Empresa NAYBA

NAYBA ayuda a las iglesias locales de todo el mundo a amar mejor a sus vecinos y a transformar sus barrios.

Un **NAYBA Enterprise Hub** permite a las iglesias locales ayudar a las personas de la comunidad que se enfrentan a dificultades económicas a crear un negocio como solución duradera a la pobreza.

"Un paquete de comida puede alimentar a una familia durante unos días, pero un negocio puede alimentarla de por vida".

Recuerda que Amazon empezó en un garaje, así que imagina los negocios que podrían empezar en los garajes, cobertizos de jardín y mesas de cocina de tu comunidad. ¿Cómo funciona un **NAYBA Enterprise Hub**? Hay tres fases:

Enterprise Connect:

Un evento único que presenta a la gente la posibilidad de crear una empresa y ofrece la oportunidad de compartir ideas y explorar posibilidades. Se trata de una gran oportunidad para involucrar a las personas de su iglesia a las que les encantaría utilizar sus habilidades empresariales para el Reino. NAYBA proporciona todos los materiales y recursos necesarios para llevar a cabo el evento.

THE TIMES

SATURDAY

It's time for faith-driven entrepreneurs to emerge

Credo
Matt Bird

As the pandemic continues, we need an outbreak of something more powerful than a virus: the spirit of enterprise. It is time for new business enterprises that create value and jobs to replace the hundreds of thousands being lost.

We need initiatives that can create social glue, capable of bringing the disparate parts of our lonely and isolated society together.

As a follower of Jesus, my go-to place for inspiration is the Bible, which says, "Remember the Lord your God, for it is he who gives you the ability to produce wealth." (Deuteronomy 8:18). Clearly, wealth creation is a gift of God, not a gift of capitalism.

The word "wealth", which has come to mean financial abundance, derives from the Old English word "weal", meaning wellness and wellbeing. True wealth is not simply the sum of our cash and assets, but is also the relational capital that exists in our families, communities and society. This is the essence of the Hebrew word "shalom", which means peace, harmony, completeness, welfare and prosperity.

by motives of selfish ambition and greed but rather of compassion and a desire to benefit all.

Cinnamon Network International, the charity of which I am founder, has been busier than ever during the pandemic supporting social entrepreneurs to scale community impact. Our partners in the UK are opening community "listening ear" centres; in South Africa thousands of facemasks are being produced to protect key workers; and in Australia they are training volunteers to reduce the tragic growth of domestic violence. Cinnamon is supporting these social entrepreneurs to replicate their approaches to save others having to reinvent the wheel.

In the UK the number of companies formed in the second half of 2020 soared compared with the same time the previous year. According to the Office for National Statistics there are more than 13,000 companies being formed every week compared with 11,000 during the same time the previous year.

While high street spending is down, we are seeing the "at home" market grow. At-home medical testing, sports equipment, education platforms, family entertainment, and food and wine experiences are rapidly growing. These market changes are not temporal so initiating a new enterprise now will build benefits for years to come.

coaching entrepreneurs, the greatest barriers are self-limiting beliefs. We might think that our idea, resources or experience are too small to come to much. God is in the habit of taking the little we offer him — such as the boy who offered Jesus five small loaves and two fish to help feed a crowd — and making a lot out of it. On that occasion the crowd of 5,000 people were fed and there was more to spare.

At other times the resistance to our idea may come from those we try to get on board in the early stages. It may be an angel investor, strategic partner or board member. Recently a friend reached out to someone with a powerful idea. They were pushed away with the response that they weren't taking on anything new until after the pandemic. I can't help but think that it could be a slightly longer wait than they think.

It's actually the spirit of innovation, creativity and enterprise that will help to pull us through this pandemic. Let's overcome our feelings of self-doubt and fear of rejection and failure and instead dig deep in our reservoirs of determination, hope and compassion.

Now is the perfect time to launch a venture. There is no shortage of human need and opportunity for the people talent, technology and financial capital required. Let us unleash the spirit of enterprise to create

Enterprise Course :

Un curso de siete sesiones facilitado, basado en los siete capítulos y plantillas de planificación de negocios del libro de Matt Bird "El Espíritu de la Empresa". Las sesiones pueden ser semanales, quincenales o con la frecuencia que usted elija. Al terminar, nuestros empresarios tendrán un camino claro y un plan de negocio conciso. A continuación, podrá optar por ofrecer recursos de co-working:

Enterprise Co-Working:

El co-working empresarial de la iglesia local puede constar de muchos elementos, los que sugerimos son: i) un mentor empresarial para proporcionar asesoramiento empresarial y responsabilidad, ii) una subvención empresarial para asegurar el equipo empresarial esencial, y, iii) un espacio empresarial para permitir a los empresarios emergentes trabajar en el mismo lugar donde pueden beneficiarse del estímulo y el apoyo de estar con otros.

Así pues, iniciemos una conversación... podemos proporcionarle todos los recursos y el apoyo que necesita para poner en marcha un **NAYBA Enterprise Hub** en su iglesia local y crear un cambio duradero en su comunidad.

Póngase en contacto con: team@nayba.co y visite www.nayba.co

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