

Entrepreneurship at the Frontiers of Faith

By **PAUL DZUBINSKI**

Paul Dzubinski is the Innovation Catalyst of Frontier Ventures and the Director of the Winter Launch Lab. He started ministries and churches in Europe and is fascinated with all kinds of innovation.

In the ever-evolving landscape of global Christianity, traditional missionary work faces unique challenges, particularly among frontier people groups, who live at the very edges of the Christian world. The life of a full-time missionary in these regions is often fraught with difficulties. Whether looking for persons of peace to catalyze a Jesus movement or trying to make an impact in other ways, cross-cultural workers need to rethink traditional approaches. In nations where missionary work is restricted or unwelcome, the call to spread the gospel becomes even more challenging and complex.

Enter the world of missional entrepreneurship—a visionary alternative that intertwines business acumen with a heart for ministry. This approach involves establishing businesses that both contribute to society and share the gospel. However, the journey of a missional entrepreneur is no less challenging than that of a traditional missionary. In these contexts, success in business and spiritual impact are both hard-fought victories.

The statistics are stark and well-known: Half of all startups fail within five years, and 90% do not survive a decade. These figures are even more daunting in remote frontier regions, where even giants like Microsoft and Walmart have stumbled. How, then, can we help those driven by a love for Jesus in their journey to cultivate commerce and community among frontier people groups?

Frontier Ventures' Winter Launch Lab is offering help for entrepreneurs. Their new initiative, the Catalyzing Entrepreneurship Center (CEC), is poised to improve missional entrepreneurship. The CEC's mission is to simplify the process for Christ-centered entrepreneurs to launch businesses and social ventures in the world's most unreached areas.

The innovative Frontier Markets Ecosystem Ontology developed by the CEC (in partnership with Indigitous) is a tool designed to simplify the complexities of establishing a thriving business in these areas. This tool provides a framework for understanding the diverse elements necessary for a healthy business environment, particularly in regions scarcely touched by the gospel. By applying this tool, entrepreneurs can adapt their strategies to any country, with a special focus on reaching the unreached.

Additionally, the frontier people groups (FPG) Engagement Matrix is another tool offered by the CEC. It provides a bird's-eye view of key aspects that an entrepreneur needs to consider in entering an FPG region. It includes vital resources, clarity for interacting with governmental offices, details on accelerator programs, and ways to gather prayer support for the success of their ventures.

The promise of the CEC is not just in its practical tools but in its vision to marry the entrepreneurial spirit with the missionary heart. The CEC's vision exceeds its practical tools; it seeks to bring together the dynamism of entrepreneurship with the compassionate zeal of mission work to create innovation and faith that reimagine the landscape of ministry. This center for excellence seeks to open a new chapter for those called to serve at the intersection of faith and enterprise.

Please pray for the transformative work of the CEC and consider how you might play a part in this groundbreaking fusion of business and mission. 

