

# SOARING CHICKEN *Farm Ministry*



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# CONFIDENTIALITY AGREEMENT

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The undersigned reader acknowledges that the information **Christina Stroh** provided in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of **Soaring Chicken Farm Ministry**.

It is acknowledged by the reader that the information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through different means, and that any disclosure or use of same by the reader may cause severe harm or damage to **Soaring Chicken Farm Ministry**.

This document will be immediately returned to **Christina Stroh** upon request.

Signature

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Christina Stroh

December 9, 2024

## **PURPOSE OF THE BUSINESS PLAN**

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This business plan describes **Soaring Chicken Farm Ministry's** business activities and strategies to propel our growth as we seek donations and investments from our investors.

Adequate market strategies will be in place to ensure that a large number of our target markets are informed about our empowerment programs. We are poised to be successful and project adequate revenue for our profitability and the sustainability of the business.

This business plan is intended to provide a blueprint, details of its activities, and market insights to aid the company's feasibility study.

This business plan also highlights our operational strategy, vision and mission statements, business objectives, products and services, market analysis, financial forecast, and other business plan contents.

# 1 EXECUTIVE SUMMARY

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Soaring Chicken Farm Ministry is a transformative organization dedicated to providing life-enriching experiences that reconnect individuals with nature, food sources, and community. Born from a journey of personal healing and a passion for agriculture and the outdoors, our ministry offers diverse programs, including classes, summer camps, and outdoor adventures, designed to teach essential skills like beekeeping, wilderness survival, farming, and cooking. At the heart of our offerings is our Equip210 K-12 Hybrid Homeschool Program, which blends the flexibility of homeschooling with structured, in-person, nature-based education. This unique program integrates core academic subjects with hands-on experiences in ecology, sustainable practices, and faith-based learning, fostering a balanced development of mind, body, and spirit. Through these immersive programs, we create a supportive environment where personal and spiritual growth flourishes, emphasizing the beauty of God's creation and the value of community.

Our vision includes expanding our current operations to a larger tract of land where we can accommodate more animals, enhance our educational offerings, and provide space for overnight retreats and creative community gatherings. We have already partnered with multiple schools and organizations, reaching diverse audiences and positively impacting our community. With the support of dedicated volunteers and enthusiastic participants, we aim to increase our educational impact while promoting sustainability and responsible land stewardship.

To ensure our success, we are focused on building strategic partnerships and securing funding to support our growth initiatives. This includes seeking investors and donors who share our vision and values as we also operate as a nonprofit K-12 organization with Equip210. Our goal is to create a self-sustaining model that allows us to offer affordable programs while generating resources to reinvest in our mission. As we cultivate relationships with local schools, churches, and environmental groups, we aim to expand our reach and enhance our programs to serve our community better.

We are dedicated to empowering individuals through education and community engagement, creating multiple locations where participants can learn and explore. We inspire participants to embrace their passions and reconnect with the natural world. As we continue to grow and evolve, we remain dedicated to fulfilling our mission of fostering independence, nurturing community, and honoring the resources God has provided for us.

## **1.1 MISSION STATEMENT**

At Soaring Chicken Farm Ministry, we are dedicated to providing life-changing experiences that connect individuals to God, the land, and the origins of their food. Through engaging summer camps, educational classes, and outdoor adventures, we empower people to build community, foster independence, and cultivate a deep appreciation for the resources God has graciously provided.

Our aim is to equip the next generation of world changers through our Equip210 Christ-centered K-12 Educational Movement and outdoor enrichment courses. Through our customized program and equipping curriculum along with our professional training of local teams, we have created one of the most dynamic and innovative alternative educational programs.

## **1.2 VISION STATEMENT**

Our vision is to nurture a vibrant sanctuary where individuals of all ages can explore, learn, and heal through nature and agriculture. We aspire to acquire a larger tract of land that will allow us to house a diverse array of animals, create spaces for exploration and retreat, and expand our educational offerings. By increasing our livestock and beehive populations, we aim to enhance our egg, milk, and honey production for sale and donation, fostering community support and sustainability. As we continue to grow, we remain committed to reconnecting people with their food sources and the natural world, celebrating God's craftsmanship and purpose in all creation. Our Vision is that every child walks in his or her God-given identity as His Masterpiece doing the good works that He prepared for them long ago so that the Earth will be filled with the knowledge and glory of God as the waters fill the sea.

## **1.3 BUSINESS OBJECTIVES**

- To provide engaging faith centered educational programs that educate and empower individuals to build confidence by learning to grow and raise their own food.
- To foster community connections by hosting workshops, classes, and events that unite people in shared learning experiences.
- To offer summer camps that immerse children and adults in nature, beekeeping, and wilderness skills-promoting personal growth, independence, and spiritual connection.

- To establish and expand our Equip210 K-12 Hybrid Homeschool Program, offering a flexible, nature-based curriculum that integrates core academics with experiential learning, promoting educational excellence and faith-based values in a supportive community setting.
- To duplicate our model in multiple locations, expanding our reach and impact on diverse communities while maintaining the integrity of our educational and spiritual programs.
- To expand our land and facilities to accommodate more animals, classes, and community activities, enhancing our ministry's offerings.
- To increase our livestock and beehive populations, boost egg, milk, and honey production for sale or donation, and support local food security.
- To partner with local schools and organizations to provide classes that educate students about food sources and environmental stewardship.
- To create a healing environment where individuals can reconnect with God through nature and find solace through hands-on experiences with animals and the land.
- To implement sustainable farming practices that give back to the land, preserving it for future generations and promoting ecological balance.
- To hire qualified educators and staff passionate about our mission, ensuring high-quality instruction and support for our programs.
- To develop retreat experiences that provide individuals and groups with opportunities for reflection, growth, and connection with God.
- To leverage community volunteers to enhance our programs and foster a spirit of giving and collaboration in our ministry.
- To create diverse income streams through product sales, event hosting, and workshops that sustain and grow our ministry.
- To promote awareness of our mission through effective marketing strategies, reaching more individuals and families needing our services.
- To continuously evaluate and improve our programs and offerings ensuring we effectively meet our community's needs.

## 1.4 OUR CORPORATE SOCIAL RESPONSIBILITY IN ACTION

At Soaring Chicken Farm Ministry, our corporate social responsibility (CSR) is deeply rooted in our mission to connect individuals with God, the land, and their food sources while fostering community. We actively engage in sustainable farming practices that respect and restore the environment, promoting ecological balance and biodiversity. Our educational programs empower participants of all ages to develop essential life skills, such as farming, beekeeping, and wilderness survival, while emphasizing the importance of giving back to the land. By partnering with local schools and organizations, we enhance food security and encourage responsible stewardship of resources. Additionally, we dedicate a portion of our egg and honey production to support local needy families, demonstrating our commitment to nurturing the community and the environment. Through these initiatives, we strive to create a positive impact beyond our farm, inspiring others to embrace a life of purpose and connection.

## 1.5 OUR EQUIP210 SEVEN PILLARS

Our Seven Pillars serve as the foundation of our K-12 educational program, guiding our values and actions:

- ❖ **Love:** " Love is patient and love is kind. Love is not jealous or boastful or proud or rude. It does not demand its own way. It is not irritable, and it keeps no record of being wronged. It does not rejoice about injustice but rejoices whenever the truth wins out. Love never gives up, never loses faith, is always hopeful, and endures through every circumstance." - 1 Corinthians 13:4-7
- ❖ **Grace:** " Each time he said, "My grace is all you need. My power works best in weakness." So now I am glad to boast about my weaknesses, so that the power of Christ can work through me." - 2 Corinthians 12:9
- ❖ **Kindness:** " Therefore, as God's chosen people, holy and dearly loved, clothe yourselves with compassion, kindness, humility, gentleness, and patience." - Colossians 3:12
- ❖ **Honor:** "Respect everyone and love the family of believers. Fear God, and respect the king." - 1 Peter 2:17
- ❖ **Obedience:** "Love the Lord your God and keep his requirements, his decrees, his laws and his commands always." - Deuteronomy 11:1

- ❖ **Excellence:** " Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable---if anything is excellent or praiseworthy—think about such things." - Philippians 4:8
- ❖ **Courage:** " This is my command—Be strong and courageous! Do not be afraid or discouraged. For the Lord, your God is with you wherever you go." - Joshua 1:9

## 1.6 OUR CORE VALUES

- ❖ **Faith:** We believe in the power of faith to guide our actions and inspire our community, fostering a deep connection with God, nature, and one another.
- ❖ **Community:** We value the strength of community, creating a welcoming and inclusive environment where individuals can connect, learn, and grow together.
- ❖ **Sustainability:** We are committed to sustainable practices that respect and nurture the environment, ensuring we give back to the land and preserve it for future generations.
- ❖ **Empowerment:** We strive to empower individuals through education and hands-on experiences, equipping them with the skills and knowledge to cultivate independence and confidence.
- ❖ **Service:** We are dedicated to serving others, offering support and resources to those in need, and fostering a spirit of generosity and compassion.
- ❖ **Integrity:** We operate honestly and transparently in all our endeavors, building trust within our community and among our partners.
- ❖ **Growth:** We embrace continuous learning and improvement, seeking personal and organizational development opportunities that align with our mission and vision.

## 1.7 KEYS TO SUCCESS

- ❖ **Clear Vision and Mission:** We maintain a clear, compelling vision and mission that guide all activities and decisions, ensuring alignment with our core purpose and values.
- ❖ **Strong Community Engagement:** We actively involve the community through partnerships, events, and volunteer opportunities to foster relationships and build a supportive network that amplifies our impact.
- ❖ **Diverse Program Offerings:** We continuously develop and expand our educational and experiential programs, ensuring broad appeal and relevance.

- ❖ **Sustainable Practices:** We implement environmentally responsible practices that promote sustainability, enhance productivity, and preserve the land for future generations.
- ❖ **Quality Leadership and Staff:** We attract and retain passionate and skilled educators and staff who share our vision, providing them with the training and resources they need to succeed.
- ❖ **Adaptability and Innovation:** We remain open to change and innovation, regularly evaluating our programs and strategies to adapt to the evolving needs of the community and the environment.
- ❖ **Effective Marketing and Outreach:** We develop robust marketing and outreach strategies to raise awareness about our ministry, attract participants, and secure funding and partnerships for growth.



# SOARING CHICKEN FARM MINISTRY BUSINESS PLAN

## 2 BUSINESS MODEL CANVAS

|                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Key Partners</b> <ul style="list-style-type: none"> <li>Local schools and educational institutions</li> </ul> | <b>Key Activities</b> <ul style="list-style-type: none"> <li>Offering a flexible, nature-based K-12 hybrid homeschool program with Equip210 that blends in-person learning with homeschooling, focusing on core academics, outdoor activities, and faith-based education.</li> <li>Providing hands-on workshops and classes in sustainable practices, including farming, beekeeping, wilderness skills, and cooking, to empower participants with essential life skills.</li> <li>Hosting immersive summer camps and outdoor adventures that foster personal growth, community building, and a deeper connection with nature.</li> <li>Organizing community engagement events, such as farm-to-table dinners, seasonal festivals, and volunteer days, to encourage participation and strengthen connections within the local community.</li> </ul><br><b>Key Resources</b> <ul style="list-style-type: none"> <li><b>Human resources:</b><br/>Christina Stroh</li> <li><b>Computer/Technological resources:</b><br/>Christina Stroh</li> </ul> | <b>Value Proposition</b> <ul style="list-style-type: none"> <li>Holistic &amp; faith centered learning experience</li> <li>Community building</li> <li>Healing and restoration</li> <li>Empowerment and independence</li> </ul> | <b>Customer Relationship</b> <ul style="list-style-type: none"> <li>The company's location in San Clemente, California</li> <li>Social networks: YouTube, Facebook, Twitter, Instagram, etc.</li> </ul><br><b>Channels</b> <ul style="list-style-type: none"> <li>Facility office in San Clemente</li> <li>Social Media</li> </ul> | <b>Customer Segments</b> <ul style="list-style-type: none"> <li>Home school families</li> <li>Nature enthusiasts</li> <li>Christians</li> <li>Churches</li> <li>Environmentalists</li> <li>Families with children</li> <li>Charter schools</li> <li>Private Schools</li> </ul> |
|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



## SOARING CHICKEN FARM MINISTRY BUSINESS PLAN

### Cost Structure

- Marketing and outreach (Mid-level budget)
- Infrastructure and equipment (High-Level budget)
- Operational costs (High-Level budget)

### Revenue Streams

- Tuition and program fees
- Classes and Camps
- Event hosting
- Donations and grants
- Horse boarding
- Retreats, yurts, glamping & unique overnight stays
- Partnership programs
- Farm product sales



## 3 COMPANY OVERVIEW

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### 3.1 COMPANY INFORMATION

- ✓ **Name of Company:** Soaring Chicken Farm Ministry
- ✓ **Company Location:** 1302 Felipe San Clemente, CA 92673
- ✓ **Email Address:** christina@soaringchickenfarms.com
- ✓ **Website Address:** www.soaringchickenfarmministry.com
- ✓ **Phone Number:** 949.331.2099

### 3.2 COMPANY CONCEPTUALIZATION

Christina Stroh, the Owner and Founder of Soaring Chicken Farm Ministry has always harbored a deep passion for God, the outdoors, & her love for animals, which she describes as fundamental aspects of her identity. With over seven years of experience working in two different animal hospitals, Christina has honed her animal care and well-being skills. In addition to her veterinary background, she is certified in wilderness survival and has completed extensive training in various primitive skills, including backcountry survival, ice climbing, and foraging. Five years ago, she pursued her passion for beekeeping by completing a comprehensive six-month beekeeping course, further deepening her connection to nature and agriculture.

Christina's journey to founding Soaring Chicken Farm Ministry stemmed from her desire to heal and rediscover her true self after her painful divorce. Christina embarked on a transformative journey of self-reconnection, reclaiming the parts of herself that had been lost in her marriage. This healing process inspired the conceptualization of Soaring Chicken Farm Ministry, where she now combines her love for God, animals, education, and community to create a nurturing environment for others. Christina aims to empower others to reconnect with nature and their passions through the ministry while fostering personal growth, independence, and community engagement.

#### 3.2.1 External Professional Resources

- **Financial Consultants:** Financial consultants provide invaluable insights into financial planning, investment strategies, and fiscal management. Their expertise assists in optimizing financial performance and making informed decisions for sustained growth.

- A corporate lawyer will be hired from time to time to offer legal advice and services to the company. This will include the examination of each contract signed on behalf of the company by the CEO and other delegated staff.

### **3.3 COMPANY LOCATION**

Soaring Chicken Farm Ministry is located in San Clemente, California, where we harness the land's natural beauty to provide transformative educational experiences and healing programs. Our farm is a vibrant hub for hands-on workshops, our Equip210 K-12 educational program, summer camps, and community events, connecting individuals to God, nature and sustainable practices. To extend our reach and engage with a broader audience, we maintain a robust online presence through our website and social media platforms, where we share updates about our programs, sustainable living resources, and community involvement opportunities. This dual approach allows us to inspire and empower local participants and those beyond our immediate area.

### **3.4 CORPORATE GOVERNANCE AND COMPANY OWNERSHIP STRUCTURE**

Soaring Chicken Farm Ministry operates with a transparent corporate governance structure designed to uphold our mission and values while ensuring accountability and ethical practices. As a ministry and non profit, founded and led by Christina Stroh, who serves as the Owner and Founder, decision- making is centralized but encourages input and collaboration from staff, volunteers, and community members. We prioritize community engagement and feedback, fostering a culture of inclusivity and shared responsibility. Our ownership structure emphasizes the ministry's commitment to social responsibility, empowering individuals, and strengthening community ties rather than pursuing profit maximization, thereby aligning our operations with the service and stewardship principles guiding our mission.

### **3.5 ORGANIZATIONAL STRUCTURE**

Soaring Chicken Farm Ministry operates with a dedicated team that works collaboratively to fulfill our mission of providing transformative educational experiences. The organizational structure includes the following key roles:

- ❖ **Owner/Founder: Christina Stroh** oversees all operations, program development, and strategic direction while upholding the ministry's mission and values.
- ❖ **Administration & Camp Instructor: Yvonne Verlich** manages administrative tasks, coordinates camp logistics, and serves as an instructor, facilitating engaging participant learning experiences and ensuring smooth daily operations.
- ❖ **Teachers & Camp Instructors:**
  - **Nicole Clark** is a 1<sup>st</sup>/2<sup>nd</sup> grade teacher for our Equip210 program and is responsible for delivering educational content in various subjects related to God, farming, wilderness skills, and sustainability. As a summer camp instructor, she had lead camp activities, and guided participants in hands-on learning.
  - **Caitlin Ewing** Caitlin plays a crucial role in teaching our Tk/K Equip210 classes, fostering a supportive and enriching student environment while promoting a connection to God, nature and sustainable practices.
  - **Katie Loomis** is passionate about working with children. She currently teaches our Mini Farmer classes and leads our other charter enrichment classes. She has a background working with special needs children and believes that great educators learn and grow with their students. Katie is thankful for the opportunity to help young minds develop and flourish.

### 3.6 FINANCE

Soaring Chicken Farm Ministry seeks up to \$4 million in financial support to facilitate land acquisition in San Juan Capistrano, Ca. for our ministry's operations and Equip210 educational program. These funds will primarily be allocated towards a significant down payment on a suitable property that will allow us to expand our offerings and create a sustainable environment for learning and community engagement.

In addition to pursuing traditional financing options, we are open to securing investments that can cover the total cost of the property, ensuring that we can move forward with our vision without delay. Furthermore, as a nonprofit organization, we welcome donations, which not only contribute to the growth of our ministry but can also serve as tax write-offs for our donors. These contributions will support the development of facilities, purchase necessary equipment, and

enhance our educational programs, ultimately enabling us to foster a deeper connection between individuals, nature, and sustainable practices. By investing in Soaring Chicken Farm Ministry, supporters will play a vital role in empowering our community and promoting a sustainable future for generations.

## 4 PRODUCTS AND SERVICES DESCRIPTION

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Soaring Chicken Farm Ministry offers diverse products and services designed to connect individuals with nature, promote sustainable practices, and foster community engagement. Our offerings include:

- ❖ **Educational Classes:** We provide hands-on classes covering various topics such as beekeeping, wilderness skills, farming, composting, cooking, and sustainable agriculture centered around our Christian faith, morals and values. These classes empower participants with the knowledge and skills to grow and raise their food while deepening their relationship with God and promoting understanding of natural ecosystems.
- ❖ **K-12 Hybrid Homeschool Program:** Our K-12 hybrid homeschool program is designed to blend the flexibility of homeschooling with the benefits of structured, in-person learning. Tailored to meet the educational needs of students from kindergarten through grade 12, this program combines one of a kind faith centered, nature-based education with core academic subjects, giving students a balanced and engaging learning experience.
- ❖ **Summer Camps:** Our summer camps are designed for children and adults, providing immersive experiences that promote outdoor exploration, teamwork, and personal growth. Participants engage in activities such as animal care, gardening, and nature hikes while fostering a sense of community and connection to God and the land.
- ❖ **Workshops and Retreats:** We offer seminars on specialized topics, such as homesteading, foraging, and creative arts, as well as seasonal retreats focused on healing, self-discovery, and spiritual growth. These events allow participants to unwind, learn, and build lasting connections.
- ❖ **Farm-to-Table Experiences:** We host farm-to-table events where participants can enjoy meals made with fresh produce and products from the farm. These experiences highlight the importance of local food systems and provide a delicious way to connect with the land.
- ❖ **Community Engagement Initiatives:** Our ministry is committed to giving back to the community through partnerships with local schools, ministry organizations, and volunteers. We facilitate outreach programs that reconnect individuals with their food sources, promote environmental stewardship, and encourage sustainable living practices.

## Key Features:

- **Flexible Scheduling:** Our Equip210 hybrid model allows students to attend classes on designated days each week while completing additional coursework at home, providing flexibility for families and supporting personalized learning.
- **Nature-Based Curriculum:** The program integrates outdoor, experiential learning with traditional subjects, emphasizing ecology, sustainable practices, and environmental stewardship. Students learn through activities like gardening, animal care, and wilderness survival skills, promoting a deep connection to nature.
- **Faith-Centered Education:** Unique to our program, we incorporate faith-based values and teachings, encouraging students to develop spiritually alongside their academic and personal growth.
- **Small Class Sizes:** We prioritize small class sizes to ensure personalized attention from our qualified instructors. This approach fosters a supportive environment where students feel valued and motivated to learn. Blending flexible homeschooling with nature-based, faith-centered learning, including:
  - In-Person Classes (Grades K-7): Focus on Kingdom identity and hands-on learning.
  - Live Online Virtual Academy (Grades 7-12): Interactive core classes with college credit options.
  - Associate's Degree Program: Dual enrollment with Bethel College for high school students.
  - College & Career Services (Grades 9-12): Personalized mentorship for college and career exploration.
  - In-Person Discipleship & Internship: Faith-based program at San Clemente Zion Church.
- **Community Building:** Our program also focuses on building a sense of community, encouraging collaboration, teamwork, and mutual respect. Families are invited to participate in regular events, workshops, and service opportunities that strengthen ties within our educational community.
- ❖ **Comprehensive Academic Support:** Our certified teachers and staff provide guidance and support in core subjects like math, science, English, and social studies, ensuring students meet educational standards while nurturing their individual strengths.

## **4.1 PRICING STRATEGY**

At Soaring Chicken Farm Ministry, our pricing strategy is designed to make education accessible while ensuring the sustainability of our programs. For our Equip210 2-day Christian Education Program (Tuesdays and Thursdays, 9am-3pm), the following fees apply:

- **Registration Fee:** \$210
- **Tuition:** \$3,700 (with monthly, bi-annual, and annual payment options)
- **Curriculum Cost:** Estimated at \$550-\$600

Additionally, we offer hands-on classes at competitive rates starting at \$40 per session or 6-week packages priced at \$660 for a more in-depth learning experience. This tiered pricing structure allows us to foster inclusivity and sustain our mission.

## 5 MARKET ANALYSIS

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### 5.1 MARKET ASSESSMENT

The market for educational and experiential learning programs centered around nature, sustainability, and agricultural practices is experiencing significant growth. The global learning and development market size was USD 9.72 billion in 2023 and is likely to reach USD 54.41 billion by 2032, expanding at a CAGR of 20.1% during 2024–2032<sup>1</sup>. This growth is attributed to the increasing emphasis on continuous skill development in the knowledge-based economy. More families seek alternatives to traditional education, particularly through homeschooling and community-based initiatives. As awareness of environmental issues rises, the demand for programs that teach self-sufficiency, organic gardening, and sustainable practices becomes more pronounced. Soaring Chicken Farm Ministry is strategically positioned to capitalize on these trends by offering relevant educational experiences that meet the needs of today's families.

#### **Constraints**

Despite the positive market trends, several constraints must be navigated. Securing adequate funding for land acquisition and operational costs remains a primary challenge. As a new organization, we depend on donations, grants, and partnerships to sustain our programs. Regulatory constraints related to land use and agricultural practices may also impact our ability to expand. To address these challenges, we will actively partner with investors, community organizations, and local governments to explore funding opportunities and navigate regulatory requirements effectively.

#### **Technology Opportunities**

The integration of technology into our educational offerings presents significant growth opportunities. We can expand our reach beyond the local community by utilizing online platforms and offering virtual classes and workshops that attract a wider audience. Social media and digital marketing can enhance our visibility, allowing us to connect with potential participants and supporters more effectively. Additionally, technology can be leveraged to improve operational

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<sup>1</sup> <https://dataintelo.com/report/learning-development-market>

efficiencies, streamline administrative tasks, and facilitate communication with our volunteers and partners.

### **Sustainability Trends**

Sustainability is a key trend driving consumer preferences in today's market. Families increasingly prioritize eco-friendly practices and organic products, creating a demand for educational programs that teach sustainable living and environmental stewardship. Soaring Chicken Farm Ministry aligns perfectly with this trend by educating participants on organic gardening, composting, and beekeeping, empowering them to make informed choices about their food and lifestyle. By positioning ourselves as a leader in sustainable education, we can attract a growing audience passionate about environmental issues.

### **Partnership Potential**

There is significant potential for partnerships with local schools, churches, and environmental organizations. Collaborative initiatives can amplify our impact and broaden our reach within the community. For example, partnering with local charter schools allows us to incorporate our programs into their curricula, providing students with valuable hands-on learning experiences. By forming strategic alliances with other organizations, we can share resources, expertise, and networks, ultimately enhancing our offerings and increasing our visibility.

### **Regulatory Environment**

Navigating the regulatory environment is crucial for the success of our ministry. As we expand our operations, we must comply with local zoning laws, health regulations, and agricultural practices. Understanding these requirements will ensure we operate within the legal framework while pursuing our goals. Building relationships with local authorities and engaging in community discussions can help us advocate for supportive policies that benefit our ministry and the community.

### **Financial Landscape**

The financial landscape for nonprofits is increasingly competitive, with many organizations vying for grants and donations. To ensure sustainability, we must develop a diversified funding strategy

that includes individual contributions, corporate sponsorships, grants, and fundraising events. By clearly articulating our mission and impact, we can effectively engage potential donors and sponsors, demonstrating the value of supporting Soaring Chicken Farm Ministry. Additionally, exploring opportunities for revenue generation through classes and workshops can further enhance our financial stability.

The market analysis for Soaring Chicken Farm Ministry reveals a positive outlook for growth and expansion. By leveraging current trends in experiential learning, sustainability, and community engagement, we can effectively position ourselves as a leader in this emerging market. While challenges such as funding and regulatory constraints exist, proactive strategies focused on technology integration, partnership development, and diversified funding will pave the way for our success. With a clear understanding of the market landscape and a commitment to our mission, we are poised to impact our community and beyond significantly.

## **5.2 K-12 HYBRID HOMESCHOOL MARKET**

The U.S. K-12 education market is experiencing dynamic growth, projected to reach \$31 billion by 2032, up from \$4 billion in 2023. This expansion reflects a compound annual growth rate (CAGR) of approximately 21% from 2024 to 2032<sup>2</sup>, driven by key market trends, evolving educational models, and the increasing demand for personalized learning. As parents and educators seek innovative alternatives to traditional schooling, hybrid homeschool programs, like Soaring Chicken Farm Ministry's Equip210 program, are becoming more appealing. The intersection of academic rigor, outdoor learning, and faith-based education presents unique opportunities for both students and families seeking an alternative to conventional educational systems.

### **Trend Overview**

One of the most prominent trends in the K-12 education market is the shift towards hybrid learning models. The COVID-19 pandemic accelerated the adoption of remote learning, and while schools have since returned to in-person formats, many families continue to appreciate the flexibility and personalization that hybrid programs offer. Soaring Chicken Farm Ministry's K-12 Hybrid Homeschool Program with Equip210 capitalizes on this trend by blending in-person learning with

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<sup>2</sup> <https://www.linkedin.com/pulse/us-k12-education-market-size-analysis-share-emerging-gj8df/>

homeschooling, offering flexibility for families while maintaining high academic standards. This model is particularly attractive to those who value a nature-based, hands-on approach to education, with an emphasis on outdoor learning, sustainable practices, and spiritual growth.

### **Market Drivers**

The rising demand for hybrid homeschool programs is largely driven by the growing desire for personalized, student-centered learning experiences. Families are seeking educational alternatives that cater to the individual needs of their children while offering flexibility in scheduling. Our Equip210 curriculum, which integrates core academic subjects with nature-based education and faith-based values, addresses this need by creating a personalized, holistic educational experience. As the broader education market increasingly shifts towards customization, programs like ours stand to benefit from a growing trend that values educational choice and flexibility.

### **Opportunities**

The expanding U.S. K-12 education market presents numerous opportunities for growth, particularly for programs that incorporate experiential learning and environmental stewardship. Parents are increasingly looking for educational options that align with their values and offer a deeper connection to the world around them. Soaring Chicken Farm Ministry Equip210 is well-positioned to capitalize on this opportunity by offering unique outdoor learning experiences, such as gardening, animal care, and wilderness survival, in addition to traditional subjects like math and science. Moreover, the incorporation of faith-based teachings gives our program a distinct advantage in attracting families who seek a Christian-centered education that fosters spiritual and academic growth.

### **Constraints**

Despite the significant market potential, there are challenges in scaling hybrid homeschool programs. One of the primary constraints is the regulatory framework governing homeschooling and hybrid programs, which varies by state and can be complex. Ensuring compliance with local education standards and maintaining accreditation can be resource-intensive. Additionally, the high cost of offering personalized, small class sizes, and hands-on outdoor learning experiences may limit accessibility for some families, particularly those with lower incomes. These financial and regulatory constraints present barriers to entry but can be overcome through strategic partnerships, grants, and careful management of resources.

## **Competitive Landscape**

As more families explore hybrid homeschool programs, competition in the market is intensifying. However, Soaring Chicken Farm Ministry's unique offering of faith-based, nature-focused education gives it a distinct edge over competitors. Established educational institutions and homeschool programs may offer flexibility and personalized learning, but none provide the same level of immersive outdoor experiences combined with spiritual development. By focusing on community building and providing a holistic educational experience that integrates faith, nature, and academics, Soaring Chicken Farm Ministry's Equip210 program stands apart from more traditional competitors, positioning itself as a leader in the emerging hybrid homeschool market.

## **Technology Integration**

Advancements in technology are reshaping the way students learn, and this trend presents both opportunities and challenges for hybrid homeschool programs. The integration of digital tools, online learning platforms, and virtual classrooms has enabled students to access education from anywhere, at any time. Soaring Chicken Farm Ministry can leverage technology to enhance its hybrid model, offering online resources, interactive learning modules, and virtual class participation alongside in-person outdoor experiences. However, balancing the use of technology with the ministry's commitment to nature-based learning requires careful planning to ensure that technology serves as a complement rather than a distraction from the hands-on, experiential learning at the core of the program.

The future outlook for the U.S. K-12 education market is highly optimistic, with continued growth anticipated as parents and students increasingly seek alternative, flexible learning models. As the demand for hybrid homeschool programs increases, Soaring Chicken Farm Ministry's Equip210 program is well-positioned to expand its offerings, growing in both reach and scope. By continuously refining its curriculum and expanding its community engagement initiatives, the ministry can attract more families seeking a well-rounded education that combines academics, nature, and faith. Additionally, as public awareness of the benefits of nature-based education continues to grow, the ministry has the potential to tap into a broader market, creating new opportunities for program growth and expansion.

The U.S. K-12 education market offers significant opportunities for Soaring Chicken Farm Ministry's Equip210 hybrid homeschool program, which aligns with several key trends, including

the increasing demand for personalized, nature-based education and faith-centered learning. The ministry's unique combination of academic rigor, outdoor experiences, and Christian values positions it to take full advantage of the market's expansion, while overcoming potential constraints related to cost and regulatory requirements. By staying attuned to evolving educational needs and trends, Soaring Chicken Farm Ministry can continue to grow and thrive in this dynamic, rapidly evolving sector.

### **5.3 TARGET MARKET**

Soaring Chicken Farm Ministry strategically targets diverse groups within Orange County, CA, specifically in San Clemente, San Juan Capistrano, Irvine, and Laguna Niguel. Our target market includes:

- **Homeschool Families & Schools:** Parents seeking enriching educational opportunities that align with their values and curriculum. Educational institutions looking to partner with us for programs that enhance their curriculum and engage students in hands-on learning.
- **Nature Enthusiasts:** Individuals passionate about outdoor activities, sustainability, and connecting with the natural world.
- **Christians and Churches:** Faith-based communities looking for spiritual growth and connection to God through nature and agricultural practices.
- **Environmentalists:** People committed to sustainability and conservation interested in learning about eco-friendly practices.
- **Families with Children (Ages 25-65):** Mothers seeking activities that promote family bonding, education, and a connection to the land.

## 5.4 GROWTH PLAN

| YEAR          | PLAN                          | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Year 1</b> | Establishment foundation      | <ul style="list-style-type: none"> <li>• Finalize and launch a comprehensive curriculum for all classes, focusing on hands-on learning and community engagement.</li> <li>• Establish collaborations with local schools, churches, and community organizations to promote our programs and reach a wider audience.</li> <li>• Apply for grants and seek donations to support operational costs, including land acquisition and program development.</li> <li>• Implement a digital and local marketing strategy to raise awareness about our programs, targeting homeschool families and nature enthusiasts.</li> </ul> |
| <b>Year 2</b> | Infrastructure development    | <ul style="list-style-type: none"> <li>• Secure a suitable property to expand our operations, including classrooms, animal facilities, and outdoor spaces for activities.</li> <li>• Construct or renovate facilities to accommodate new classes and enhance the learning environment.</li> <li>• Recruit additional instructors and administrative staff to support program growth and improve service delivery.</li> <li>• Establish systems for gathering participant feedback to refine programs and meet community needs.</li> </ul>                                                                               |
| <b>Year 3</b> | Expand offerings              | <ul style="list-style-type: none"> <li>• Develop and launch additional classes based on community interest, such as advanced beekeeping or organic gardening.</li> <li>• Implement promotional offers for first-time participants and referral discounts to boost class enrollment.</li> <li>• Organize seasonal events, such as farm-to-table dinners or open house days, to engage the community and attract new participants.</li> <li>• Optimize our website and social media platforms to improve user engagement and facilitate online registrations.</li> </ul>                                                  |
| <b>Year 4</b> | Community impact and outreach | <ul style="list-style-type: none"> <li>• Develop partnerships with more schools and community organizations to extend our reach and impact.</li> <li>• Introduce a scholarship initiative to make our programs accessible to underserved families in the community.</li> <li>• Conduct a comprehensive review of all programs to assess effectiveness and make necessary adjustments based on participant feedback.</li> <li>• Create structured volunteer opportunities to foster community involvement and support program operations.</li> </ul>                                                                     |

|               |                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Year 5</b> | Sustainability growth and innovation | <ul style="list-style-type: none"> <li>• Investigate potential new revenue streams, such as online courses or product sales (e.g., honey, produce).</li> <li>• Organize annual retreats focusing on personal growth, community building, and deepening participants' connection to nature.</li> <li>• Create a long-term sustainability plan outlining ongoing funding, community engagement, and program expansion strategies.</li> <li>• Evaluate the overall impact of our programs on the community and develop strategies to enhance our influence and outreach moving forward.</li> </ul> |
|---------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## 5.5 COMPETITORS ANALYSIS

- **Head Heart and Hands School:** Head Heart and Hands School in San Juan Capistrano, CA, is one of the few outdoor-focused schools in the area, offering a popular nature-based education program. The school emphasizes holistic learning, integrating the emotional, intellectual, and physical development of students through hands-on outdoor experiences. It has garnered a strong reputation within the community for its commitment to immersive, nature-centered education and the success of its students. However, despite its strengths, the higher tuition fees may present a challenge for families seeking more affordable educational alternatives.
- **The Ecology Center:** The Ecology Center, also located in San Juan Capistrano, CA, places a strong emphasis on sustainability and ecological education. It offers diverse workshops and events that engage the community in hands-on learning about food systems, gardening, and conservation, making it particularly appealing to environmentally conscious families. The center operates on a large parcel of land, providing ample space for its various programs and outdoor activities. However, the high cost of its classes and workshops is a frequent concern among participants, as many feel that the pricing may not be accessible to all community members. Additionally, its niche focus on ecological education may limit its appeal to families seeking a broader educational experience.

- **Zoomars Farm School:** Zoomars Farm School, in San Juan Capistrano, CA, provides direct experiences with farm animals, enormously appealing to families interested in agricultural education and animal husbandry. The school is designed as a fun, engaging environment for families, attracting visitors of all ages and enhancing community involvement. Its popularity as a destination for school field trips fosters partnerships with educational institutions and increases its visibility among local families. However, Zoomars Farm School does face some challenges. While it offers engaging experiences, the depth of academic content may not be as comprehensive as that of competitors focusing on holistic or ecological education. Furthermore, Zoomars is known for being expensive, which can be a barrier for some families. Seasonal fluctuations in attendance may also impact its revenue and program consistency.

## 5.6 COMPETITIVE ADVANTAGE

- ❖ **Holistic Education Approach:** We offer a unique blend of agricultural education, wilderness survival skills, and spiritual growth, providing a comprehensive learning experience that connects individuals with nature and their food sources.
- ❖ **Diverse Class Offerings:** Our wide range of faith centered classes, from beekeeping and cooking to wilderness skills and homesteading, caters to various interests and age groups, appealing to a broad audience and fostering community engagement.
- ❖ **Community-Centric Focus:** We prioritize building a strong community by partnering with local schools, churches, and organizations, which enhances our outreach and creates a supportive network for families and individuals.
- ❖ **Healing and Personal Growth:** Our ministry is rooted in personal healing and empowerment, allowing participants to embark on their journeys of self-discovery and growth through meaningful experiences on the farm.
- ❖ **Experienced Instructors:** Our team comprises skilled instructors with diverse backgrounds in animal care, wilderness survival, and education, ensuring high-quality instruction and a rich learning environment.

- ❖ **Hands-On Learning:** We emphasize experiential learning through hands-on activities, allowing participants to actively engage with the land, animals, and food production, fostering a deeper understanding of agriculture and sustainability.
- ❖ **Sustainable Practices:** Our commitment to environmentally friendly practices, such as composting, organic farming, and sustainable animal husbandry, resonates with eco-conscious families and individuals seeking to make a positive impact.
- ❖ **Tax-Exempt Donations:** As part of a nonprofit organization, we allow donors to contribute to our mission while benefiting from tax deductions, which can enhance fundraising efforts and community support.

## 5.7 PORTER'S FIVE FORCES ANALYSIS

Porter's Five Forces Framework is a tool for analyzing a business's competition. It draws from industrial organization economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability. The following are Porter's Five Forces Analysis of the company:

### 5.7.1 The Threat of New Entry

Due to several factors, the threat of new entrants into the educational and farming sectors is moderate. While the initial investment costs and regulatory requirements may deter some potential competitors, the demand for unique educational experiences rooted in nature and sustainability continues to grow. Established competitors like Head Heart and Hands School and The Ecology Center offer similar programs, raising the bar for newcomers seeking to enter this space. However, what sets Soaring Chicken Farm Ministry apart is the distinct blend of agricultural education and faith-centered, spiritual growth. No other competitor offers this combination, making it difficult for new entrants to replicate or compete with our unique value proposition, thereby reducing the overall threat of new entry.

### 5.7.2 Competitive Rivalry

Industry rivalry within the educational sector in Orange County is significant, given the presence of established competitors like Head Heart and Hands School, The Ecology Center, and Zoomars Farm School. These organizations offer quality educational programs that cater to similar target

audiences, intensifying competition. To navigate this landscape successfully, Soaring Chicken Farm Ministry must leverage its unique value proposition, which combines agricultural education, wilderness skills, and spiritual growth with its Equip210 hybrid homeschool program. By effectively communicating this differentiation and emphasizing the holistic benefits of our programs, we can attract families seeking a unique and enriching experience, setting ourselves apart from the competition.

### **5.7.3 Buyer Power**

In today's educational landscape, customers wield significant bargaining power due to the availability of numerous educational options. Families can easily compare programs, prices, and teaching philosophies, putting pressure on service providers to meet high expectations. Soaring Chicken Farm Ministry's value proposition, which emphasizes community-building, hands-on agricultural education, and spiritual development, presents a compelling offer. Additionally, by delivering consistent, high-quality experiences, the ministry can build strong relationships with families, reducing the buyer's influence on price negotiations. Our faith-based programming further appeals to a niche market, helping us foster loyalty and lessen the effects of buyer bargaining power.

### **5.7.4 Supplier Power**

The bargaining power of suppliers for the Soaring Chicken Farm Ministry is generally low, as the ministry relies on various sources for farming materials, educational resources, and equipment. The availability of multiple suppliers allows for flexibility and negotiation, reducing dependency on any single supplier. The ministry must cultivate relationships with multiple suppliers and explore sustainable sourcing options to maintain an advantageous position.

### **5.7.5 Threat of Substitution**

The threat of substitute products or services poses a moderate challenge to the Soaring Chicken Farm Ministry. Customers may consider alternative educational experiences like online courses, traditional schools, or outdoor education programs. This broad array of options can divert attention from our unique offerings. However, the ministry can effectively differentiate itself by focusing on the distinct, hands-on experiences that connect participants with God, nature and foster community

## 5.8 SWOT ANALYSIS

Soaring Chicken Farm Ministry has evaluated the strengths, weaknesses, opportunities, and threats to record different perceptions, summarize and integrate various types of resourceful information, match the resources and capabilities of our business to the competitive environment, and provide the basis for successful strategic planning to deliver excellent services and improved sales.

### 5.8.1 Strengths

- **Unique Offerings:** Soaring Chicken Farm Ministry provides a distinctive blend of agricultural education, core academics, spiritual growth, and community-building, setting it apart from conventional educational programs.
- **Experienced Leadership:** The founder, Christina Stroh, possesses extensive experience in animal care, wilderness survival, and beekeeping, ensuring high-quality instruction and program development.
- **Community Engagement:** The ministry has established strong partnerships with local schools and organizations, fostering a sense of community and enhancing its credibility within the target market.
- **Diverse Programs:** A wide range of classes and experiences, including beekeeping, wilderness skills, and farm-to-table cooking, appeals to various interests, attracting a diverse audience.
- **Focus on Healing and Personal Growth:** The ministry's origin story resonates with many individuals seeking healing, connection, and purpose, fostering a supportive and inviting environment.

### 5.8.2 Weaknesses

- **Limited Resources:** The ministry may face challenges securing adequate funding for expansion and program development, impacting long-term growth.
- **Dependency on Seasonal Programs:** Some offerings, such as summer camps, are seasonal, leading to fluctuations in participation and revenue throughout the year.

- **Staffing Needs:** The current reliance on a small team may hinder the ability to scale programs effectively; hiring additional qualified instructors could be helpful.
- **Lack of Brand Recognition:** As a relatively new ministry, building brand awareness and trust within the community may take time compared to established competitors.

### 5.8.3 Opportunities

- **Growing Interest in Sustainable Living:** Increasing consumer awareness and demand for sustainable and locally sourced food can drive interest in the ministry's educational offerings.
- **Expansion of Programs:** Developing new classes and experiences, such as overnight retreats or advanced courses, could attract a broader audience and generate additional revenue streams.
- **Partnerships and Collaborations:** Collaborating with local businesses, churches, and schools can enhance visibility and create mutually beneficial programs that serve the community.
- **Increased Digital Presence:** Enhancing online marketing efforts, including social media engagement and virtual classes, can reach a wider audience and adapt to changing consumer preferences.

### 5.8.4 Threats

- **Intense Competition:** Established educational programs and outdoor adventure organizations in the area may pose a challenge, necessitating continuous innovation to differentiate offerings.
- **Economic Factors:** Economic downturns could affect discretionary spending on educational experiences, potentially impacting enrollment and donations.
- **Regulatory Challenges:** Changes in regulations regarding educational programs, land use, or agricultural practices may pose obstacles to program delivery and expansion.
- **Environmental Factors:** Climate change and environmental challenges could impact agricultural activities and the availability of natural resources, affecting program sustainability.

## 6 MARKETING PLAN

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### 6.1 MARKETING OBJECTIVES

- To increase brand awareness in the local community and surrounding areas by 25% within the next year through targeted marketing campaigns and community outreach efforts.
- To grow enrollment in classes and camps by 30% over the next 12 months by enhancing our online presence and implementing effective digital marketing strategies.
- Establish partnerships with at least five local schools and organizations within the next year to expand our reach and offer collaborative educational programs.
- To enhance our social media engagement by 50% within the next year by regularly posting content highlighting our programs, success stories, and community events.
- To develop and implement a referral program within six months to encourage current participants to refer friends and family, aiming for a 15% increase in new enrollments through referrals.
- To launch a seasonal marketing campaign for summer camps that generates at least 100 inquiries by the end of the campaign period.
- To gather and showcase testimonials and success stories from participants and their families, aiming to increase our website traffic by 20% within the next year through authentic content that resonates with potential customers.

### 6.2 MARKETING STRATEGIES AND IMPLEMENTATION

| OFFLINE                                                                                                                                                     | ONLINE                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Partnership and network</li><li>• Event Marketing</li><li>• Word of Mouth Marketing</li><li>• Print Media</li></ul> | <ul style="list-style-type: none"><li>• Website Development</li><li>• Search Engine Optimization (SEO)</li><li>• Social Media Marketing</li><li>• Content Marketing</li><li>• Email Marketing</li><li>• Blogging</li><li>• Ads</li></ul> |
| <b>ACTION: Partnership and Networking</b><br><b>TIMEFRAME: This should constantly be.</b>                                                                   |                                                                                                                                                                                                                                          |

| CHANNELS                                                                     | WHAT IS INVOLVED                                                                                                                                                                                                                       | EXPECTED RESULTS                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Partnership and Networking</li> </ul> | <ul style="list-style-type: none"> <li>Spur strategic partnerships with corporate organizations, businesses, etc.</li> <li>Build and maintain a sustainable relationship capacity</li> <li>Increase network on social media</li> </ul> | <ul style="list-style-type: none"> <li>Reach more clients and increase the client base</li> <li>Drawing on a wider pool of technical expertise</li> <li>Creating more appropriate services</li> <li>Achieving genuinely earned organizational reputation and greater credibility</li> </ul> |

**ACTION: Online Presence**

**TIMEFRAME: This should be done within the first four (4) weeks of plan execution.**

| CHANNELS                                                                                                                                 | WHAT IS INVOLVED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | EXPECTED RESULTS                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Website</li> <li>Social Media Accounts</li> <li>Blog</li> <li>Listings and Directories</li> </ul> | <ul style="list-style-type: none"> <li>Develop an optimized company website with state-of-the-art features and thought-provoking content.</li> <li>Integrate it with appealing designs, features, and content for massive traffic.</li> <li>Creating engagement on social media platforms like Facebook, Instagram, Twitter, YouTube, etc.</li> <li>Creation of the company's blog.</li> <li>Listing on online directories and listings such as Google My Business, VConnect, Finelib, etc.</li> <li>Build an email list.</li> </ul> | <ul style="list-style-type: none"> <li>Build a stronger brand.</li> <li>Increase credibility</li> <li>Brand visibility</li> <li>Increase communication and interaction</li> <li>Increase sales leads</li> <li>Increase sales revenue</li> <li>Boost website traffic</li> <li>Faster word-of-mouth</li> </ul> |

**ACTION: Content Creation**

**TIMEFRAME: This should be done at least twice a week**

| CHANNELS                                                                                                                                 | WHAT IS INVOLVED                                                                                                                                | EXPECTED RESULTS                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Website</li> <li>Social Media Accounts</li> <li>Blog</li> <li>Listings and Directories</li> </ul> | <ul style="list-style-type: none"> <li>Creative use of keywords that match our product offering</li> <li>Regular update of contents.</li> </ul> | <ul style="list-style-type: none"> <li>Increase brand awareness</li> <li>Improved brand loyalty</li> <li>Higher conversion rate</li> <li>Better ranking of the website.</li> </ul> |

|  |  |                                                                                                                                                                                                       |
|--|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | <ul style="list-style-type: none"> <li>• Better visibility through organic searches on search engines.</li> <li>• Increased traffic on the website</li> <li>• Better customer satisfaction</li> </ul> |
|--|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**ACTION: Email Campaigns**

**TIMEFRAME: This should begin after the first month of marketing plan execution.**

| CHANNELS                                                                   | WHAT IS INVOLVED                                                                                                                                                                                                                          | EXPECTED RESULTS                                                                                                                                                                                  |
|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Across contact points.</li> </ul> | <ul style="list-style-type: none"> <li>• Gathering database and emails of website visitors and customers.</li> <li>• Develop intriguing content and progress updates</li> <li>• Integrating social sharing buttons into emails</li> </ul> | <ul style="list-style-type: none"> <li>• Better participation</li> <li>• Improved engagement</li> <li>• Boost support</li> <li>• Increased donations</li> <li>• Reinforced credibility</li> </ul> |

**ACTION: Google Ads; Social Media Ads; Online Reviews.**

**TIMEFRAME: This should be done quarterly and reviewed constantly.**

| CHANNELS                                                                                                                                               | WHAT IS INVOLVED                                                                                                                                                              | EXPECTED RESULTS                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Google page.</li> <li>• Social Media Accounts.</li> <li>• Other Web pages, as suggested by Google.</li> </ul> | <ul style="list-style-type: none"> <li>• Setting up a Google Ads account/grants</li> <li>• Creating Ads (Video, Image, or Text).</li> <li>• Post Ads on platforms.</li> </ul> | <ul style="list-style-type: none"> <li>• Build strong brand awareness.</li> <li>• Increased engagement.</li> <li>• Improved visibility of the brand.</li> </ul> |

**ACTION: Print Materials; Signage.**

**TIMEFRAME: This should be done continuously and subject to review at least twice a year.**

| CHANNELS | WHAT IS INVOLVED | EXPECTED RESULTS |
|----------|------------------|------------------|
|----------|------------------|------------------|

| <ul style="list-style-type: none"> <li>• Signage</li> <li>• Brochures</li> <li>• Flyers</li> <li>• Flex banner</li> </ul>                      | <ul style="list-style-type: none"> <li>• Printing of materials with the company's Name, logo, contact information, and description.</li> <li>• Mailing of print materials to the target audience.</li> <li>• Distribution and placement of materials at strategic points.</li> </ul> | <ul style="list-style-type: none"> <li>• Establish business authority and credibility</li> <li>• Increase brand awareness</li> <li>• Improved brand popularity</li> <li>• Business Visibility</li> <li>• Build Trust</li> <li>• Increased website traffic.</li> </ul> |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ACTION: Word of Mouth/Referral</b><br><b>TIMEFRAME: This should be done continuously and subject to review at least quarterly in a year</b> |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                       |
| CHANNELS                                                                                                                                       | WHAT IS INVOLVED                                                                                                                                                                                                                                                                     | EXPECTED RESULTS                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Online.</li> <li>• Offline.</li> </ul>                                                                | <ul style="list-style-type: none"> <li>• Craft a compelling narrative.</li> </ul>                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Increase brand awareness and reputation.</li> <li>• Increase marketing reach</li> <li>• Improved brand exposure</li> </ul>                                                                                                   |

### 6.3 OPERATIONAL ANALYSIS

Soaring Chicken Farm Ministry provides educational experiences that connect individuals with nature, food sources, the community & God. Our operations involve various programs, classes, and activities to foster a deeper understanding of agriculture, sustainability, and personal growth.

#### Key Components of Our Operations:

- ❖ **Program Development:** We continuously develop and refine our curriculum to ensure our classes and camps meet the needs of our target audience. This includes hands-on activities in beekeeping, wilderness skills, homesteading, and cooking, allowing participants to engage with the material actively.
- ❖ **Staffing and Training:** We recruit skilled instructors and support staff who share our mission and values. Ongoing training and development ensure that our team remains knowledgeable and passionate about their subjects, enhancing the overall participant experience.

- ❖ **Facility Management:** We maintain a safe and welcoming environment on our farm, ensuring all facilities and equipment are in good working order. This includes regular maintenance of classrooms, outdoor spaces, and farm equipment to create an optimal learning environment.
- ❖ **Resource Management:** We prioritize sustainability in our operations by utilizing organic farming practices, composting, and efficient resource management. This supports our educational goals and models responsible stewardship of the land.
- ❖ **Community Engagement:** We actively engage with the local community through outreach programs, school partnerships, and regional events. This helps us build relationships, gather feedback, and increase visibility for our ministry.
- ❖ **Marketing and Promotion:** Our marketing strategies focus on online and offline channels to effectively reach our target market. We utilize social media, community newsletters, and local partnerships to promote our programs and events.
- ❖ **Feedback and Improvement:** We regularly collect feedback from participants and staff to assess the effectiveness of our programs. This feedback informs future improvements and helps us adapt to the evolving needs of our community.
- ❖ **Financial Management:** As a nonprofit organization, we carefully manage our budget and resources to ensure sustainability. We seek donations, grants, and partnerships to support our programs while keeping class fees affordable for families.

## 6.4 SALES STRATEGY

- **Bundled Offerings:** We create package deals that combine multiple classes or experiences at a discounted rate, encouraging families to enroll in more than one program and enhancing perceived value.
- **Referral Incentives:** We implement a referral program where current participants receive discounts or free classes for referring new families, motivating them to spread the word about the ministry.
- **Targeted Outreach:** We develop tailored marketing materials for specific groups within our target market, such as homeschool families, churches, and environmental organizations, to highlight how our ministry aligns with their values and interests.

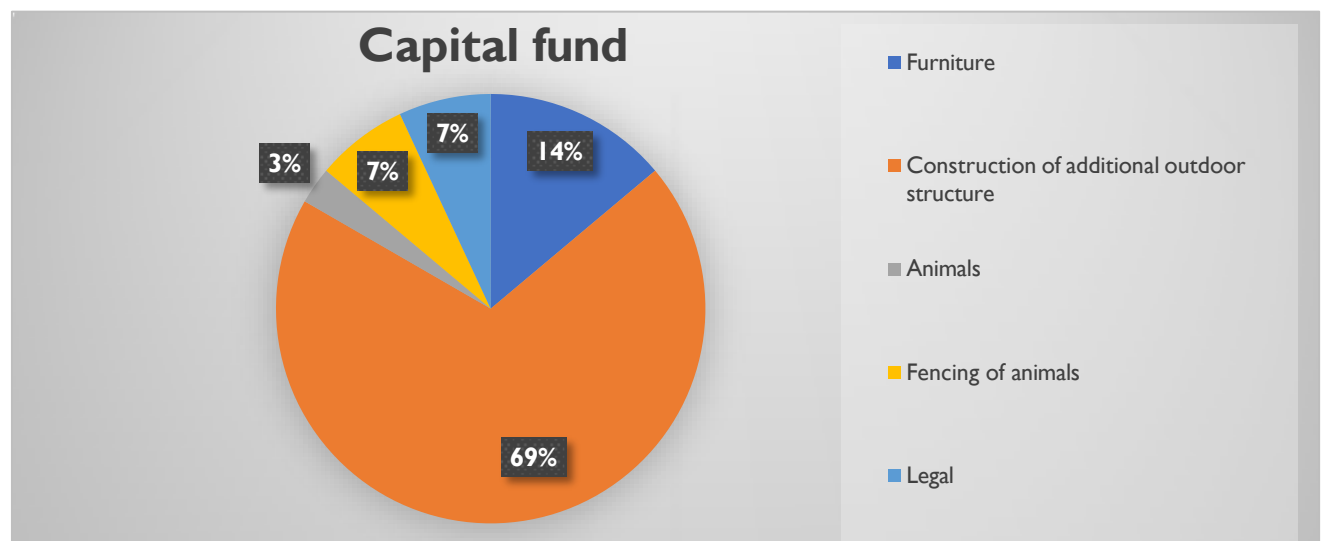
- **Community Events:** We host open house events, workshops, or farm tours to engage the community and showcase our offerings, allowing potential participants to experience our ministry firsthand and build relationships.
- **Collaborative Partnerships:** We establish partnerships with local businesses, churches, and schools to cross-promote our programs, offer exclusive discounts, or create co-branded events that attract their audiences.
- **Seasonal Promotions:** We create sales promotions during critical enrollment periods, such as back-to-school or summer camp, to drive urgency and encourage sign-ups during peak times.
- **Personalized Follow-ups:** We implement a follow-up system to connect with potential participants after initial inquiries, providing personalized communication that answers questions and encourages program enrollment.

## 7 FINANCIAL PLAN

The following section contains the financial information for **Soaring Chicken Farm Ministry**. Tables and charts show annual projections for the first five business years.

### 7.1 STARTUP ANALYSIS

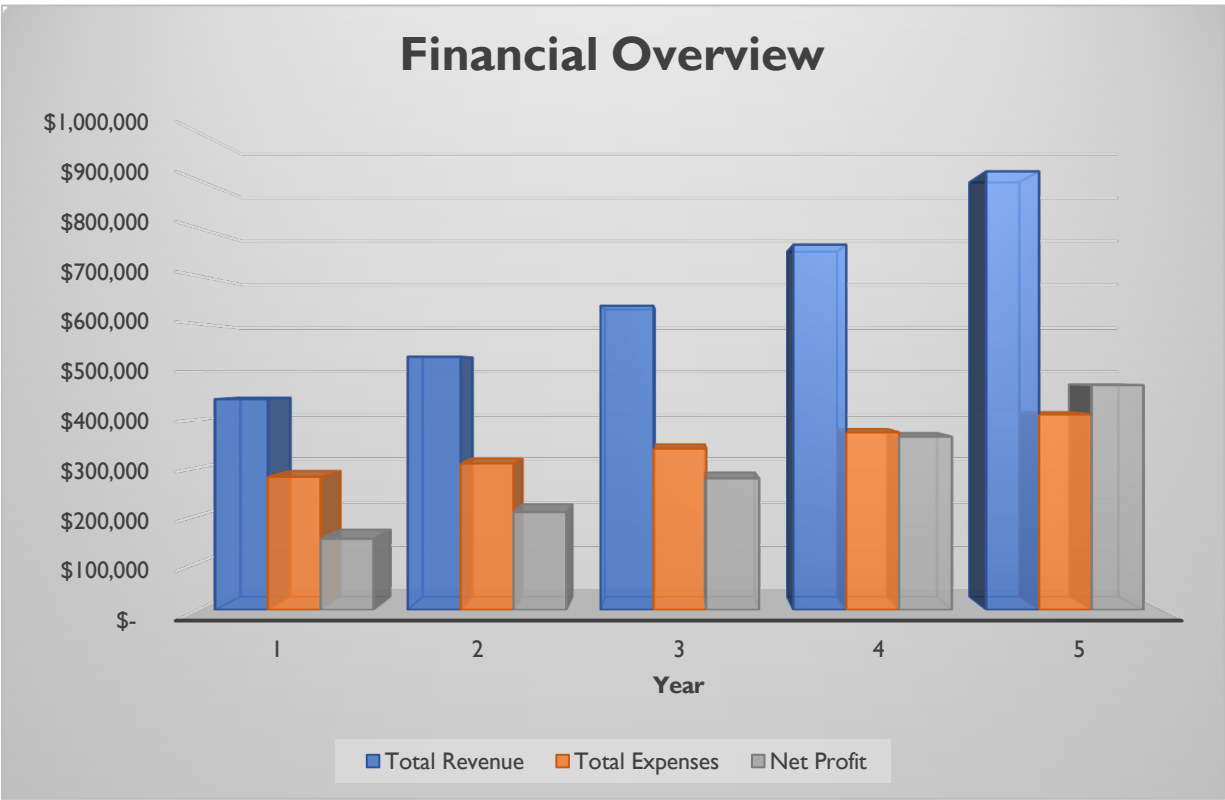
| Soaring Chicken Farm Ministry                   |                 |
|-------------------------------------------------|-----------------|
| Capital                                         |                 |
| Capital Fund                                    | Cost            |
| Furniture                                       | \$ 10,000.00    |
| Construction of an additional outdoor structure | \$ 50,000.00    |
| Animals                                         | \$ 2,000.00     |
| Fencing of animals                              | \$ 5,000.00     |
| Legal                                           | \$ 5,000.00     |
| Total Startup Expenses                          | \$ 72,000.00    |
| Owner's Investment                              | \$ -            |
| Investor's Fund                                 | \$ 2,000,000.00 |
| Total Investment                                | \$ 2,000,000.00 |



## 7.2 FINANCIAL OVERVIEW

Below is the financial overview showing the business's profitability as the sales increase with little change in the cost. The profit is seen to increase with sales.

| Financial Overview |            |            |            |            |            |
|--------------------|------------|------------|------------|------------|------------|
|                    | 2025       | 2026       | 2027       | 2028       | 2029       |
| Total Revenue      | \$ 442,800 | \$ 531,360 | \$ 637,632 | \$ 765,158 | \$ 918,190 |
| Total Expenses     | \$ 280,520 | \$ 308,572 | \$ 339,429 | \$ 373,372 | \$ 410,709 |
| Net Profit         | \$ 150,920 | \$ 207,193 | \$ 277,329 | \$ 364,361 | \$ 471,957 |



### 7.3 PROFIT AND LOSS

The table below shows the profit and loss projection for the first five business years. Sales are expected to increase each year, causing a considerable increase in net profit.

| <b>Profit and Loss Statements</b> |                          |                          |                          |                          |                          |
|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                                   | <b>2025</b>              | <b>2026</b>              | <b>2027</b>              | <b>2028</b>              | <b>2029</b>              |
|                                   | <b>\$</b>                | <b>\$</b>                | <b>\$</b>                | <b>\$</b>                | <b>\$</b>                |
| <b>Revenue</b>                    |                          |                          |                          |                          |                          |
| <b>Farm</b>                       | \$<br>244,800.00         | \$<br>293,760.00         | \$<br>352,512.00         | \$<br>423,014.40         | \$<br>507,617.28         |
| <b>School</b>                     | \$<br>198,000.00         | \$<br>237,600.00         | \$<br>285,120.00         | \$<br>342,144.00         | \$<br>410,572.80         |
| <b>Total Revenue</b>              | <b>\$<br/>442,800.00</b> | <b>\$<br/>531,360.00</b> | <b>\$<br/>637,632.00</b> | <b>\$<br/>765,158.40</b> | <b>\$<br/>918,190.08</b> |
|                                   |                          |                          |                          |                          |                          |
| <b>Total Cost of Sales</b>        | <b>\$ -</b>              | <b>\$ -</b>              | <b>\$ -</b>              | <b>\$ -</b>              | <b>\$ -</b>              |
|                                   |                          |                          |                          |                          |                          |
| <b>Gross Margin</b>               | \$<br>442,800.00         | \$<br>531,360.00         | \$<br>637,632.00         | \$<br>765,158.40         | \$<br>918,190.08         |
| <b>Gross Margin %</b>             | 100%                     | 100%                     | 100%                     | 100%                     | 100%                     |
|                                   |                          |                          |                          |                          |                          |
| <b>Operating Expenses</b>         |                          |                          |                          |                          |                          |
| <b>Rent</b>                       | \$<br>120,000.00         | \$<br>132,000.00         | \$<br>145,200.00         | \$<br>159,720.00         | \$<br>175,692.00         |
| <b>Gas</b>                        | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Water</b>                      | \$<br>3,600.00           | \$<br>3,960.00           | \$<br>4,356.00           | \$<br>4,791.60           | \$<br>5,270.76           |

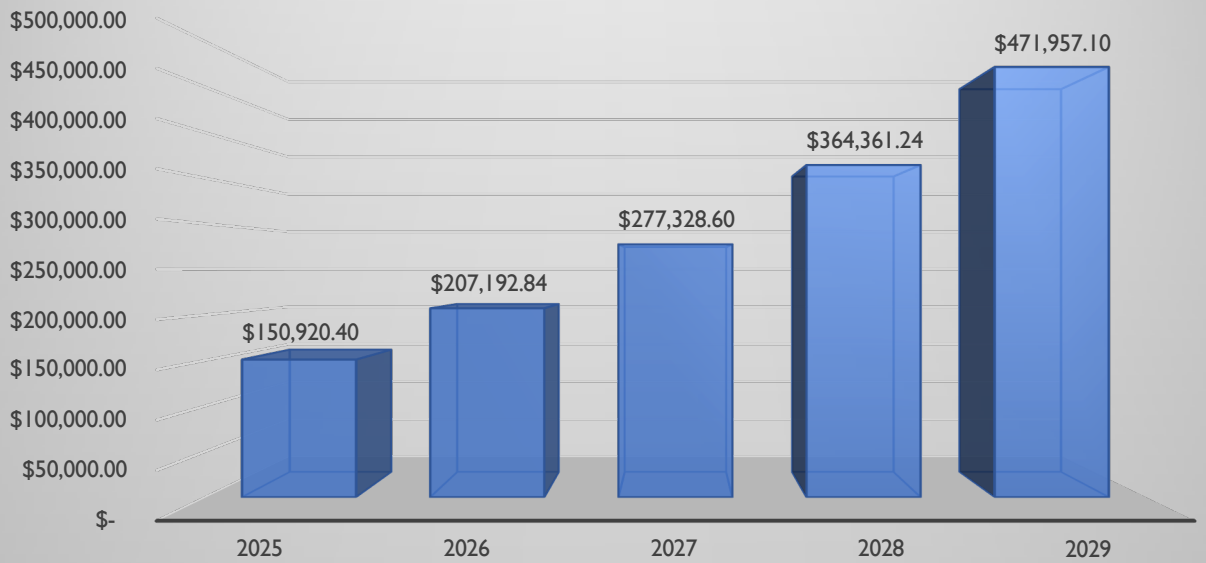
|                                 |                          |                          |                          |                          |                          |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Electricity</b>              | \$<br>2,400.00           | \$<br>2,640.00           | \$<br>2,904.00           | \$<br>3,194.40           | \$<br>3,513.84           |
| <b>Internet</b>                 | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Phone</b>                    | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Website</b>                  | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Advertising</b>              | \$ 600.00                | \$ 660.00                | \$<br>726.00             | \$ 798.60                | \$ 878.46                |
| <b>Office Supply</b>            | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Insurance</b>                | \$<br>1,200.00           | \$<br>1,320.00           | \$<br>1,452.00           | \$<br>1,597.20           | \$<br>1,756.92           |
| <b>Animal Feed Care</b>         | \$<br>6,000.00           | \$<br>6,600.00           | \$<br>7,260.00           | \$<br>7,986.00           | \$<br>8,784.60           |
| <b>Supplier Cost</b>            | \$<br>2,400.00           | \$<br>2,640.00           | \$<br>2,904.00           | \$<br>3,194.40           | \$<br>3,513.84           |
| <b>Teacher Cost</b>             | \$<br>90,720.00          | \$<br>99,792.00          | \$<br>109,771.20         | \$<br>120,748.32         | \$<br>132,823.15         |
| <b>Franchise Fees</b>           | \$<br>39,600.00          | \$<br>43,560.00          | \$<br>47,916.00          | \$<br>52,707.60          | \$<br>57,978.36          |
| <b>Curriculum Cost</b>          | \$<br>5,000.00           | \$<br>5,500.00           | \$<br>6,050.00           | \$<br>6,655.00           | \$<br>7,320.50           |
| <b>Material Cost</b>            | \$<br>3,000.00           | \$<br>3,300.00           | \$<br>3,630.00           | \$<br>3,993.00           | \$<br>4,392.30           |
| <b>Total Operating Expenses</b> | <b>\$<br/>280,520.00</b> | <b>\$<br/>308,572.00</b> | <b>\$<br/>339,429.20</b> | <b>\$<br/>373,372.12</b> | <b>\$<br/>410,709.33</b> |
|                                 |                          |                          |                          |                          |                          |

|                                      |                         |                         |                         |                         |                         |
|--------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| <b>Operating Income</b>              | \$<br>162,280.00        | \$<br>222,788.00        | \$<br>298,202.80        | \$<br>391,786.28        | \$<br>507,480.75        |
| <b>Operating Margin</b>              | 37%                     | 42%                     | 47%                     | 51%                     | 55%                     |
|                                      |                         |                         |                         |                         |                         |
| <b>EBITDA</b>                        | \$<br>162,280.00        | \$<br>222,788.00        | \$<br>298,202.80        | \$<br>391,786.28        | \$<br>507,480.75        |
| <b>Depreciation and Amortization</b> | \$ -                    | \$ -                    | \$ -                    | \$ -                    | \$ -                    |
| <b>Interest Expense</b>              | \$ -                    | \$ -                    | \$ -                    | \$ -                    | \$ -                    |
| <b>Tax Incurred 7%</b>               | \$<br>11,359.60         | \$<br>15,595.16         | \$<br>20,874.20         | \$<br>27,425.04         | \$<br>35,523.65         |
|                                      |                         |                         |                         |                         |                         |
| <b>Net Profit</b>                    | \$<br><b>150,920.40</b> | \$<br><b>207,192.84</b> | \$<br><b>277,328.60</b> | \$<br><b>364,361.24</b> | \$<br><b>471,957.10</b> |
| <b>Net Profit/Sales %</b>            | 34%                     | 39%                     | 43%                     | 48%                     | 51%                     |

From the above analysis, the business is projected to generate a total revenue of **\$442,800.00** in the first year of business activities. Every business always aspires to increase its sales. With the marketing strategy adopted, it is assumed that this will yield an increase in the subsequent years of business operations, thereby causing the revenue for each year to increase by 20% respectively.

The volume of revenue influences the profit that will be made during the year; therefore, revenue generated while running the business results in an increase in profit made by the business after taking care of all expenses.

## Net Profit

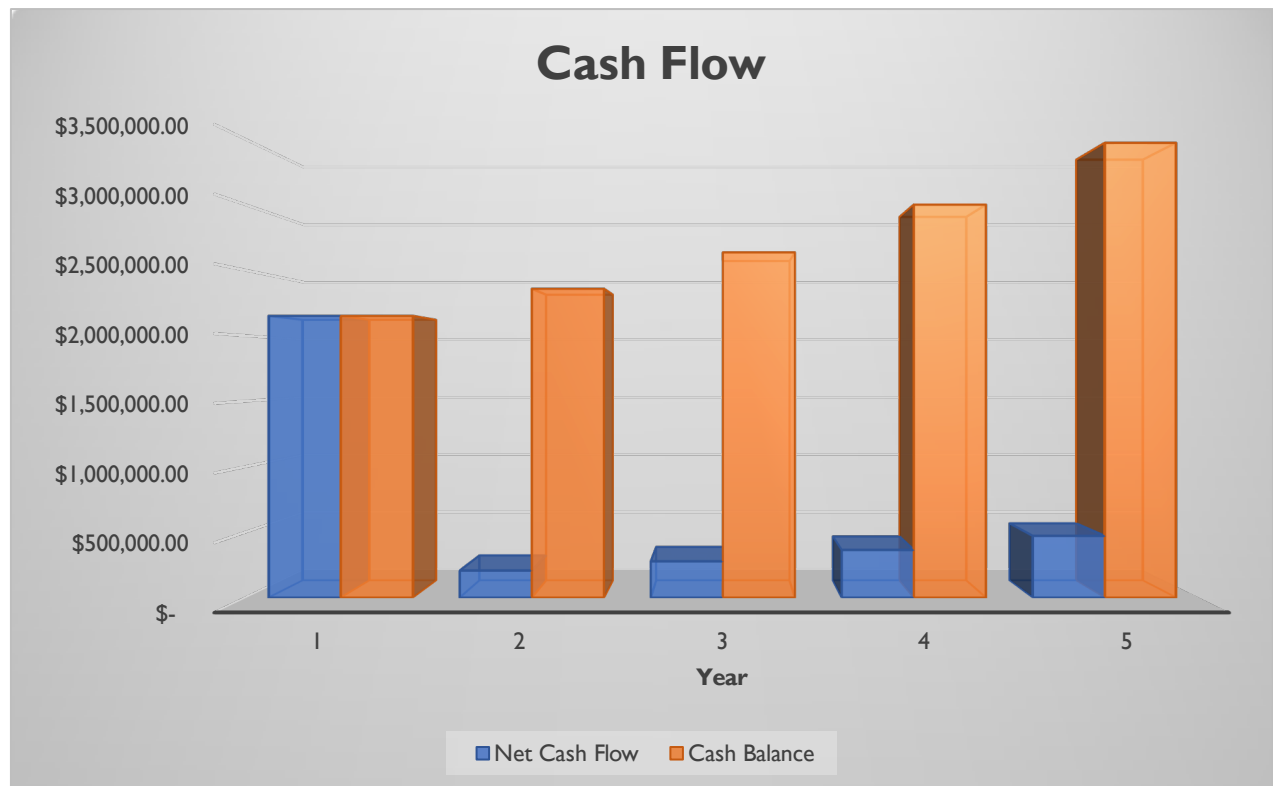


## 7.4 CASH FLOW

Below is a five-year cash flow statement projection showing the business's cash movement. The owner seeks investor funds for more space and additional equipment.

| Cash Flow                              |                    |                  |                  |                  |                  |
|----------------------------------------|--------------------|------------------|------------------|------------------|------------------|
|                                        | 2025               | 2026             | 2027             | 2028             | 2029             |
|                                        | \$                 | \$               | \$               | \$               | \$               |
| <b><i>Cash From Operations</i></b>     |                    |                  |                  |                  |                  |
| <b>Cash Sales</b>                      | \$<br>442,800.00   | \$<br>531,360.00 | \$<br>637,632.00 | \$<br>765,158.40 | \$<br>918,190.08 |
| <b>Subtotal Cash From Operations</b>   | \$<br>442,800.00   | \$<br>531,360.00 | \$<br>637,632.00 | \$<br>765,158.40 | \$<br>918,190.08 |
|                                        |                    |                  |                  |                  |                  |
| <b><i>Additional Cash Received</i></b> |                    |                  |                  |                  |                  |
| <b>Owner's Investment</b>              | \$ -               | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>Investor's Fund</b>                 | \$<br>2,000,000.00 | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>New Long-term Liabilities</b>       |                    | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>Sales of Other Current Assets</b>   | \$ -               | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>Sales of Long-term Assets</b>       | \$ -               | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>New Investment Received</b>         | \$ -               | \$ -             | \$ -             | \$ -             | \$ -             |
| <b>Subtotal Cash Received</b>          | \$<br>2,442,800.00 | \$<br>531,360.00 | \$<br>637,632.00 | \$<br>765,158.40 | \$<br>918,190.08 |
|                                        |                    |                  |                  |                  |                  |

|                                                  |                 |                 |                 |                 |                 |
|--------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <i>Expenditures</i>                              | \$<br>2,025.00  | \$<br>2,026.00  | \$<br>2,027.00  | \$<br>2,028.00  | \$<br>2,029.00  |
|                                                  |                 |                 |                 |                 |                 |
| <i>Expenditures from Operations</i>              |                 |                 |                 |                 |                 |
| <b>Total Cost of Sales</b>                       | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Total Operating Expenses</b>                  | \$ 280,520.00   | \$ 308,572.00   | \$ 339,429.20   | \$ 373,372.12   | \$ 410,709.33   |
| <b>Interest Expense</b>                          | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Tax Incurred</b>                              | \$ 11,359.60    | \$ 15,595.16    | \$ 20,874.20    | \$ 27,425.04    | \$ 35,523.65    |
| <b>Subtotal Spent on Operations</b>              | \$ 291,879.60   | \$ 324,167.16   | \$ 360,303.40   | \$ 400,797.16   | \$ 446,232.98   |
|                                                  |                 |                 |                 |                 |                 |
| <b>Additional Cash Spent</b>                     |                 |                 |                 |                 |                 |
| <b>Other Liabilities Principal Repayment</b>     | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Long-term Liabilities Principal Repayment</b> | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Capital Expenditures</b>                      | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Investors' Dividend</b>                       | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Owner's Drawing</b>                           | \$ -            | \$ -            | \$ -            | \$ -            | \$ -            |
| <b>Subtotal Cash Spent</b>                       | \$ 291,879.60   | \$ 324,167.16   | \$ 360,303.40   | \$ 400,797.16   | \$ 446,232.98   |
|                                                  |                 |                 |                 |                 |                 |
| <b>Net Cash Flow</b>                             | \$ 2,150,920.40 | \$ 207,192.84   | \$ 277,328.60   | \$ 364,361.24   | \$ 471,957.10   |
| <b>Cash Balance</b>                              | \$ 2,150,920.40 | \$ 2,358,113.24 | \$ 2,635,441.84 | \$ 2,999,803.08 | \$ 3,471,760.18 |



The graph above shows an upward movement of the closing cash balance, indicating an increase in cash balance at the end of every period.

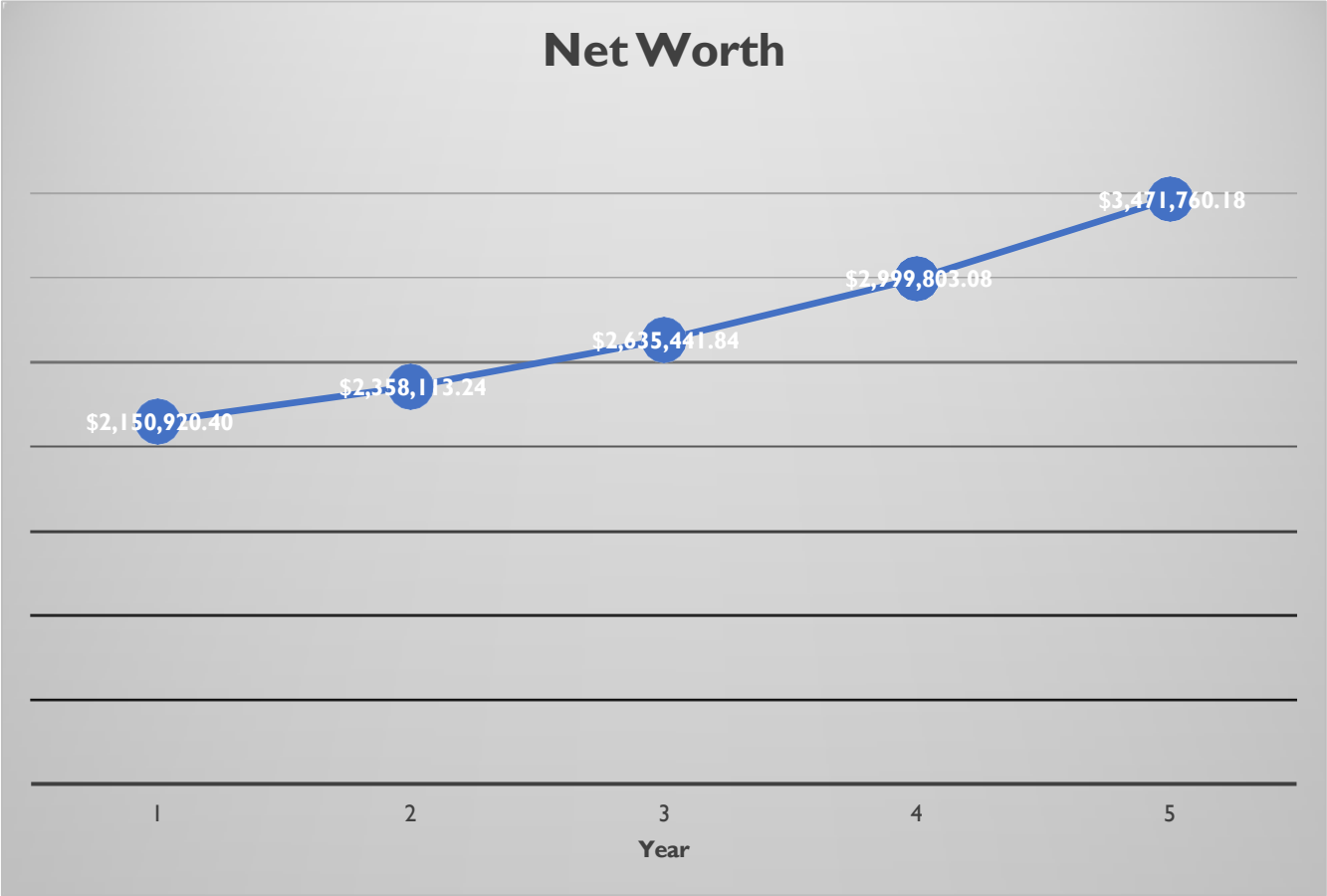
## 7.5 BALANCE SHEET

Below is the financial forecast of the balance sheet for the business. The table below shows the steady growth in the organization's net worth, which shows that the company is very profitable.

| <b>Balance Sheet</b>            |                      |                    |                    |                    |                    |                    |
|---------------------------------|----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                                 | <b>Starting Bal.</b> | <b>2025</b>        | <b>2026</b>        | <b>2027</b>        | <b>2028</b>        | <b>2029</b>        |
|                                 | <b>\$</b>            | <b>\$</b>          | <b>\$</b>          | <b>\$</b>          | <b>\$</b>          | <b>\$</b>          |
| <b>Assets</b>                   |                      |                    |                    |                    |                    |                    |
|                                 |                      |                    |                    |                    |                    |                    |
| <i><b>Current Assets</b></i>    |                      |                    |                    |                    |                    |                    |
| <b>Cash</b>                     | \$<br>1,928,000.00   | \$<br>2,150,920.40 | \$<br>2,358,113.24 | \$<br>2,635,441.84 | \$<br>2,999,803.08 | \$<br>3,471,760.18 |
| <b>Other Current Assets</b>     | \$<br>1,050,000.00   | \$ -               | \$ -               | \$ -               | \$ -               | \$ -               |
| <b>Total Current Assets</b>     | \$<br>2,978,000.00   | \$<br>2,150,920.40 | \$<br>2,358,113.24 | \$<br>2,635,441.84 | \$<br>2,999,803.08 | \$<br>3,471,760.18 |
|                                 |                      |                    |                    |                    |                    |                    |
| <i><b>Long-term Assets</b></i>  |                      |                    |                    |                    |                    |                    |
| <b>Long-term Assets</b>         |                      | \$ -               | \$ -               | \$ -               | \$ -               | \$ -               |
| <b>Accumulated Depreciation</b> | \$ -                 | \$ -               | \$ -               | \$ -               | \$ -               | \$ -               |
| <b>Total Long-term Assets</b>   | \$ -                 | \$ -               | \$ -               | \$ -               | \$ -               | \$ -               |

|                                             |                                  |                                  |                                  |                                  |                                  |                                  |
|---------------------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <b>Total Assets</b>                         | <b>\$</b><br><b>2,978,000.00</b> | <b>\$</b><br><b>2,150,920.40</b> | <b>\$</b><br><b>2,358,113.24</b> | <b>\$</b><br><b>2,635,441.84</b> | <b>\$</b><br><b>2,999,803.08</b> | <b>\$</b><br><b>3,471,760.18</b> |
|                                             |                                  |                                  |                                  |                                  |                                  |                                  |
| <b><i>Liabilities<br/>and Capital</i></b>   |                                  |                                  |                                  |                                  |                                  |                                  |
|                                             |                                  |                                  |                                  |                                  |                                  |                                  |
| <b><i>Current<br/>Liabilities</i></b>       |                                  |                                  |                                  |                                  |                                  |                                  |
| <b>Accounts<br/>Payable</b>                 | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             |
| <b>Mortgage</b>                             | \$<br>550,000.00                 | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             |
| <b>Credit Card</b>                          |                                  |                                  |                                  |                                  |                                  |                                  |
| <b>Other<br/>Current<br/>Liabilities</b>    | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             |
| <b>Subtotal<br/>Current<br/>Liabilities</b> |                                  | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             |
|                                             |                                  |                                  |                                  |                                  |                                  |                                  |
| <b>Long-term<br/>Liabilities</b>            |                                  | \$ -                             | \$ -                             | \$ -                             | \$ -                             | \$ -                             |
| <b>Total<br/>Liabilities</b>                | <b>\$</b><br><b>550,000.00</b>   | <b>\$ -</b>                      | <b>\$ -</b>                      | <b>\$ -</b>                      | <b>\$ -</b>                      | <b>\$ -</b>                      |
|                                             |                                  |                                  |                                  |                                  |                                  |                                  |
| <b>Paid-in<br/>Capital</b>                  | \$<br>2,000,000.00               | \$<br>2,000,000.00               | \$<br>4,000,000.00               | \$<br>8,000,000.00               | \$<br>16,000,000.00              | \$<br>32,000,000.00              |
| <b>Retained<br/>Earnings</b>                | \$ -                             | \$<br>150,920.40                 | \$<br>358,113.24                 | \$<br>635,441.84                 | \$<br>999,803.08                 | \$<br>1,471,760.18               |

|                               |                 |                 |                 |                 |                  |                  |
|-------------------------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|
| Earning                       | \$ -            | \$ 150,920.40   | \$ 207,192.84   | \$ 277,328.60   | \$ 364,361.24    | \$ 471,957.10    |
| Total Capital                 | \$ 2,000,000.00 | \$ 2,150,920.40 | \$ 4,358,113.24 | \$ 8,635,441.84 | \$ 16,999,803.08 | \$ 33,471,760.18 |
| Total Liabilities and Capital | \$ 2,550,000.00 | \$ 2,150,920.40 | \$ 4,358,113.24 | \$ 8,635,441.84 | \$ 16,999,803.08 | \$ 33,471,760.18 |
|                               |                 |                 |                 |                 |                  |                  |
| Net Worth                     | \$ 2,428,000.00 | \$ 2,150,920.40 | \$ 2,358,113.24 | \$ 2,635,441.84 | \$ 2,999,803.08  | \$ 3,471,760.18  |

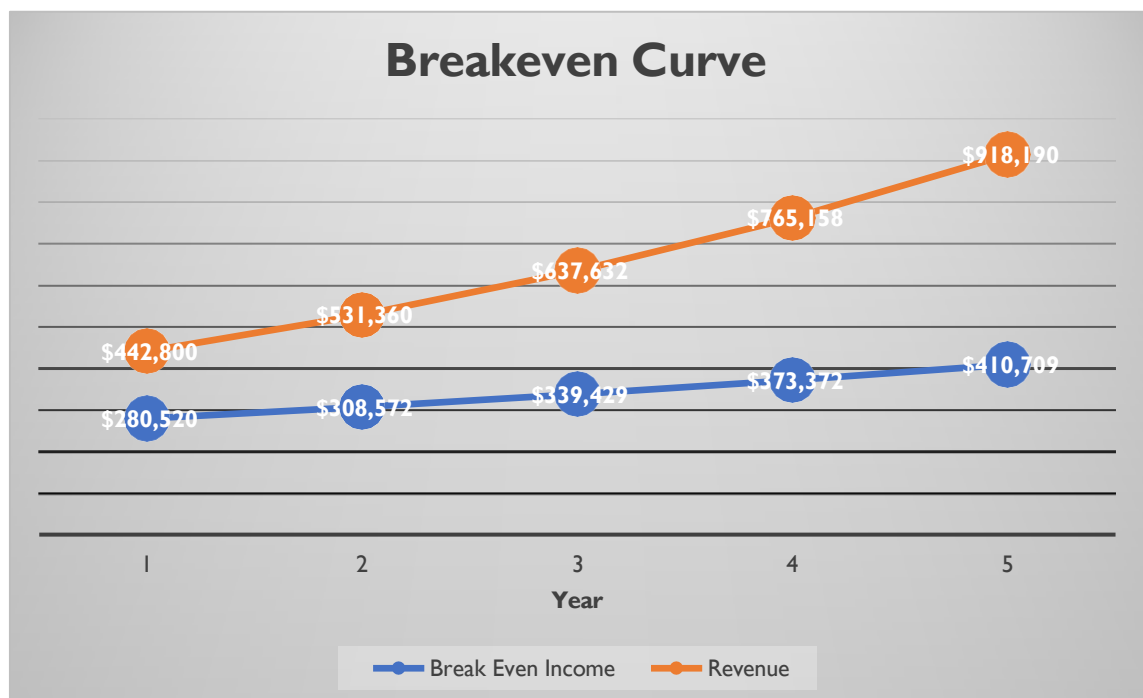


## 7.6 BREAK-EVEN ANALYSIS

Break-even is when the business neither makes a profit nor a loss. This means that at break-even, the company can only pay up its fixed and variable expenses without any excess. Break-even's essence is determining the number of sales that could lead to profitability.

| Break Even Analysis |            |            |            |            |            |
|---------------------|------------|------------|------------|------------|------------|
|                     | 2025       | 2026       | 2027       | 2028       | 2029       |
| Fixed cost          | \$ 280,520 | \$ 308,572 | \$ 339,429 | \$ 373,372 | \$ 410,709 |
| Variable Cost %     | 0%         | 0%         | 0%         | 0%         | 0%         |
| Gross Margin %      | 100%       | 100%       | 100%       | 100%       | 100%       |
| Break Even Income   | \$ 280,520 | \$ 308,572 | \$ 339,429 | \$ 373,372 | \$ 410,709 |
| Revenue             | \$ 442,800 | \$ 531,360 | \$ 637,632 | \$ 765,158 | \$ 918,190 |

This means there must be more than **\$280,520** worth of sales yearly before any profit can be recorded. The above analysis can be seen in the graph below, which shows the break-even income and revenue.



## 8 CLOSING STATEMENT

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In conclusion, Soaring Chicken Farm Ministry is dedicated to transforming lives through creating a community that offers meaningful educational experiences while fostering a deep connection to God, nature, and the food we consume. Our commitment to empowering individuals through hands-on classes, outdoor adventures, and spiritual growth reflects our belief in the healing power of the land and our collective responsibility to care for it. As we continue to grow and expand our offerings, we invite you to join us on this journey of discovery, learning, and community-building, helping to create a nurturing environment where everyone can flourish and thrive in harmony with God's creation.

**Christina Stroh**