

# FairShares Canvass (Coding for IO2)



CQ = Canvass Question, KQ = Key Question

Relevance (for Idea workshops)	Feasibility (for Incubation workshops)	Sustainability (for Planning workshops)		
<p><b>What is your idea?</b> (General value proposition) (CQ1 / KQ2)</p> <p><b>What need(s) does your idea fulfil?</b> (Primary purpose) (CQ2 / KQ2)</p> <p><b>What makes your idea attractive:</b> (Stakeholder value propositions)</p> <ul style="list-style-type: none"> <li>• <b>To those who will start the enterprise (Founder members)?</b> (CQ4 / KQ2)</li> <li>• <b>To those who will make the goods/services offered by the enterprise (Labour members)?</b> (CQ5 / KQ2)</li> <li>• <b>To those who will use / buy goods / services from the enterprise (User members)?</b> (CQ6 / KQ2)</li> <li>• <b>To those who will contribute money (Investor members)?</b> (CQ7 / KQ2)</li> </ul>	<p><b>How would you describe (label) your primary stakeholders?</b>  (Link to learning activity about primary stakeholders)</p> <p><b>Founders:</b> (CQ8 / KQs 1 and 4)</p> <p><b>Labour member:</b> (CQ9 / KQs 1 and 4)</p> <p><b>User members:</b> (CQ10 / KQs 1 and 4)</p> <p><b>Investor members:</b> (CQ11 / KQs 1 and 4)</p>	<p><b>What goods/services can you offer to achieve your primary purposes?</b> (Key activities) (CQ16 / KQ3)</p>	<p><b>How will you segment users (i.e. clients/customers)?</b> (Market segments) (CQ20/ KQ5)</p> <p>(Link to learning activity on markets / market segmentation)</p> <p><b>How will you reach each segment?</b> (Distribution channels)</p> <p><b>Direct</b> (CQ21 / KQ5)</p> <p><b>Via Partners/Intermediaries</b> (CQ22 / KQ5)</p>	<p><b>How will primary stakeholders review the following type of impact:</b> (Social auditing)</p> <p><b>Social impact on members</b> (CQ23 / KQ6)</p> <p><b>Economic impacts on members and host community</b> (CQ24 / KQ6)</p> <p><b>Environmental impact</b> (CQ25 / KQ6)</p>
<p><b>How does your idea create opportunities to share power and wealth?</b> (CQ3 / KQ1)</p> <p><b>Proposed surplus / power sharing %</b> Founders: (CQ12 / KQ1) Labour: (CQ13 / KQ1) Users: (CQ14 / KQ1) Investors: (CQ15 / KQ1)</p>	<p><b>How can primary stakeholders cooperate to create a supply chain?</b> (Production &gt; Consumption)</p> <p><b>Directly</b> (CQ18 / KQs 1 and 4)</p> <p><b>Via Partners/Intermediaries</b> (CQ19 / KQ4)</p>	<p><b>What resources / assets do you need to make them?</b> (Key assets) (CQ17 / KQ5)</p>	<p><b>What wealth will you create (natural, human, social, intellectual, manufactured, financial capital)?</b> (Revenue streams / Social-environmental wealth) (CQ27 / KQ6)</p> <p>(Link to learning activity about different types of capital)</p>	
<p><b>What wealth will you use up (natural, human, social, intellectual, manufactured, financial capital)?</b> (Cost structure / Social-environmental costs) (CQ26 / KQs 3 and 5)</p> <p>(Link to learning activity about different types of capital)</p>		<p><b>What wealth will you create (natural, human, social, intellectual, manufactured, financial capital)?</b> (Revenue streams / Social-environmental wealth) (CQ27 / KQ6)</p> <p>(Link to learning activity about different types of capital)</p>		