

# Framework for Questions in the FairShares Idea Planner

**Note (added 30<sup>th</sup> October 2019).** *This document and version 2.0 of the FairShares Canvass were prepared by Prof Rory Ridley-Duff on the evening of 24<sup>th</sup> August 2017 and morning of 25<sup>th</sup> August 2017. This was the morning after the first meeting in Berlin of the FairShares Lab project partners (Berlin, 23<sup>rd</sup> – 24<sup>th</sup> August 2017). Rory had intensive discussions with Jumbo Klercq and Stefanie Trzecinski the night before (24<sup>th</sup>) then worked on, and completed the document, immediately after a one-to-one meeting with Stefanie Trzencinki at KHuF on the 25<sup>th</sup> August. This document proved to be foundational with all further outputs (IO2 Planner, IO3 Platform, IO4 Train the Trainer Course) tracing their heritage back to this document.*

*Cliff Southcombe did not attend this transnational meeting for personal reasons.*

## Upon Creating/Joining a Project

Establish which groups the person joining thinks they will qualify as a member (if the enterprise is created).

1. **Will you be in the group that starts this enterprise?** (If yes, add to 'Founders' group)
2. **Do you plan to work for this enterprise (i.e. be a member of its workforce)?** (If yes, add to 'Labour' group)
3. **Do you plan to buy or use the goods or services that are produced by this enterprise?** (If yes, add to 'Users' group).
4. **Do you expect to invest money in the enterprise?** (If yes, add to 'Investors' group).

## Upon Sending an Invitation to Join a Project

**If an existing project member invites other people to their project idea**, establish which primary stakeholder group (Founder, Labour, User and/or Investor) the invitee will be added to.

1. **I am inviting the person to be:**
  - a. A Founder (checkbox)
  - b. A Labour member (checkbox)
  - c. A User member (checkbox)
  - d. An Investor (checkbox)

## Pre (or Post?) FS Plan Learning Activity

In the following sections, we set out questions to ask in the FairShares Ideas Planner - they will cover the relevance, feasibility and sustainability of a FairShares Project, as well as additional questions that will help with the completion of a FairShares Canvass during incubation and planning workshops. Before we start, let's learn about FairShares values and principles.

Which FairShares values and principles are most important to you?	(Link to learning activity?) (Derive from evaluation?)
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### Organisation the Tabs

Tab 1 - Purpose/value proposition of the enterprise

Tab 2 - How do Founder members participate

Tab 3 - How do Labour members participate

Tab 4 - How do User members participate

Tab 5 - How do Investor members participate

Tab 6 - Final questions + evaluation of FairShares values and principles

Tab 7 - Administration (not visible to non-administrators)

### About the *Relevance* of this Project (Ideas)

Each question in this section can be used in an **Ideas Workshop** (Level 1) to shape a project and establish its *relevance*. Questions help project participants to clarify *key questions* about their enterprise (see IO1 - Section 2.1.2). The answers also can be used to complete a FairShares Canvass in the **Incubation** and **Planning** workshops. Each question has a designated 'author' who crafts the initial answer to the question, then other groups provide comments to help refine the answer.

Table 1 - Questions for the Ideas Workshop

#	Text	Key Q	Canvas Q	Author	Tab
1	What is your idea? (General value proposition)	KQ2	CQ1	Admin	1
2	What need(s) does your idea fulfil? (Primary purpose)?	KQ2	CQ2	User	1
3	How does your idea create opportunities to share wealth and power?	KQ1	CQ3	Admin	1
4	What makes your idea attractive to those who will start the enterprise (Founder	KQ2	CQ4	Founder	2

	members)?				
5	What makes your idea attractive to people who will make the goods/services offered by the enterprise? (Labour members)	KQ2	CQ5	Labour	3
6	What makes your idea attractive to people who will use / buy goods/ services from the enterprise? (User members)	KQ2	CQ6	User	4
7	What makes your idea attractive to those who will contribute money? (Investor members)	KQ2	CQ7	Investor	5

## About the *Feasibility* of the Project

Each question in this section helps in **Incubator Workshop** (Level 2) activities to establish the feasibility of turning the idea into an enterprise. Each question clarifies a key question (IO1 - Section 2.1.2). The 'author' crafts the answer, and other groups comment.

#	Text	Key Q	Canvass Q	Author	Tab
1	How would you describe (label) the person / group that starts the enterprise  (Link to learning activity)	KQ1 KQ4	CQ8	Founder	2
2	How would you describe (label) members who will make the goods/service offered?	KQ1 KQ4	CQ9	Labour	3
3	How would you describe (label) members who will use / buy goods / services?	KQ1 KQ4	CQ10	User	4
4	How would you describe (label) members who contribute money?	KQ1 KQ4	CQ11	Investor	5
5	If a surplus is created, how	KQ1	N/A	Admin	1

	much should be retained to invest in the primary purpose(s) of enterprise?				
How should the balance be allocated to primary stakeholders? (In a company/cooperative this balance is allocated by and/or distributed to group members) (In associations, group members vote for projects that advance the primary purpose)					1
6	What share of nett surplus should be allocated to Founder members?	KQ1	CQ12	Founder	2
7	What share of nett surplus should be allocated to Labour?	KQ1	CQ13	Labour	3
8	What share of nett surplus should be allocated to Users	KQ1	CQ14	User	4
9	What share of nett surplus should be allocated to Investors	KQ1	CQ15	Investor	5
10	What goods/services can you offer to achieve your primary purposes?	KQ3	CQ16	Admin	1
11	How can member groups cooperate to create a supply chain?	KQ1 KQ4	CQ18	Admin	1
12	How can members involve partners / intermediaries to create a supply chain	KQ4	CQ19	Admin	1

## About the *Sustainability* of the Project

Each question in this section helps project members in the **Planning Workshop** (Level 3) to establish the sustainability of the enterprise. Each question clarifies a key question (IO1 - Section 2.1.2). The 'author' crafts the answer, and other groups provide comments.

#	Text	Key Q	Canvass Q	Author	Tab
1	What resources / assets do you need to make the goods/services proposed?	KQ5	CQ17	Admin	1
2	What wealth will you use up (natural, human, social, intellectual, manufactured,	KQ3 KQ5	CQ25	Admin	6

	financial capital)? (Link to learning activity)				
3	How will you segment users (clients/customers)?	KQ5	CQ20	Admin	1
4	How will you reach segments through direct channels?	KQ5	CQ21	Admin	1
5	How will you reach segments through partners / intermediaries?	KQ5	CQ22	Admin	1
6	How will members review <b>social impact</b> on members?	KQ6	CQ23	Admin	6
7	How will members review <b>economic impacts</b> on members and host community?	KQ6	CQ24	Admin	6
8	How will members review <b>environmental impact</b> ?	KQ6	CQ25	Admin	6
9	What wealth will you create (natural, human, social, intellectual, manufactured, financial capital)?  (Link to learning activity)	KQ6	CQ27	Admin	6

## Other Key Questions before Formal Business Planning

The questions in this section may not appear on the FairShares Enterprise Canvass, but they will also help with the process of constituting a new enterprise and the formal stages of the planning process. They will be important questions to address during the **Coaching & Support** sessions.

#	Text	Author	Tab
1	Are there any other questions we need to ask/answer during the planning workshops?	Admin	6
2	Are there any tax laws that might influence the choice of legal form?	Admin	6
3	Are there any cultural / legal barriers to	Admin	6

	registering as a company, cooperative, partnership or association?		
4	What is the 'qualifying contribution' for Labour members?  (i.e. What labour contribution is sufficient to be accepted as a Labour member?)	Labour	3
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?)	Users	4
6	Should this FairShares Plan be published? (1) Yes - Creative Commons (2) Yes - Traditional Copyright (3) Not Yet	Admin	6

The final stage of the FairShares Plan is for members to evaluate it as a whole and assess whether they think the plan satisfies the five FairShares values and principles. Based on members' evaluation, we could allow the enterprise to use the FairShares Logo in its branding.