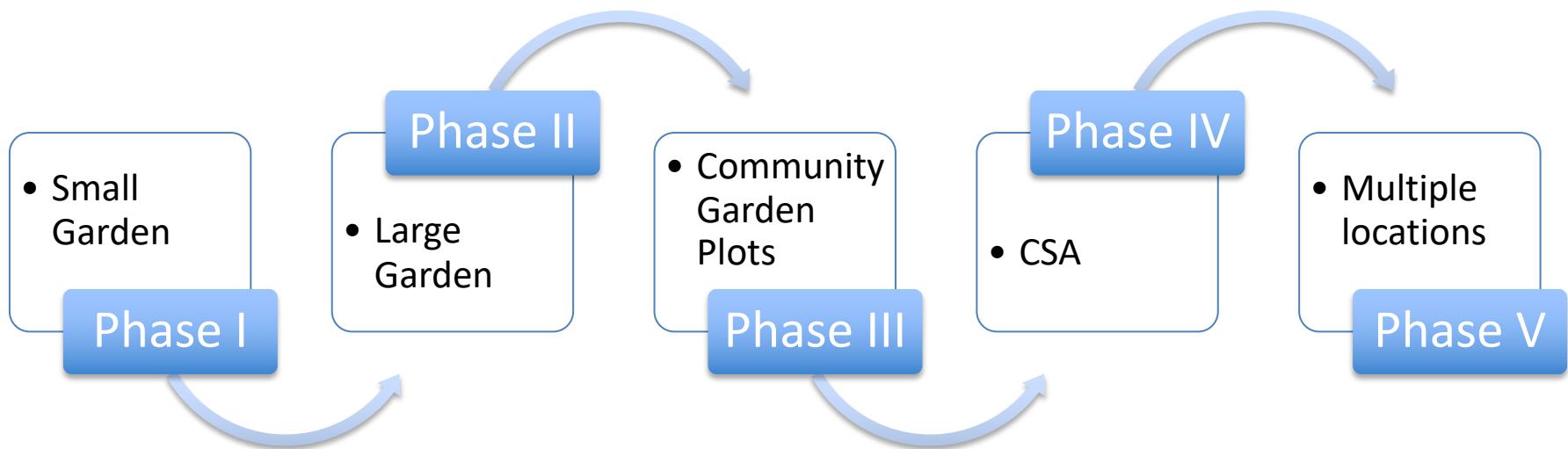


Session 2

POSTCARDS FROM THE FUTURE: WHAT ARE YOUR STORIES?

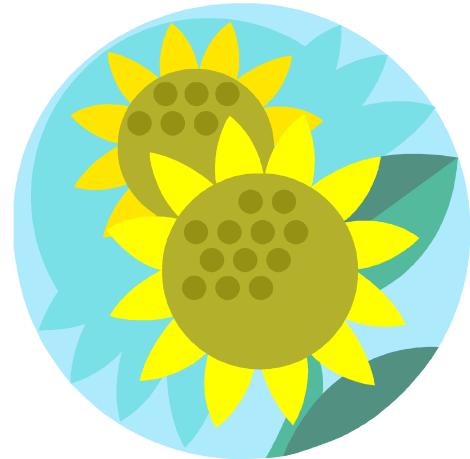
Terminology

- two weeks or less – **story**
- three weeks to three months – **feature**
- more than three months – **epic**
- **phased approach** (example):



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Session 3

PULLING IT TOGETHER

Mission Driven



Food



Retreats

Education

Fellowship



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