

UNPOLISHED DIAMOND

The Ruth Entrepreneurship Journey



From Gleaner to Owner

Building Businesses That Impact the World for the Kingdom of God

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Opening Hook

"Every great enterprise began with one decisive decision."

Ruth chose to follow Naomi and step into the field — even with no guarantee.

Ruth 1:16 (NKJV)

What decision will you make today?



Who Was Ruth?

Story Context



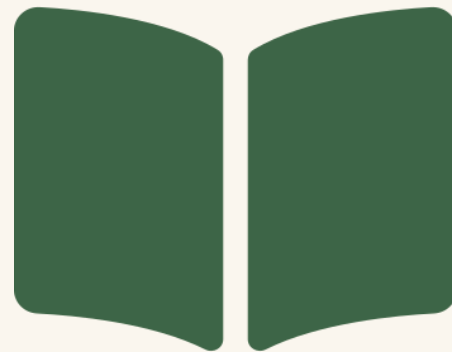
A foreign widow with no money, few connections, and no plan.



She had character, commitment, and a willingness to work.



Her obedience and faith produced lasting, generational impact.



"God uses ordinary faithfulness for extraordinary outcomes."

The Ruth Entrepreneurship Journey

Four Stages from Gleaner to Owner

1



Mindset Stage

The Startup

2



Gleaning Stage

MVP & Sustainability

3



Harvesting Stage

Scalability

4



**Maturity of
Ownership**

Legacy & Multiplication



Stage One: Mindset

The Startup



Key Scripture:

Ruth 1:16



Biblical Principle:

Commitment and Decisive Choice



Business Principle:

The Entrepreneurial Mindset

Core Activities

- › Define your why
- › Identify the problem
- › Create a mission statement
- › Find a mentor
- › Do a mindset audit

Stage One — Practical Steps

1

Write your "Why" in one sentence.

2

List your top three problems you feel called to solve.

3

Identify one Naomi (mentor) and schedule a meeting this week.

4

Complete a limiting-belief audit with scripture declarations.

ACTION NOW → *Take 5 minutes: write your Why now. Then message a potential mentor.*

Stage Two: Gleaning

MVP & Sustainability



Key Scripture:

Ruth 2:2



Biblical Principle:

Humble Beginnings and Faithful Execution



Business Principle:

Build, Launch, and Test an MVP

Core Activities

- › Launch quickly with what you have
- › Find early customers
- › Gather feedback
- › Track basic finances
- › Serve faithfully

Stage Two — Practical Steps

1

Create a one-sentence elevator pitch.

2

Build the simplest version of your offering and set a launch date.

3

Identify your first five customers and reach out personally.

4

Implement a basic income/expense tracker and tithe from first income.

QUICK TIP → *Use your phone for simple sales — leverage church networks for your first customers.*

Stage Three: Harvesting

Scalability



Key Scripture:

Ruth 2:15–16



Biblical Principle:

Promotion Through Proven Faithfulness



Business Principle:

Build Systems, People, and Scalable Revenue

Core Activities

- › Document core systems
- › Hire your first team member
- › Invest in tools
- › Expand your marketing
- › Protect culture

Stage Three — Practical Steps

1 Document five core systems: sales, delivery, customer service, finance, marketing.

2 Write a one-page job description for your first hire.

3 Create a 6-month marketing plan with measurable targets.

4 Define and communicate five core company values.

HIRING TIP → *Hire for character aligned with Kingdom values — culture must be protected as you grow.*

Stage Three — Metrics to Track

Review monthly — make decisions from data, not guesses.



Revenue

Track monthly growth



Expenses

Control your costs



Profit

Reinvest and give



New Customers

Measure acquisition



Retention Rate

Measure loyalty



Avg. Transaction

Increase value per sale



Reach / Marketing

Track awareness



Team Productivity

Measure output



Giving Amount

Kingdom stewardship

Stage Four: Maturity of Ownership

Legacy & Multiplication



Key Scripture:

Ruth 4:13–17



Biblical Principle:

Redemption, Ownership, Generational Legacy



Business Principle:

Build Enterprise Value and Leave a Legacy

Core Activities

- › Legal ownership & governance
- › Succession planning
- › Mentorship & multiplication
- › Global outlook
- › Kingdom impact

Stage Four — Practical Steps

- 1 Choose appropriate legal structure and document ownership.
- 2 Inventory enterprise assets and strengthen your top assets.
- 3 Convene an advisory board or council for strategic oversight.
- 4 Build a succession plan and a multiplication (mentorship/investment) strategy.
- 5 Define giving policy and Gospel integration in your business.

LEGACY TIP → *Begin training successors early — pilot an employee equity or mentorship program.*

You may start with nothing.

Ruth did too.

1

DECIDE

Write your big idea and your why right now.

2

FIND YOUR NAOMI

Get a mentor and secure spiritual covering.

3

JOIN THE COMMUNITY

Training, mentorship, and accountability await.

Sign up at: [URL] · Contact: [Phone/Email] · Kingdom Entrepreneur Community

Join the 12-Week Ruth Entrepreneurship Program



Weekly teaching sessions



Mentor pairing



MVP launch support



Micro-grants available



Advisory board access



Prayer covering & community

Apply Now

Cohort size: [number]

Apply by: [date]

Info & Sign-Up:
[URL]

Contact:
[email/phone]

The Fields Are Ready. The Harvest Awaits.

✦ *Commissioning Prayer and Blessing* ✦

Contact Information

Website: [Website URL]

Email: [Email Address]

Social: [Social Handles]



"Where you go, I will go." — Ruth 1:16

Core Kingdom Character Strengths

Optional Slide A · Character precedes technique.



Commitment:

Staying the course when the cost is high



Humility:

Serving before leading



Diligence:

Consistent, faithful effort every day



Loyalty & Integrity:

Keeping covenant in private and in public



Wisdom & Discernment:

Knowing what to do and when to do it



Courage:

Acting on conviction despite the cost



Generosity:

Releasing resources for Kingdom multiplication

Workshop Logistics

Optional Slide B · 12-Week Cohort Structure



Weekly 90–120 min teaching sessions



Mentor pairings and prayer circles



MVP launch support and micro-grants



Weekly homework and accountability groups

Expectations



Attendance

Regular attendance required for certification



Homework

Weekly practical assignments between sessions



Mentor Meetings

Minimum one meeting per week



Selection

Application + interview for limited cohort spots

Templates & Tools

Optional Slide C · Resources included with the program.



Income/Expense Tracker

Track daily revenue & costs

[\[Link\]](#)



KPI Dashboard

Monitor key metrics monthly

[\[Link\]](#)



SOP Template

Document systems & processes

[\[Link\]](#)



Advisory Invitation

Invite and onboard advisors

[\[Link\]](#)



Succession Plan

Prepare the next generation

[\[Link\]](#)



Customer Feedback Survey

Collect actionable user input

[\[Link\]](#)

Q&A

Questions, Clarifications
and Next Steps

Optional Slide D

