

FairShares Canvass V3.0

CQ = Canvass Question, KQ = Key Question

Relevance (for Idea workshops)	Feasibility (for Incubation workshops)	Sustainability (for Planning workshops)
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<p>What is your idea? (General value proposition) (CQ1.1 / KQ2)</p> <p>What need(s) does your idea fulfil? (Primary purpose) (CQ1.2 / KQ2)</p> <p>What makes your idea attractive: (Stakeholder value propositions)</p> <ul style="list-style-type: none"> To those who will start the enterprise (Founder members)? (CQ1.4 / KQ2) To those who will make the goods/services offered by the enterprise (Labour members)? (CQ1.5 / KQ2) To those who will use / buy goods / services from the enterprise (User members)? (CQ1.6 / KQ2) To those who will contribute money (Investor members)? (CQ1.7 / KQ2) 	<p>How would you describe (label) your primary stakeholders? (Link to learning activity about primary stakeholders)</p> <p>Founders: (CQ2.1 / KQs 1 and 4)</p> <p>Labour member: (CQ2.2 / KQs 1 and 4)</p> <p>User members: (CQ2.3 / KQs 1 and 4)</p> <p>Investor members: (CQ2.4 / KQs 1 and 4)</p>	<p>What goods/services can you offer to achieve your primary purposes? (Key activities) (CQ2.10 / KQ3)</p>	<p>How will you segment users (i.e. clients/customers)? (Market segments) (CQ3.3 / KQ5)</p> <p>(Link to learning activity on markets / market segmentation)</p> <p>How will you reach each segment? (Distribution channels)</p> <p>Direct (CQ3.4 / KQ5)</p> <p>Via Partners/Intermediaries (CQ3.5 / KQ5)</p>	<p>How will primary stakeholders review the following type of impact: (Social auditing)</p> <p>Social impact on members (CQ3.6 / KQ6)</p> <p>Economic impacts on members and host community (CQ3.7 / KQ6)</p> <p>Environmental impact (CQ3.8 / KQ6)</p>
<p>How does your idea create opportunities to share power and wealth? (CQ1.3 / KQ1)</p> <p>Surplus % to reserves (CQ2.5 / KQ1):</p> <p>Remaining surplus / power sharing % Founders: (CQ2.6 / KQ1) Labour: (CQ2.7 / KQ1) Users: (CQ2.8 / KQ1) Investors: (CQ2.9 / KQ1)</p>	<p>How can primary stakeholders cooperate to create a supply chain? (Production > Consumption)</p> <p>Directly (CQ2.11 / KQs 1 and 4)</p> <p>Via Partners/Intermediaries (CQ2.12 / KQ4)</p>	<p>What resources / assets do you need to make them? (Key assets) (CQ3.1 / KQ5)</p>		

<p>What wealth will you use up (natural, human, social, intellectual, manufactured, financial capital)? (Cost structure / Social-environmental costs) (CQ3.2 / KQs 3 and 5)</p> <p>(Link to learning activity about different types of capital)</p>	<p>What wealth will you create (natural, human, social, intellectual, manufactured, financial capital)? (Revenue streams / Social-environmental wealth) (CQ3.9 / KQ6)</p> <p>(Link to learning activity about different types of capital)</p>
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Final Questions

CQ4.1 - Are there any other questions we need to ask/answer during the planning workshops?

CQ4.2 - Are there any tax laws that might influence the choice of legal form?

CQ4.3 - Are there any cultural / legal barriers to registering as a company, cooperative, partnership or association?

CQ4.4 - What is the 'qualifying contribution' for Labour members (i.e. What labour contribution is sufficient to be accepted as a Labour member)?

CQ4.5 - What is the 'qualifying contribution' for User members (What use or purchase of enterprise goods/services is sufficient to be accepted as a User member)?

CQ4.6 - Should this FairShares Plan be published?