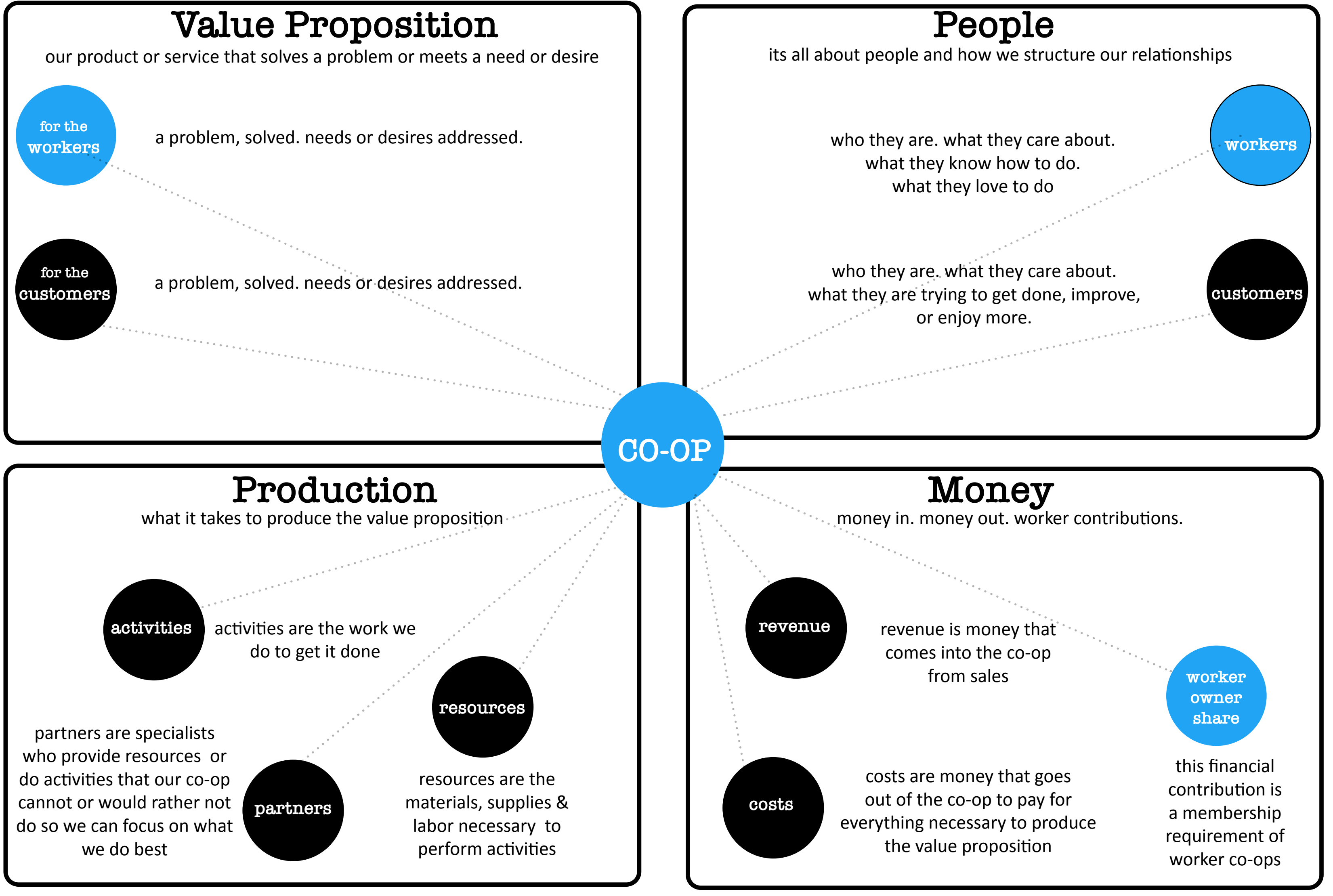


applies to all businesses

# infographic

unique to worker co-ops

OPEN ↓



## Build a Business Model

STEP TWO

with the worker-owner business model canvas



a tool to discover how the co-op will make money, solve problems, and satisfy needs & desires of the co-op's workers and their customers

# The Worker-Owner Business Model Canvas

Team Name:

Team Members:

## Key Activities

what do we need to do on a regular basis to bring our value proposition to customers? What activities do our distribution channels, customer relationships, and revenue streams require?

## Key Partners

who are our key partners -- the relationships we have and count on to make our business model work? (suppliers are usually key partners)

## Value Proposition to Workers

what does the co-op offer to the workers? what does the co-op supply that solves a problem for them, or addresses a need or desire?

## Worker Relationships

how do workers interact as they participate in the co-op together? what do they care about? How do they define that experience?

## Member Recruitment

how and where do we find new members? what do the find compelling about our value proposition? Why is it important? what do they care about?

## Worker-Owners

who are the members of our co-op? what values do they share? what do they care about?

## Key Resources

What key resources do we need in order to perform the necessary activities of our co-op business? (physical plant? merchandise? supplies? labor? rent?)

## Value Proposition to Custom

what do we offer to customers that solves a problem that they have, meets a need, or satisfies a desire? what bundle of products and/or services do we provide to each customer segment?

## Customer Relationships

what kind of relationship does each customer segment expect from us -- in terms of atmosphere, customer service, interaction?

## Customer Channels

how do customers want to be reached and to reach us? how are our channels integrated? How do they fit into customer routines?

## Customer Segments

who are the customers of this co-op? what do we know about their age, where they live, what they care about, what they are trying to get done? what makes them happy?

## Cost Structure

what are the most important costs in our business model? which Key Resources are the most expensive?

## Revenue Streams

what brings money into our co-op? what sells? what do our customers really want to pay for? what do they pay for now? How do they pay? how much does each revenue stream contribute overall to money coming in?

## Worker-Owner Shares

how much money, when, and why do worker-owners invest in co-op shares?

