

PASS IT ON

IDEA TO BIRTH ROADMAP

A step-by-step path to take what God placed in you and turn it into something that serves people.

A LIVING CASE STUDY

Pass It On is still being built. This guide documents the journey so far—from one question in church to a growing Christian business fellowship—and gives you practical actions for moving your own idea forward.

“You don’t need to know how to build the entire business today. You only need to know your next step.”

Learn It. Do It. Pass It On.

How to Use This Guide

Move through the phases in order, but return to earlier phases whenever new information changes your thinking. Each phase combines a practical lesson, questions or actions, and the Pass It On story as a real-life example—not as a claim that the work is finished.

- Read one phase at a time.
- Write your answers in a notebook or a separate document.
- Choose one next action before moving on.
- Ask for counsel when legal, tax, financial, or professional guidance is needed.

The Pass It On story is continuing. Features, programs, meetings, mentorship, and member resources will keep developing as the fellowship listens, learns, and serves.

PHASE 1 THE IDEA

Something is placed in your mind, heart, or spirit.

Every business starts before there is a name, logo, LLC, website, or customer.

For Pass It On:

I was sitting in church when my pastor asked, "What are you doing to advance the Kingdom?"

That question stayed with me.

I started thinking about Christian business owners who are struggling, starting businesses, looking for mentorship, needing resources, or simply needing somebody to encourage them.

The idea became: Create a movement where Christian business owners help other Christian business owners grow.

What the person should do:

Write down:

- What is the idea?
- Where did it come from?
- What problem did you notice?
- Who do you believe you're supposed to help?
- Why does this matter to you?
- What would happen if this idea existed?
- What would happen if nobody solved this problem?

Don't worry about making it perfect.

First objective: Get the idea out of your head and onto paper.

PHASE 2 PRAY & DISCERN

For a Christian entrepreneur, don't immediately turn every idea into a company.

Ask:

"God, is this something I'm supposed to pursue?"

Then ask yourself:

- Is this solving a real problem?
- Do I feel called to this or simply excited about it?
- Does it align with biblical principles?
- Can this genuinely serve people?
- Am I willing to work on it when the excitement wears off?

For Pass It On, the idea wasn't simply:

"I want to start another organization."

It became:

“How can I use what I’ve learned in business, including my failures, successes, resources, relationships, and experience, to help somebody else?”

That’s a much stronger foundation.

PHASE 3 **WRITE EVERYTHING DOWN**

Now create an Idea Dump.

Do not organize it yet.

Write:

- Names
- Services
- Products
- Programs
- Website ideas
- Events
- Customers
- Members
- Revenue possibilities
- Mission
- People who could help
- Social media ideas
- Problems you want to solve
- Resources you could provide
- Long-term vision

For Pass It On, this eventually started producing ideas like:

Meetings

Business resources

Daily Word

Mentorship

Marketplace

Business assessments

Books

Christian business principles

Networking

Templates

Business education

Prayer

Community assistance

Website resources

At this point there are no bad ideas.

You're emptying your mind onto paper.

PHASE 4 **TURN THE IDEA INTO ONE SENTENCE**

This is where the idea starts becoming a business.

Answer:

Who do we help?

What do we help them accomplish?

How do we help them?

For example:

Pass It On brings Christian business owners together to learn, grow, build relationships, share resources, and help one another build stronger businesses based on faith and sound business principles.

You can improve the wording later.

The goal is clarity, not perfection.

PHASE 5 DEFINE THE PROBLEM

Before building anything, identify the actual problem.

For Pass It On, some of the problems were:

- New entrepreneurs don't know where to start.
- Business owners often feel alone.
- Many people can't find mentors.
- People have ideas but don't know the next step.
- Established owners have knowledge that never gets passed down.
- Entrepreneurs need practical resources, not just motivation.
- Christian business owners want fellowship with people who understand both faith and business.
- Small businesses need trusted professionals and referrals.

Now the platform has a reason to exist.

Problem → Solution → Business

PHASE 6 CREATE THE FIRST SIMPLE PLAN

Don't start with a 70-page business plan.

Start with one page.

The One-Page Birth Plan

Name: Pass It On

Purpose: Help Christian business owners help each other grow.

People served: Entrepreneurs, aspiring entrepreneurs, established owners and professionals.

Problem: Lack of mentorship, resources, connections, accountability and practical guidance.

Solution: Community + education + meetings + resources + networking + mentorship.

First product/event: In-person Christian business fellowship meeting.

First audience source: Meetup.

Launch deadline: 30 days.

First goal: Get people into a room.

That's enough to start.

PHASE 7 GIVE YOURSELF A DEADLINE

This is extremely important.

Ideas die when there is no date.

For Pass It On, you did something very smart:

30 DAYS.

You didn't say:

"Someday I want to create a Christian business organization."

You said:

"I'm doing this."

Now there is pressure to move.

Someone following the roadmap should set:

Idea Date

30-Day Launch Date

First Customer/Event Date

90-Day Goal

PHASE 8 TEST THE IDEA BEFORE BUILDING EVERYTHING

This is where many entrepreneurs make a mistake.

They spend six months building something nobody asked for.

Instead:

Talk to real people.

Ask 10 potential customers:

- Would this help you?
- What is your biggest problem right now?
- What would you want from something like this?
- Would you attend?
- Would you buy it?
- What would stop you?
- What resources would help you?

For Pass It On, Meetup became an early test.

People registering for the event provided something very valuable:
proof of interest.

PHASE 9 NAME IT

Now give the idea an identity.

Ask:

- Is the name memorable?
- Can somebody spell it?
- Does it communicate the mission?
- Can it grow beyond one product?
- Is the domain available?
- Are the social handles available?
- Are there trademark conflicts?

For you:

PASS IT ON

works especially well because the whole model is built around:

Learn it.

Do it.

Pass it on.

PHASE 10 CREATE THE BASIC BRAND

Don't spend months here.

Start with:

- Logo
- 2–3 brand colors
- Font
- Mission statement
- Tagline
- Short description

Pass It On began creating its own recognizable identity:

Navy + Gold

Christian Business Fellowship

Learn It. Do It. Pass It On.

Now something that existed in your mind begins looking real.

PHASE 11 CREATE YOUR FIRST DIGITAL HOME

Next:

Build a simple website.

The first website does NOT need everything.

Initially you need:

Home

About

Mission

Upcoming Meeting

Join

Contact

Resources

Then grow from there.

That is exactly what you're doing with Pass It On.

Now you're expanding into:

- Daily Word
- Starting Path
- Business assessment
- Marketplace
- Resources
- Biblical business principles
- Events
- Member community
- Business growth tools

Notice the order:

Idea first.

Not website first.

PHASE 12 **CREATE YOUR FIRST OFFER**

Every idea needs an action somebody can take.

For Pass It On the first offer wasn't necessarily something someone buys.

It was:

COME TO THE MEETING.

That's the first conversion.

Someone goes from:

Visitor → Participant

Later there can be:

Participant → Member → Contributor → Mentor → Marketplace Provider → Sponsor

But don't build everything on Day 1.

PHASE 13 LAUNCH SOMETHING REAL

Now comes the birth.

For Pass It On:

You held the first meeting.

This is a huge milestone.

The idea moved through:

Thought → Paper → Plan → Promotion → People → Reality

Once real people participate, the idea has officially left your imagination.

I would actually put a marker in the roadmap:

□ BIRTH

Your idea becomes real when another person interacts with it.

A customer buys.

A member joins.

A client signs.

Someone attends.

Someone downloads.

Someone uses the service.

That's birth.

PHASE 14 LISTEN AFTER LAUNCHING

Don't immediately assume you have everything figured out.

Ask attendees/customers:

- What did you like?
- What didn't work?
- What would you like next?
- What problem are you struggling with?
- Who else should be part of this?
- What should we teach?
- What resources do you need?

This becomes your market research.

Your customers start helping you design the next version.

PHASE 15 BUILD YOUR MARKETING ENGINE

Now start creating distribution.

Exactly what you're doing.

Pass It On can establish:

LinkedIn

Facebook

TikTok

Instagram

YouTube

Meetup

Christian platforms

Email list

Website

Google presence

But they shouldn't all contain random content.

Create content pillars.

For Pass It On:

Faith + Business

Business Education

Member Stories

Resources

Daily Word

Entrepreneurship

Leadership

Networking

Success & Failure Lessons

Community Impact

One piece of content can then be repurposed everywhere.

PHASE 16 **BUILD YOUR CONTACT DATABASE**

This is something I want added early in the roadmap.

Do NOT build your entire movement on social media followers.

Start capturing:

Name

Email

Phone

Business

Industry

Stage of business

Biggest challenge

Resources needed

Resources they can provide

Then your database becomes one of your most valuable assets.

For Pass It On, eventually we should know:

John owns a plumbing company.

Maria needs bookkeeping help.

David is looking for financing.

Robert has 30 years of construction experience and is willing to mentor.

Now Pass It On can actually connect needs with resources.

PHASE 17 MAKE IT LEGITIMATE

Then establish the legal/business structure.

In your example, you're planning:

Mendoza World Venture → Parent company
with

Pass It On → DBA / brand

The roadmap should teach users to consider:

- Business structure
- LLC/corporation/sole proprietorship as applicable
- DBA/assumed name if needed
- EIN/tax registration
- Business bank account
- Accounting/bookkeeping
- Required licenses
- Insurance
- Contracts/terms
- Intellectual property/trademark review
- Domain ownership
- Social media ownership

And we should place an important note:

Don't copy somebody else's setup automatically. Choose the structure that fits your business and get professional legal/tax guidance where appropriate.

PHASE 18 BUILD THE MONEY MODEL

Even purpose-driven businesses need economics.

Ask:

How will this sustain itself?

Possibilities:

- Product sales
- Services
- Membership
- Sponsorship
- Events
- Advertising
- Affiliate revenue
- Marketplace commissions
- Donations where applicable

- Courses
- Consulting
- Partnerships

For Pass It On, we're already beginning to see potential models:

Book affiliates

Marketplace

Business partners

Sponsors

Events

Resources

Future membership opportunities

Purpose and sustainability can work together.

PHASE 19 CREATE THE 90-DAY PLAN

This connects directly to the assessment you showed me.

Every entrepreneur should answer:

"What would make the next 90 days successful?"

Then choose ONE major goal.

For example:

Acquire my first five customers.

or

Generate \$10,000 in sales.

or

Launch my first event with 25 attendees.

or

Complete my website and generate 50 qualified leads.

Then create:

90-Day Goal



Monthly Targets



Weekly Actions



Daily Actions

That's where dreams become execution.

PHASE 20 **BUILD SYSTEMS**

Once something works twice, document it.

Create:

- Sales process
- Customer onboarding
- Follow-up process
- Accounting process
- Marketing calendar
- Customer database
- Event checklist
- Vendor list
- SOPs
- Templates
- KPIs

This prevents the founder from becoming the business.

PHASE 21 BUILD A TEAM

Eventually ask:

What am I doing that somebody else should be doing?

Start identifying:

- Admin
- Sales
- Marketing
- Operations
- Finance
- Technology
- Customer support
- Leadership

For Pass It On this may eventually include:

Community leaders

Mentors

Content contributors

Event coordinators

Marketing

Technology

Marketplace management

Sponsors/partnerships

The movement cannot depend forever on one person.

PHASE 22 MEASURE

Every month look at numbers.

Not just feelings.

For most businesses:

Leads

Customers

Revenue

Profit

Cash

Conversion rate

Retention

Referrals

For Pass It On:

Members
Meeting attendance
New visitors
Website registrations
Assessment completions
Marketplace activity
Resource downloads
Mentor connections
Business connections created
Testimonials
Businesses helped

PHASE 23 IMPROVE

Ask every 90 days:

What worked?
What didn't?
What did people ask for?
Where did we waste time?
What should we stop doing?
What should we double down on?
Then improve Version 2.
Then Version 3.
You don't need perfection before launching.
You need:

Launch → Listen → Learn → Improve.

PHASE 24 GROW

Now comes intentional growth.
More customers
More markets
More products
More locations

More employees

More partnerships

But only after the foundation begins working.

PHASE 25 PASS IT ON

And this is where your roadmap becomes different from a normal startup roadmap.

Success isn't the final step.

CONTRIBUTION IS.

Once you learn something:

Teach somebody.

Once you build something:

Show somebody.

Once you make a mistake:

Help somebody avoid it.

Once you find a resource:

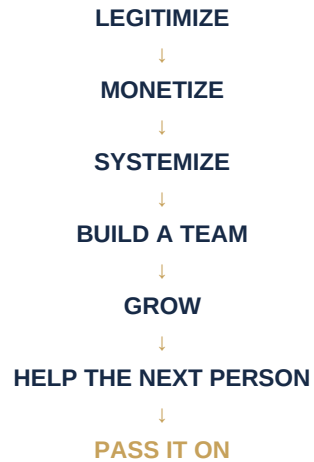
Share it.

Once you've become successful:

Reach backward and pull somebody else forward.

That gives the full Pass It On cycle:





And I would put one sentence right at the top of this page:

“You don’t need to know how to build the entire business today. You only need to know your next step.”

That should become one of the central philosophies of the entire Pass It On platform.

And underneath it:

FROM IDEA TO IMPACT

A step-by-step path to take what God placed in you and turn it into something that serves people.

Your Pass It On story can appear beside each stage as the real-life case study, so users don’t just read instructions—they can actually see how an idea went from a question in church to the movement they’re standing inside today.

THE JOURNEY CONTINUES

FROM IDEA TO IMPACT

Pass It On has moved from an idea to a real fellowship, but it is not finished. The next chapter will be shaped through prayer, service, honest feedback, and Christian business owners helping one another move forward.

YOUR NEXT STEP

Choose the phase that best describes where you are today. Write down one action you can complete this week, then share what you learn with the next person.

Learn It. Do It. Pass It On.