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?**