




# NEXTLEAD

UNIVERSITY TO MARKETPLACE LEADERS

Empowering the pipeline of students  
from church to college to the workplace.

A large crowd of young people, likely students, is walking along a paved path on a university campus. The path is lined with trees, some of which have autumn-colored leaves. The scene is bright and sunny, with shadows cast on the ground. The text is overlaid on a semi-transparent dark rectangle in the upper half of the image.

To change America, we need a generation of young people who can be empowered by the Spirit to **multiply disciples**, and know how to impact culture at universities.... then in **every sphere of the marketplace**.

If we don't, research shows that "*the church in America will be **half its present size in only 26 years***", and not be able to counter increasing secularization.\*

\*Movement DFW, \*Pinetops Foundation



Do you know teens in your church, full of life and promise,  
who return from college not following Jesus?

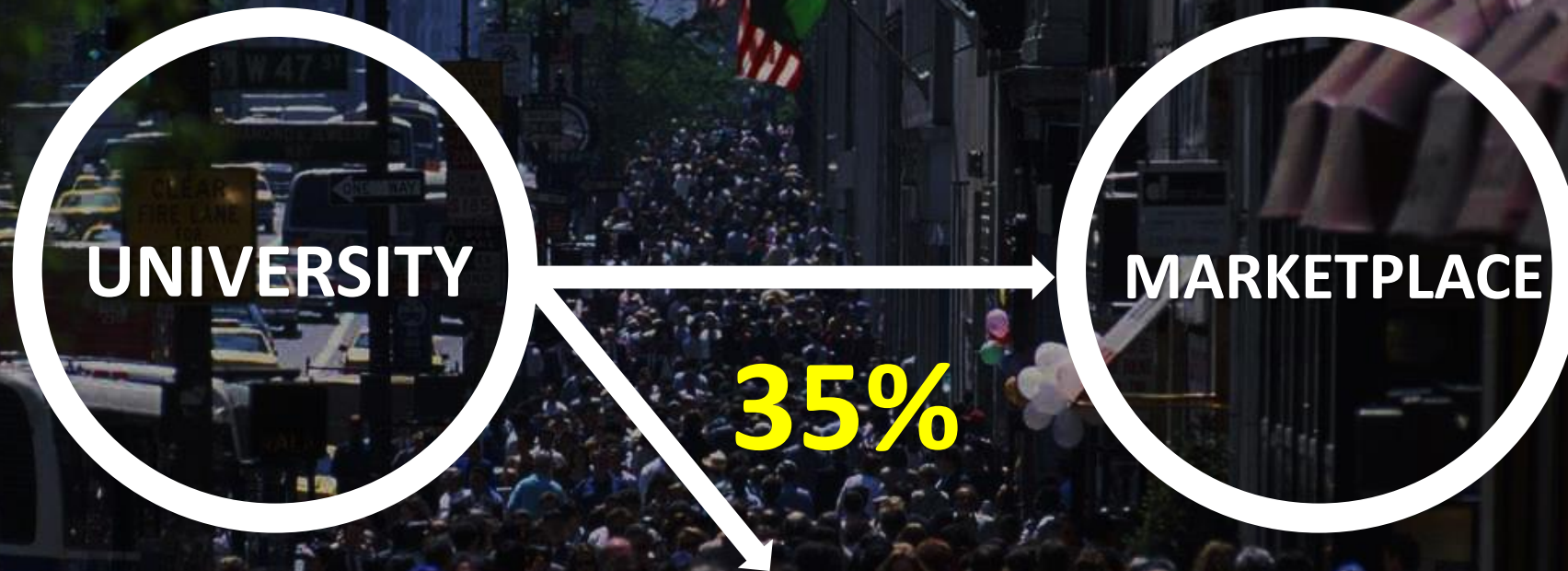


**This happens 70% of the time.** Then they select a spouse, lifestyle and direction apart from God. Increasingly, they never return, and squander their impact on the Kingdom and culture in America.

**Most of this starts** with the friends they meet during the **first 72 hours** on campus. (*Navigators study*), then accelerated by the woke environment.



To compound the problem, Christian **COLLEGE GRADS** leave their friends and start in their new city, often alone.



Between **35% and 50%** stop following Jesus, and are drawn into the world system for a lifetime.

# A RUNNING HEAD START

## EVERY STUDENT SENT

Now freshmen can start with a team they get to know all Spring and Summer

- Meet friends and leaders many months before they land on campus – with ministries, churches and their academic department
- Thus they retain and grow their faith as they reach out together in dorms and their college major.
- Get prepared with content and coached by campus and national leaders to multiply disciples.
- Impact the culture and professors
- Take these skills to the marketplace

Based on nearly 30 years of experience running Campus Renewal, the NEXTLEAD founders developed Every Student Sent in 2020.

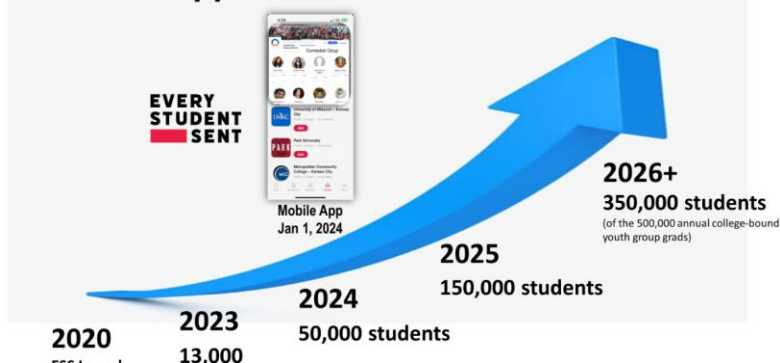
ESS is a social networking platform, learning management system, and national coalition of partners to change how transition is done.

Through an agreement with ESS (a non-profit 501c3), the technology and channel partners give NEXTLEAD a solid foundation and running start.

See [DFW as an example](#) of city movements.

See [Every Student Sent - Marketplace](#)

Mobile App – So no student is left behind!



Every Student Sent Partners

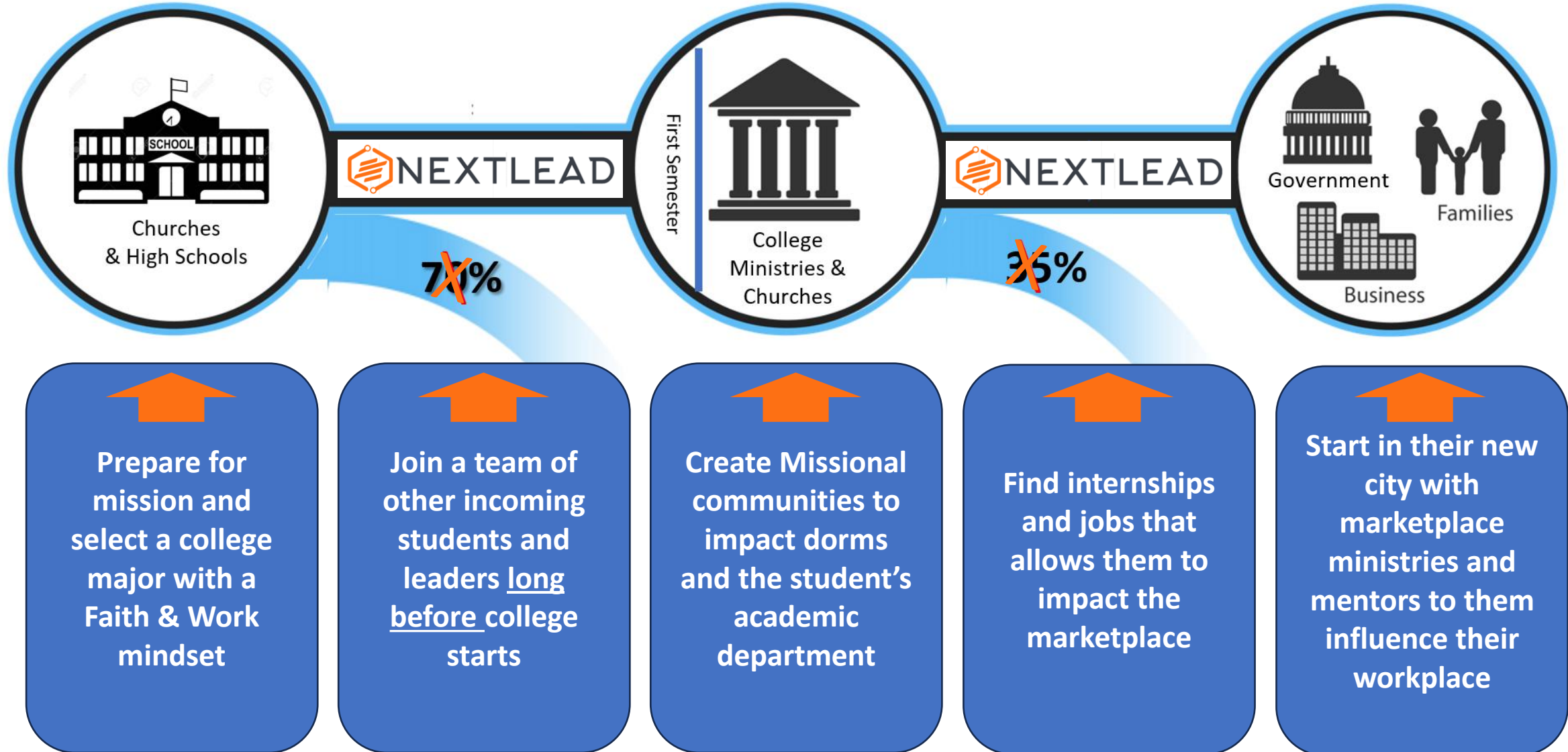




**NEXTLEAD's GOAL IS TO MAKE IT STANDARD PRACTICE IN AMERICA FOR STUDENTS TO:**



NEXTLEAD

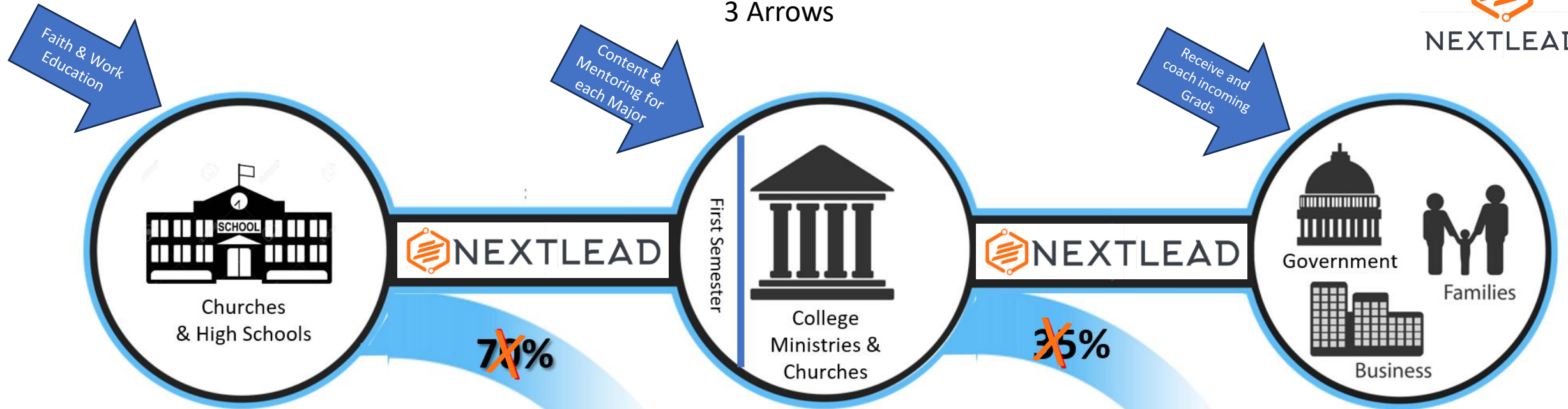


# THE ROLE OF MARKETPLACE MINISTRIES

3 Arrows



NEXTLEAD



Prepare for mission and select a college major with a Faith & Work mindset

Join a team of other incoming students and leaders long before college starts

Create Missional communities to impact dorms and the student's academic department

NEXTLEAD Platform like "Indeed" to Find internships and jobs that allows them to impact the marketplace

Start in their new city with marketplace ministries and mentors to them influence their workplace

# BENEFICIARIES WILLING TO PAY

## PRIMARY

- **Parents** – The strong abiding objective that their students remain in faith and become leaders of tomorrow
- **Employers** – A key source of strong character students who have been trained to serve employers with Christ's help.

## SECONDARY

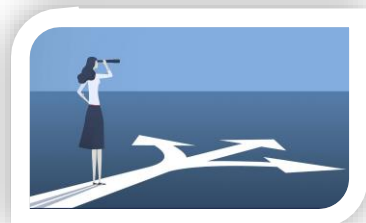
- **Students** – Community, successful life with purpose and Kingdom impact
- **Pastors and Christian Schools** – Success of students & learning to integrate Faith & Work
- **Marketplace Ministries** – A funnel of new college grads and an opportunity to mentor college students.
- **City Gospel Movements**– Benefitting by more Kingdom workers in every sphere of culture





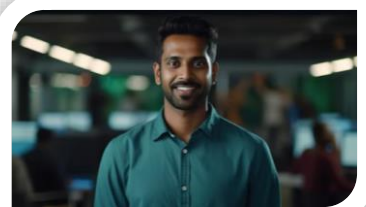
# 3 INTEGRATED REVENUE SOURCES

## NEXTLEAD Career & College Direction



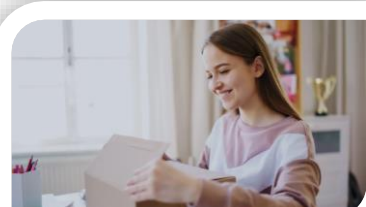
- **Career & Major** - High school students will be able to select a college major and career path that aligns with their God-given purpose and felt desires, producing an economically viable career. **Immediate revenue** through the top national Christian service provider, while NEXTLEAD creates added value versions.
- **Business as Mission** - Students will make this decision with the framework that understands faith and work, and how their chosen direction will eventually impact the Kingdom in their professional sphere.
- **College Selection and Cost** - Students will select the right college and minimize college debt with expert help. **Immediate revenue** with current capability.
- **Retaining and growing their faith** – Students will meet Christian friends and leaders in their future academic discipline before arriving on campus. (This also helps reverse the 70% college faith drop-off)
- **Professional and Kingdom experience in College** – Student engage in a missional community within their academic department, and learn from Christian industry professionals, so they are experienced in changing culture in their professional sphere at the university and then the workplace.

## NEXTLEAD Internships and Employment



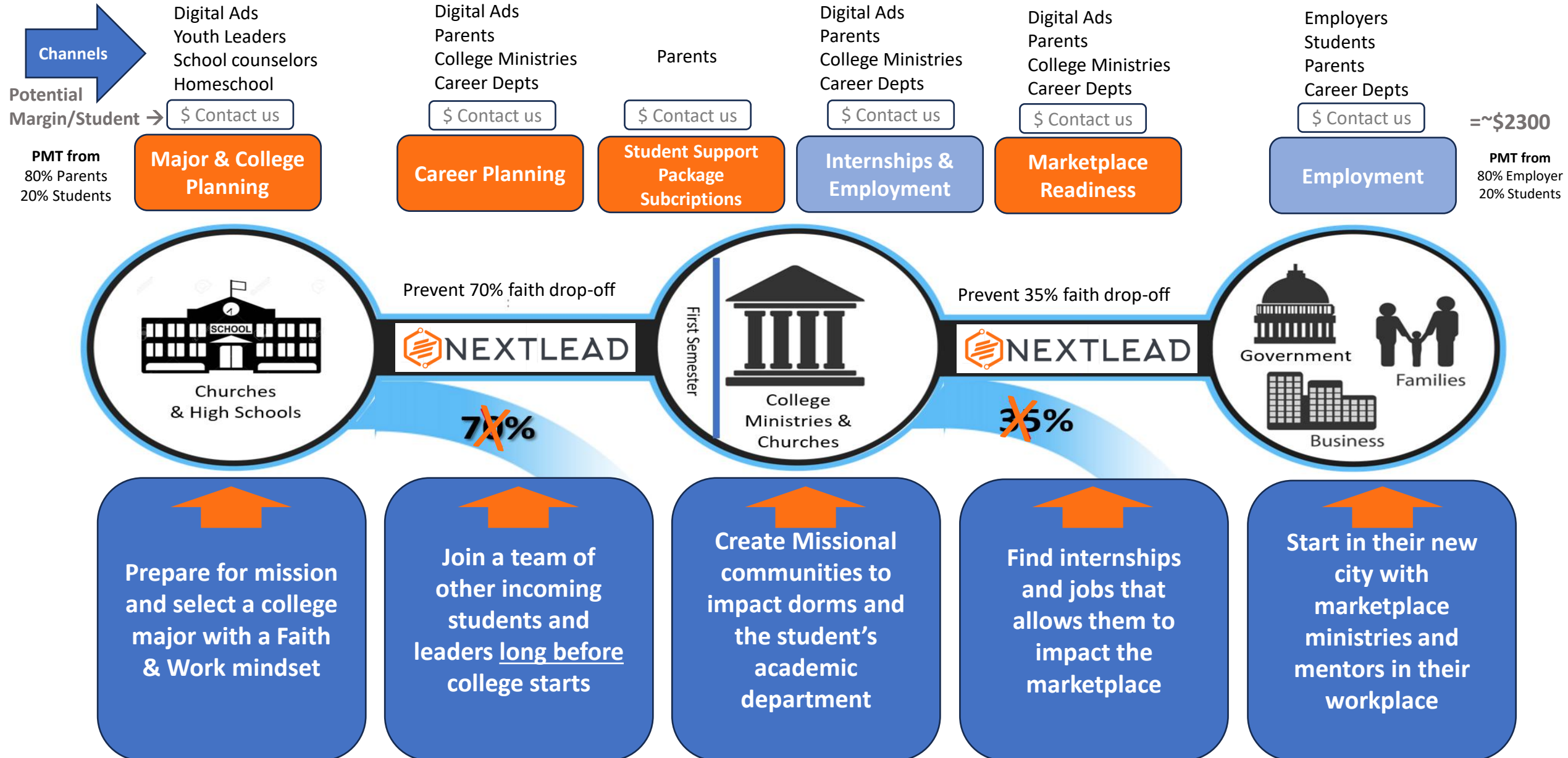
- **Finding internships throughout college**, with NEXTLEAD's platform (similar to Indeed) with connections with Christian professionals.
- **Training for the transition to the workplace.** Practical and Kingdom preparation.
- **Job Acquisition** – Utilization of NEXTLEAD job platform
- **Support in New City** – Connections to Christian professionals before they leave college and their first job

## NEXTLEAD Parent Care Package Subscriptions



- **Parent Support through College** – Parent Care Package subscriptions provide fun items and spiritual encouragement

# Business Model





# Target Market Refreshes Annually

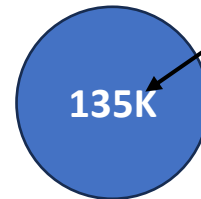
Can multiply by 6 (2 years HS, 4 years College)



Total Annual Market \$4.8B



Christian Segment \$1.1B  
2025-2028 Target



2024 Annual strong believer  
High School grads \$270M

## TARGET BEACHHEAD for YEAR 1

Using Barna criteria we calculate 135K are strong believers, active in youth groups in local churches and actively seeking Christian community upon at college. Arrival. This is our initial FOCUS.

We serve the needs of 17-24 year old Christians who are navigating their college and career journey from HS Senior, to College freshmen, throughout their education, and as they gain their first jobs to begin their careers.

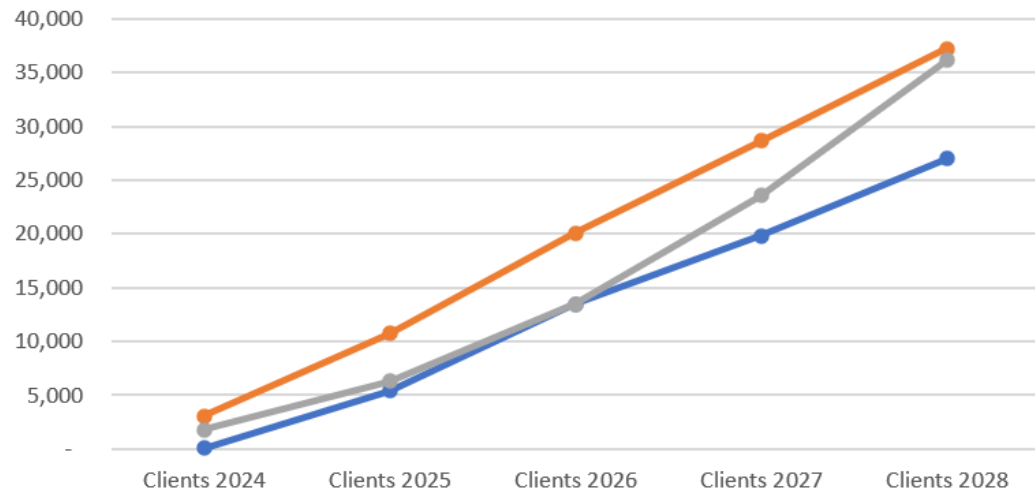
# SYNERGIES

The NEXTLEAD Career Focus will generate healthy investment returns as well as accelerate ESS to impact university, workplace and city culture.

Contact us for business plan prospective financial results and the investment opportunity

## NEXTLEAD

### CLIENTS



Color Key

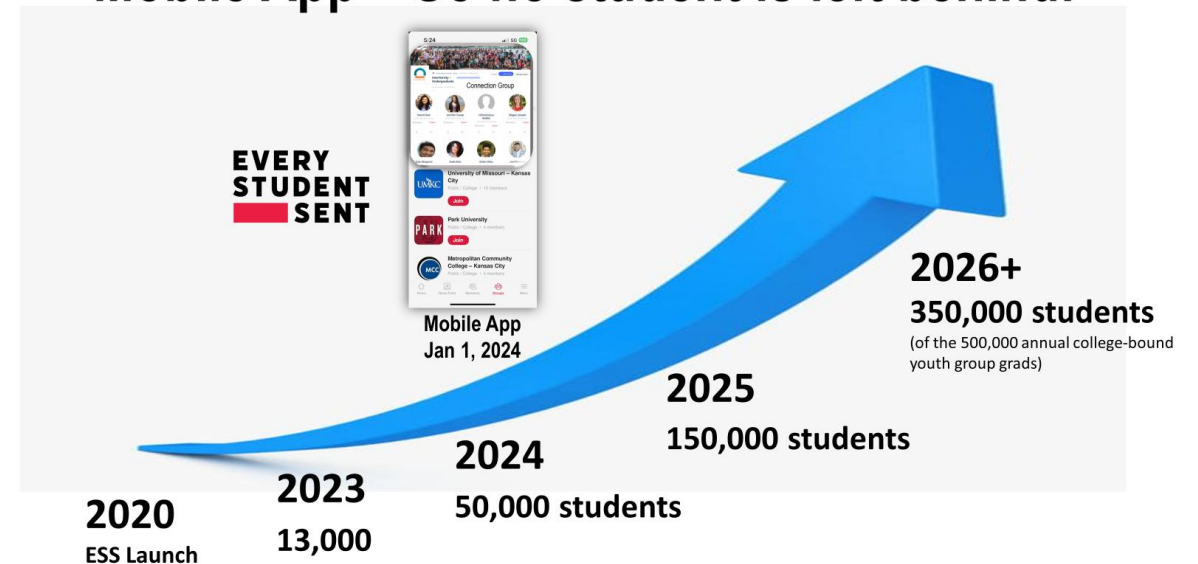
Internships/Employment

Career/College Planning

Subscription Packages

## EVERY STUDENT SENT

Mobile App – So no student is left behind!







The harvest is plentiful, but the laborers have been too few.  
It's time to increase the quantity and effectiveness of leaders in America.

## HOW TO CONTACT NEXTLEAD

Jeremy Story [jeremy@campusrenewal.org](mailto:jeremy@campusrenewal.org)

512-915-3821

John Decker [john.decker@campusrenewal.org](mailto:john.decker@campusrenewal.org)

315-480-1232