



The 12 C's of Faith-Driven Investment Screening

A SCORECARD TOOL



FAITH **DRI**>EN
INVESTOR

Dear Investor,

Over the past few years, our team has had the privilege of participating in more than 14 Lions' Den pitch events (think Christian Shark Tank, where Faith-Driven Entrepreneurs pitch their businesses to Faith-Driven Investors). During that time, we've heard hundreds of pitches from companies across a wide variety of industries and geographies.

One question we're frequently asked by fellow faith-driven investors is:
"How do you personally evaluate companies when they pitch?"

For better or worse, the pages that follow outline a current discernment framework—a tool to help assess potential investment opportunities through a faith-driven lens. We make no claims that it's comprehensive, and we know others have developed stronger or more refined frameworks (if that's you—we'd love to learn from you!). Still, we hope this in-progress tool serves you as you seek to discern which companies may be well-suited for your partnership and investment.

- Stephen



Stephen Jackson

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Reach out to me and let me know how you enjoyed these 10 venture presentations. I'd love to hear from you.

Note: This scorecard is intended as a first-pass screening tool—it's not a replacement for deep due diligence! Please consult your financial advisor before considering any investment opportunities, especially in the private investment space.

THIS SCORECARD TOOL

A practical, values-based screening tool to help faith-driven investors evaluate private investments. The 12 Cs framework provides a first-pass filter rooted in biblical principles, business wisdom, and Spirit-led discernment.

THE 12 C's

1. Customer

Who do you sell to? Is there a real and growing customer need being met, and does the company have a clear understanding of its market and traction?

2. Creativity

What do you sell? Is the business offering innovative solutions that simplify, reduce cost, or increase access in meaningful ways?

3. Character

Do the leaders exhibit integrity, humility, and a clear love for Jesus that shapes the culture and direction of the company?

4. Calling

Is there a deep sense of spiritual conviction and clarity that this work is a calling from God, not just a career move?

5. Credibility

Does the founder or team have the background, experience, and evidence to prove they can execute their vision?

6. Competency

Who is on your team? Does the leadership team possess the complementary skills and capacity to successfully execute the business plan?

THE 12 C's

7. Compensation

Are all stakeholders—employees, investors, and leaders—being treated fairly and compensated in a just, transparent way?

8. Community

Is the business rooted in supportive ecosystems and meaningful partnerships that can help it thrive, especially in challenging environments?

9. Capital

Is the company demonstrating wise financial stewardship and do the founders have personal investment or “skin in the game”?

10. Creation Care

Does the business reflect a commitment to responsible environmental stewardship and a redemptive posture toward creation?

11. Great Commandment

How does the company encourage love for God and neighbor through its culture, products, or community impact?

12. Great Commission

Is the business intentionally contributing to gospel proclamation and disciple-making in direct or supportive ways?

Notes:



1**VENTURE NAME:** _____**12 C's****1-10****1-10**

Customer		Compensation	
Creativity		Community	
Character		Capital	
Calling		Creation Care	
Credibility		Great Commandment	
Competency		Great Commission	

Questions to ask during deep dive:

Notes

Industry:

Region:

Product/Service:

Founded Year:

Employees:

Revenue:

Raising:

Committed:

2**VENTURE NAME:** _____**12 C's****1-10****1-10**

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VENTURE NAME: _____

12 C's

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12 C's

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12 C's

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12 C's

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12 C's

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Questions to ask during deep dive:

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12 C's

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Let's Go Further Together

If this **12 Cs Faith-Driven Scorecard** has helped you think more clearly about how to assess values-aligned investment opportunities—praise God! That was the goal.

But this is just the beginning.

If you found this tool to be helpful, I'd love to hear your feedback.

Your insights and stories help improve the framework, and more importantly, they encourage others who are pursuing faithful stewardship through investing.

👉 **Reach out and connect: Stephen@faithdriveninvestor.org**

We want to help you keep growing, learning, and connecting within this global movement of faith-driven investors, entrepreneurs, donors, and advisors. One of the best ways to plug in is by **joining (or facilitating) a Faith-Driven Investor Foundation Group**.

These peer groups provide a powerful way to:

- Deepen your understanding of faith-driven investing
- Build authentic relationships with other believers on the same journey
- Explore how God is calling you to steward capital with greater eternal impact

👉 **Sign up for a group today: FaithDrivenInvestor.org/Foundation-Groups**

We believe capital has the power to transform lives and communities when it's aligned with God's Kingdom. And we're praying that your investment journey—rooted in Scripture and led by the Spirit—will reflect that reality.

Let's build something beautiful together.

— *Your fellow steward on the journey*

Stephen