

# FairShares Canvass V3.0

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) (CQ1.1 / KQ2)</p> <p><b>What need(s) does your idea fulfil?</b> (Primary purpose) (CQ1.2 / KQ2)</p> <p><b>What makes your idea attractive:</b> (Stakeholder value propositions)</p> <ul style="list-style-type: none"> <li>To those who will start the enterprise (Founder members)? (CQ1.4 / KQ2)</li> <li>To those who will make the goods/services offered by the enterprise (Labour members)? (CQ1.5 / KQ2)</li> <li>To those who will use / buy goods / services from the enterprise (User members)? (CQ1.6 / KQ2)</li> <li>To those who will contribute money (Investor members)? (CQ1.7 / 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> (CQ2.1 / KQs 1 and 4)</p> <p><b>Labour member:</b> (CQ2.2 / KQs 1 and 4)</p> <p><b>User members:</b> (CQ2.3 / KQs 1 and 4)</p> <p><b>Investor members:</b> (CQ2.4 / KQs 1 and 4)</p>	<p><b>What goods/services can you offer to achieve your primary purposes?</b> (Key activities) (CQ2.10 / KQ3)</p>	<p><b>How will you segment users (i.e. clients/customers)?</b> (Market segments) (CQ3.3 / 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> (CQ3.4 / KQ5)</p> <p><b>Via Partners/Intermediaries</b> (CQ3.5 / 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> (CQ3.5 / KQ6)</p> <p><b>Economic impacts on members and host community</b> (CQ3.7 / KQ6)</p> <p><b>Environmental impact</b> (CQ3.8 / KQ6)</p>
<p><b>How does your idea create opportunities to share power and wealth?</b> (CQ1.3 / KQ1)</p> <p><b>Surplus % to reserves</b> (CQ2.5 / KQ1):</p> <p><b>Remaining surplus / power sharing %</b> Founders: (CQ2.6 / KQ1) Labour: (CQ2.7 / KQ1) Users: (CQ2.8 / KQ1)</p>	<p><b>How can primary stakeholders cooperate to create a supply chain?</b> (Production &gt; Consumption)</p> <p><b>Directly</b> (CQ2.11 / KQs 1 and 4)</p> <p><b>Via Partners/Intermediaries</b> (CQ2.2 / KQ4)</p>	<p><b>What resources / assets do you need to make them?</b> (Key assets) (CQ3.1 / KQ5)</p>		
			<p><b>What wealth will you use up (natural, human, social, intellectual, manufactured, financial capital)?</b> (Cost structure / Social-environmental costs) (CQ3.2 / 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) (CQ3.9 / KQ6)</p> <p>(Link to learning activity about different types of capital)</p>



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Investors: (CQ2.9 / KQ1)

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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)?



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CQ4.6 - Should this FairShares Plan be published?



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