

YOUR COOPERATIVE BUSINESS MODEL

Idea:

By:

Date:

Version:

Key People/Orgs

Who is on your team?

What are your motivation(s)?

Who (will) own(s) it?

Key Activities

What activities create value for your team? That is, what makes the money?

Key Resources

What resources do you need to create that value?

For each sale? (supplies, labor, etc.)

To stay open? (rent, etc.)

Value Propositions

Business Value

What need(s) are satisfied?

Community Value

How does the community benefit?

Worker Value

How do worker benefit?

Customer Relationships

Who is your customer?

How do you get their attention?

How do you keep them?

Revenue Streams

What are your sources of revenue?

How is the money made? (By sales, fees, subscriptions, etc.)

Market Segments

What parts of the market are you aiming for? (For example: if you make clothes, is it for men, women, or children, etc?)

Distribution Channels

How will you reach customers?

Governance

Who will decide the direction of the enterprise?

How?

Competitive edge

How do you give your customers better value than their alternatives?

THE ROCHDALE COOPERATIVE PRINCIPLES

- 1. Voluntary and Open Membership** – Cooperatives are voluntary organizations, open to all people able to use its services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.
- 2. Democratic Member Control** – Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.
- 3. Members' Economic Participation** – Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.
- 4. Autonomy and Independence** – Cooperatives are autonomous, self-help organizations controlled by their members. If the co-op enters into agreements with other organizations or raises capital from external sources, it is done so based on terms that ensure democratic control by the members and maintains the cooperative's autonomy.
- 5. Education, Training and Information** – Cooperatives provide education and training for members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperative. Members also inform the general public about the nature and benefits of cooperatives.
- 6. Cooperation among Cooperatives** – Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional and international structures.
- 7. Concern for Community** – While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.

- 2016, *The International Cooperative Alliance*

These principles, dating from 1844, evolved as cooperative business grew from the work of the Rochdale Society of Equitable Pioneers, who are considered the founders of the cooperative movement.