FairShares Canvass V3.0

CQ = Canvass Question, KQ = Key Question

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| **Relevance** (for Idea workshops) | **Feasibility** (for Incubation workshops) | **Sustainability** (for Planning workshops) |

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| **What is your idea?**  (General value proposition)  (CQ1.1 / KQ2)  **What need(s) does your idea fulfil?** (Primary purpose)  (CQ1.2 / KQ2)  **What makes your idea attractive:**  (Stakeholder value propositions)   * **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) |  | **How would you describe (label) your primary stakeholders?**  (Link to learning activity about primary stakeholders)  **Founders:**  (**CQ2.1** / KQs 1 and 4)  **Labour member:**  (**CQ2.2** / KQs 1 and 4)  **User members:**  (**CQ2.3** / KQs 1 and 4)  **Investor members:**  (**CQ2.4** / KQs 1 and 4) | **What goods/services can you offer to achieve your primary purposes?**  (Key activities)  (**CQ2.10** / KQ3) | |  | **How will you segment users (i.e. clients/customers)?**  (Market segments)  (CQ3.3/ KQ5)  (Link to learning activity on markets / market segmentation)  **How will you reach each segment?**  (Distribution channels)  **Direct**  (CQ3.4 / KQ5)  **Via Partners/Intermediaries**  (CQ3.5 / KQ5) |  | **How will primary stakeholders review the following type of impact:**  (Social auditing)  **Social impact on members**  (CQ3.5 / KQ6)  **Economic impacts on members and host community**  (CQ3.7 / KQ6)  **Environmental impact**  (CQ3.8 / KQ6) |
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|  | **How can primary stakeholders cooperate to create a supply chain?**  (Production > Consumption)  **Directly**  (**CQ2.11** / KQs 1 and 4)  **Via Partners/Intermediaries**  (**CQ2.2** / KQ4) | **What resources / assets do you need to make them?**  (Key assets)  (CQ3.1 / KQ5) | |  |  |

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| **How does your idea create opportunities to share power and wealth?**  (CQ1.3 / KQ1)  **Surplus % to reserves** (**CQ2.5** / KQ1):  **Remaining surplus / power sharing %**  Founders: (**CQ2.6** / KQ1)  Labour: (**CQ2.7** / KQ1)  Users: (**CQ2.8** / KQ1)  Investors: (**CQ2.9** / KQ1) |  | **What wealth will you use up (natural, human, social, intellectual, manufactured, financial capital)?**  (Cost structure / Social-environmental costs)  (CQ3.2 / KQs 3 and 5)  (Link to learning activity about different types of capital) |  | **What wealth will you create (natural, human, social, intellectual, manufactured, financial capital)?**  (Revenue streams / Social-environmental wealth)  (CQ3.9 / KQ6)  (Link to learning activity about different types of capital) |

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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?**