UPLIFT313 Leadership + Pastor Meeting Notes

UPLIFT313 Leadership + Pastor Meeting for Business Program

Meeting date: September 15, 2025, 08:15 pm

Notes Program Overview and Mission

Uplift 313 represents a comprehensive urban ministry strategy combining business development with traditional church programs to strengthen Detroit's urban core and district churches

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Currently operates ESL classes with 30-48 participants, job training programs, resilient kids initiatives, and music lessons with strong community engagement (08:10)
Strategic expansion planned for Washington DC and Los Angeles as pilot cities, with Baltimore also receiving significant development work (22:45)
North American Mission has contracted Impact Junkies to deliver business accelerator programming through secured grant funding, making participation cost-free for selected participants (08:50)
Core philosophy centers on creating self-sustaining ministry models that don't rely exclusively on tithe-paying families, utilizing business as mission rather than business supporting mission (24:08)
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Impact Junkie Framework and Methodology

Four-module comprehensive framework designed around "You, Love People, Go Places, Change Lives" philosophy connecting personal calling with sustainable business ventures

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Module 1 (You): Personal story analysis, God-given purpose identification, and big hairy audacious purpose development with focus on both beautiful and painful life experiences (39:05)
Module 2 (Love People): Empathy-driven problem identification, needs assessment, and customer discovery through Jesus's model of observation and service (39:38)
Module 3 (Go Places): MVP development using lean startup methodologies, experimentation protocols, and iterative learning processes (40:10)
Module 4 (Change Lives): Traction demonstration, partnership development, customer expansion, and sustainable scaling strategies (40:23)
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Global reach spans 30+ countries with 2+ million participants, including US State Department partnerships in former Soviet and communist countries promoting entrepreneurship and free market principles (36:34) Johns Hopkins University master's level curriculum being offered to participants, representing significant educational value typically reserved for paying graduate students (45:40)

Program Structure and Participant Selection

Dual-track approach accommodating different entrepreneurial readiness levels with distinct pathways for various participant backgrounds

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Pre-accelerator track targets individuals passionate about entrepreneurship but uncertain about business ownership, including those questioning current work-purpose alignment (43:01)
Accelerator track serves existing business owners with traction, income, and teams ready for scaling and expansion opportunities (43:01)
Target enrollment of 30-50 participants per city with careful vetting to ensure commitment, passion, and burning challenges participants want to address (49:02)
Hybrid delivery model combining virtual Zoom sessions with in-person meetings, weekly or bi-weekly group sessions, plus one-on-one mentorship support (47:29)
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Grant-funded program eliminates cost barriers for Detroit Metro District participants, with Impact Junkies providing services at significantly discounted rates for urban mission purposes (48:29)

Success Stories and Business Outcomes

Jonathan Green's Texas church demonstrates program effectiveness with 6 new business ventures launched in 5 weeks, showcasing rapid entrepreneurial activation (29:30)

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Diverse business portfolio includes mobile car washing, special needs children services, bookkeeping with QuickBooks, Christmas light installation, insurance agency, and bounce house rentals (30:17)
Staff pastor's wife launched marketing business serving churches, landing first non-UPCI client with positive feedback and referral potential (32:14)
Church transformation occurred as entrepreneurship concept exploded throughout congregation, creating mutual support and business development ecosystem (59:40)
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Holy Smokes BBQ brand development exemplifies personal and business transformation through program participation

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Brand recognition shift from "Brother Brooks' barbecue" to established "Holy Smokes BBQ"
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business identity with community-wide association (01:06:04) Ministry integration allows business operations to support church center activities including sending kids to camp and generating center income (12:03) Family impact includes overwhelming but rewarding growth in ministry opportunities and business expansion possibilities (01:06:04)

Church and Community Impact Results

Joe Giunta's ESL program success demonstrates program's community penetration and spiritual impact potential

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ESL classes evolved into Spanish church with 20-30 regular attendees representing
significant community engagement (13:14)
Spiritual breakthrough results: 8-9 Holy Ghost baptisms and 8 water baptisms in 8 weeks
showing rapid conversion and spiritual growth (13:14)
Sustainable ministry model created through Uplift 313 support, establishing ongoing
Spanish-language church services (13:14)
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North Little Rock church example provided by Stephen Drury illustrates long-term wealth creation potential through entrepreneurial church culture

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Exponential growth pattern started with one member's land subdivision business,
expanding to 3-4 additional members in similar ventures (59:40)
Church-wide entrepreneurship explosion transformed congregation into "probably one of
the wealthiest Apostolic churches in the world" through mutual business support (59:40)
Community development model demonstrates how individual success creates
multiplicative effects throughout church membership (59:40)
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Strategic Vision and Implementation Timeline

Immediate program launch planned for fall 2024 with urgent timeline requiring rapid participant identification and enrollment

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Application process through impactjunkie.co website with specific "Detroit Impact and
Business Accelerator" selection requirement (57:35)
Timothy Richmond leading outreach with phone calls to all participants starting
immediately to gauge interest and facilitate enrollment (58:09)
Community expansion strategy encourages looking beyond existing church members to
engage broader Detroit community through business development (01:04:34)
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Long-term replication model positions Detroit as template for urban ministry transformation across North America

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Playbook development using Detroit experiences to create replicable model for other urban
centers (22:45)
Integration with city leadership including connections to Detroit Business Development
director and Attorney General's office for expanded community impact (56:52)
Self-sustaining ministry goal creates economic empowerment, job stability, and spiritual
connection without traditional funding dependencies (24:08)
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Action items Timothy Richmond

Follow up with all meeting participants via phone calls starting tomorrow to discuss interest and sign-up process (58:09) Coordinate with Brother Brooks regarding Herman Outar's potential inclusion from Tennessee (01:03:27) Provide additional information to interested participants who missed details during the meeting (01:09:20)

Meeting Participants

Sign up at impactjunkie.co website and select 'Detroit Impact and Business Accelerator' option when prompted about program participation (57:35) Share program information with church members and community contacts who might be interested (01:04:34)

Chris Burling

Complete application process for automotive repair nonprofit garage concept targeting low- income Detroit metro community (01:09:44) Ready to take action? Go signup and start here: https://www.impactjunkie.co

1. Go to IJ website, https://www.impactjunkie.co, click “Start Here” button
2. On the form “Are you part of a program?” select the dropdown option “Detroit Impact + Business Accelerator” to apply You can access the Base Camp Training for free to get started now

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