

C TAP

COOPERATIVE
FEASIBILITY
CLASS
CURRICULUM

CO-OP TECHNICAL ASSISTANCE PROGRAM
Supporting cooperative development in the City of Minneapolis

Cooperative Profile

What is your core business?

Session 1, Activity 1

1. Describe the core business that your co-op will perform on a day-to-day basis.
2. What are the products and/or services your co-op will see?
3. Who will use your products and services?
4. Why would someone buy your product or service?

Co op Basics

Session 1, Homework

Co-op			
Co-operative name:			
Logo or picture:	Vision:		
	Mission:		
Ownership and contact information			
Main contact:	E-mail:		
Phone:	Website:		
Street Address:	City: Minneapolis	State: MN	Zip code:
Basics			
Industry:	Expected # of Employees		
Opening day:	Type of co-op:		
Number of current members:	Projected sales per year: \$		
Goal # of members:	Other:		
Provide a description of co-op (product, service location, ambiance, themes, etc.):			

Assembling your steering committee

Session 1, Activity 2

Function	Skills	Names	Level of Commitment	Notes

Sources of Revenue

Session 3 activity 1

Product or service offered	Description of product or services	Largest expenses association with offering product or service	Additional research needed
1.			
2.			

Defining the value proposition of membership

Session 4, Activity 2

Define that value of membership to:		
The individual members:	The cooperative:	The community:

Defining your market and membership as market

Session 4, Activity 3

Product or service	What is the product demand	Who is (are) your target market(s)	What competition exists?	Co-op competitive advantage?

Product or service	How does the membership contribute towards revenue generation	What is the cost associated with this member
<i>Ex. Building Widgets</i>	<i>Ex. A worker-owner will provide services that the co-op will charge for</i>	<i>Hire the worker- owner</i>
<i>Ex. Food Co-op</i>	<i>Ex. A consumer will buy from our co-op</i>	<i>Marketing and communication with member</i>

Communicating with your membership and market

Session 4, Homework

Communication strategy	What audience are you reaching?	Goals	Specific ask for what value	
<i>Social media</i>	<i>Members, whole market</i>	<i>Increase visits to a store</i>	<i>Check out our sale for savings on everyday items</i>	
<i>Via website</i>				
<i>Mailers</i>				
<i>Events</i>	<i>Members and potential members</i>	<i>member recruitment</i>	<i>Join today for continued discounts on pints of beer and opportunity to help create our next beer.</i>	

Assessing and selecting a business entity

Session 7, Activity 1

Entity	Pro	Con
308A Co-op		
308B Co-op		

322B LLC		
308A Corporation		
317A Nonprofit Corporation		

Adding and removing members,

Session 7, Activity 2

Situation	Process/Decision
How will you remove people that don't want to leave?	
Should member's investment be paid into the co-op before they have voting rights?	
When a member leaves, what is the duration of time their investment is paid back? All at one or over time? (These may be decisions made by the board.)	

Find online at: <https://www.dropbox.com/s/r3sfb6eybjwof9c/co-op%20profileFILLABLE.docx?dl=0>