

# Conscious Business Canvas

*This document outlines a business plan for Better Together.*

## We Believe

*What do you believe is happening in the world? What is important and needed? What action should be taken? (basic worldview of you and your organization)*

More of us each day are becoming independent businesses unto ourselves. Call us self employed, gig workers, solopreneurs, freelancers, contract workers, 1099 workers, or hustlers. This **non traditional workforce** is the foundation of the next economy, which is already here for million of us.

There is an opportunity to avoid the dystopian race to the bottom offered by the ride hailing apps, service marketplaces, and so called “sharing economies” of the world.

Together we can build an association which provides security, prosperity, purpose, and an outstanding quality of life for all workers.

## We exist to

*Our purpose is \_\_\_\_\_. We are passionate about \_\_\_\_\_. We use our gifts of \_\_\_\_\_ to have a meaningful contribution in the form of \_\_\_\_\_ (why). What impact do we want to have in the world?*

Our purpose is to **improve the quality of life for independent workers** and their communities.

We will achieve this **by co-creating a platform which empowers, inspires, and resources** the non traditional workforce.

By nurturing and networking **small scale, meaningful, and mutually supportive groups** of workers we can help generate quality of life improvements such as affordable health care, financial stability and security, and work that honors each person's greater purpose.

## We Help Solve

*Who do you help? What problems do you help them solve? How specifically do you help them solve these problems?*

We help resolve the **loneliness, isolation, and need to be all things** that come with being an independent worker.

We support workers building intimate and mutually beneficial relationships at the small scale by hosting events, training people to be hosts, and providing material and educational support to chapters to

## We Love

*Describe the people you most love to help (ideal customers who are resonate with you), 3 to 4 primary customer avatars (demographics and psychographics, their values, what they are about)*

- Those who don't look like the "typical" entrepreneurs (or even think they are)
- Those whose work is under or unvalued such as homemakers or child rearers
- Those who are working to make the world a better place for everyone
- Those who are trying to strike out and be their own boss and follow their passion
- Those who lift as they climb

# Our Transformational Services

*What or how do you actually help your customers transform? How is your transformational offering unique or distinct from available transactional alternatives (how are you differentiated among the alternatives which attracts your customers to you)?*

We host transformational events and co-create platforms to support workers. We are different because we are focusing on how together we can all do better. These aren't *just* networking events aimed to improve the *individuals* who attended. We are creating the conditions for *collective* success and mutual support.

**We are building communities of workers which are resilient and self directed.**

We are arriving with open ears ready to listen and respond to the real world needs of workers in the Front Range. Ready to adapt and co-create sustainable solutions with them. Then share what we learn with the wider community so they can organically expand our mission and bring more solutions to bear.

## We Benefit

*List top ways you benefit your customers (must be specifically tied to the problems your customers want to solve and are willing to pay for).*

- Workers are not the product, **they are the priority**
- We hold safe supportive space that is inclusive and open to all who will keep it that way.
- We create community to combat the lonesomeness of working for oneself.
- We create strategic win-win-win relationships with organizations who can provide material benefits to our community.
- We host transformative events which are beneficial to our community.
- We support initiatives which solve real problems for our community.

# We Connect

*Where do you find and connect with those people that you love to help? (channels) How do your ideal customers learn about your advocacy ('We Believe')? How do they learn about your more conscious approaches/your unique benefits ('We Help Solve')? Where are they searching to help solve their specific problems (if they are searching to solve a specific one)? Where do they go to try and find information?*

We connect with the public by being out in the world. We promote events across online communities and by promoting in real world spaces.

- Events posted on Meetup, Eventbrite, and Facebook
- Event fliers posted in spaces where workers frequent
  - Cafes
  - Grocery Stores
  - Coworking spaces
  - Bars & Breweries
- Promote in online spaces
  - Facebook groups
  - Slack teams dedicated to freelancers
  - Mailing lists
- Promote by authentically supporting other related events
  - Networking
  - Workshops
  - Meetups

We make our approaches, plans, vision, etc. transparent so that people can discover how and why we do this work.

Our events create a funnel to greater energetic involvement:

## **Regular general meetups**

This is the monthly Better Together meetup, it's a lightly facilitated space for the community to get together and see each other. It is our heartbeat rhythm.

- Fun, free, with food, and child care.
- Once a month on the 2nd Wednesday.

### **Regular educational meetups**

Educational meetups are highly facilitated and aim to be a learning opportunity. These meetups have a more outcome oriented objective.

- Ticket price
- On a specific theme or topic, such as;
  - Financial planning workshop
  - Personal marketing peer review
  - Workshops by subject matter experts

### **Additional Events**

The group promotes and hosts additional events often facilitated by outsiders or other groups that promote our purpose.

### **Internal Workshops**

We host workshops to work on the internal structure, purpose, and strategy of the group.

### **Circles**

Circles are low barrier to entry events generated by members of the community. Often held at a higher volume than regular meetings. There is a personal development angle to these events. Often with a regular facilitator or host.

#### **Example:**

- Kris hosts a weekly yoga class which we promote at our general meetings and online.
- Hilary hosts a bi-weekly lunch to support workers in creating space for down time and relaxation. She offers discount tickets at our regular meeting.
- Drew hosts a bi-weekly accountability group which meets at different co-working spaces around Denver for the community.

### **Pods**

Bringing small support groups together for deeply transformative experience, pods are facilitated small groups with particular objectives (productivity, startup, healing, selfcare). Pod facilitators work together to provide themed options for different pods and form a community of practice around hosting pods.

- High touch facilitated small group practice
  - Multiple facilitators with different flavors and objectives.
- Higher investment of time and money

**Examples:**

- Kris offers *Alchemy Pods* that meet one a week over 3 months to dive deep into developing healthy morning practice around movement.
- Drew offers *Productivity Pods* for small groups that help develop and co-create productive practices shared and supported by the group.

## Our Relationship FUNNEL

*Describe the levels of the relationship*

**Aware** - People who are aware of the Better Together community.

**Participants** - Folks who come to events and participate.

**Regulars** - People who are inside the group, come regularly to events or circles.

**Members** - Regulars who opt into and pass a membrane of membership.

**Pod People** - Those who have joined a pod.

**Stewards** - Those who are part of a particular venture within the community, these folks run pods, circles, or events. They start and maintain initiatives to further the group charter. They participate in governance.

**Partners** - People or organizations who provide material support.

**Patrons** - People or organizations who provide strictly monetary support.

# Our Operating Model

*Describe how you operate - the key activities your business must do to thrive. What core organizational competencies can you leverage, and what can you outsource/partner with others to get done?*

## **Holding space**

We negotiate space arrangements, promote events to our network, and make sure spaces are facilitated, safe, and accessible

- **For events** - We run events and hold space to bring people together into community.
- **For Initiatives** - We nurture space for community initiatives to form around our core purpose.
- **For governance** - We create space for those building this ship to govern it.

## **Building a network**

All of our activity builds a networked community of workers. We maintain the database of people and platforms to communicate and connect with them.

- **Building & maintaining a network** - We manage email communications, websites, meetup groups, and social media channels to grow and maintain the network.

## **Creating strategic partnerships**

Our network is valuable and we want to bring benefits to our network. We strive to create transparent and mutually beneficial relationships between stakeholders.

- **Event sponsorship** - We connect with businesses and organizations who want to see us succeed (because our success would benefit them or their mission) to cover event costs so we can keep our events free and open.
- **Deals** - We negotiate with businesses to offer our community special deals. This might include special prices for accountant services, money off software packages, or promo codes for products.

# Our Stakeholders

*List all of your stakeholders everyone/everything that stands to be impacted negatively or positively, e.g., supply chain, customers, vendors, investors, environment (town/community, the planet), etc (how are you relating with them and why)*

## **Independent workers**

This includes freelancers, contractors, solopreneurs, gig/1099 workers, hustlers, and anyone interested in becoming an independent worker. From body workers, to designers, to ride share drivers, anyone working (or wanting to work) for themselves.

## **Worker's communities**

Independent workers often spend more (and better) time with their families, are able to better support those close to them, and spend more resources (time & money) in their neighborhood and beyond. The worker's quality of life extends out to all those around them.

## **Businesses that serve independent workers**

Any business that caters to our community of workers. This includes cafes and co-working spaces, accountants, lawyers, health insurance brokers, b2b software providers, fellow contractors, and any other vendors who service our community.

## **Local and state government**

As our community grows we will begin to build political power to support local and state government to create protections and increase the quality of life for independent workers.



# Our Sustainable Costs

*Leverage your finite resources wisely by minimizing waste and inefficiencies and maximizing sustainability.*

- 1. What are the total costs to develop your product/services?*
- 2. What are the total costs to deliver your products/services, i.e., variable cost per unit and all fixed overhead*
- 3. What are the total costs to acquire new relationships in your relationship funnel*

## **Time**

Our main cost is **steward's** time. Planning and hosting events, sending emails, coordinating with spaces, updating websites, communicating with the community, running events, cleaning up, and volunteer coordination.

This time cost can be distributed among the community through volunteering—though we do not want this to be a volunteer run effort. We want to provide at least some value exchange for working on building the community.

## **Events**

Our next major expense is hosting events. There is cost related to the use of space, providing food, and providing child care. So far sponsors have been providing food and event spaces have been provided for free.

## **Fixed overhead**

Our current overhead is low. Our meetups and event promotion online is free, our web hosting and domain names are free (for one year). Online platform costs, in the foreseeable future, will not cost us very much.

# Our Sustainable Revenues

*The fuel that your business uses to help your customers and to grow more capacity and ultimately have more of a positive impact. It is important that you have an effective way to have sustainable revenue. What are your current sources of revenue? What are your secondary or other sources of revenue? If you are using investment capital, or favors such as free labor to fuel your growth currently, at what point do you become fully self sufficient and sustainable? What is your gross margin?*

## Discounts

- Co-working space
- Peakmed membership
- LegalSheild membership
- Soona photography/video
- Accounting services

Member Solidarity Rates - members offer other members discounted rates on services

Directory Listing

Event discounts

## **Strategic partnerships and sponsorships**

Currently partners are providing in-kind support for event space and food. We will explore accepting funds with explicit value exchange agreements. Partnerships will likely be mainly between businesses who want to access the network. *Example: name.com is interested in building a directory of Freelancers which it can forward it's clients to for design and web development work. They have been sponsoring events to help build the directory.*

Other partnerships will provide benefits to the community which in turn will provide an incentive for deepening involvement in the network. *Example: An accounting firm has offered to provide less expensive services for clients from the network.*

## **Referrals and affiliate links**

Some income can be expected from referral links from resources recommended by the network. *Example: community members suggested some books at the last meeting we've put these on our website with referral links to amazon.*

### **Membership dues**

Once we offer benefits that warrant membership we can collect dues to cover the costs of those benefits and pay volunteers. To keep our community accessible dues can be exchanged for work exchange.

### **Profit sharing**

Initiatives and individuals who make money through their collaboration with us will be invited to share profit in exchange future collaboration. *Example: The directory initiative might eventually collect registration fees or charge businesses for access. Some of this profit would be passed back up to us in exchange for the investment and access to the network.*