How to use the Ownership Model Canvas

This canvas helps you (re-)align your business success with your key stakeholders.

Here's how to create your draft ownership model:

1. **Make a copy of these slides**
   - Under File, select "Make a copy > Entire presentation"

2. **Follow the numbers to fill in your canvas**
   - State your purpose and then define member-owners and non-owner stakeholders. Your member-owners are often stakeholders who are central to achieving success. For multiple ownership classes, make multiple canvases.
   - Build long-term value for member-owners by developing links between blocks: first Benefits ⇄ Responsibilities, then Guidance ⇄ Governance Rights, then Investments ⇄ Financial Rights. Iterate until your draft feels right.

3. **Apply what you learn**
   - Discuss your draft with key stakeholders to improve your business operations.
   - You may also want to consult a lawyer who can help you develop your bylaws, restructure your equity, or create new structures like a purpose trust.

Need help? Want to share your ideas? Email us at **hello@start.coop**!

Ownership Model Canvas V1.1   Project name: Filled in by: Version:

1. Purpose
What does your project hope to achieve? Why does it exist?

2. Stakeholders
Who are your member-owners, those with long-term interests?

Who are your non-owner stakeholders?

3. Benefits
What benefits do your member-owners get?

4. Responsibilities
What financial and non-financial (e.g., labor) inputs are required for member-owners?

6. Governance Rights
Which key decisions are made, through which processes, and by which stakeholders?

7. Financial Rights
What determines if/how you distribute surplus profits (dividends) to member-owners?

5. Guidance
Who are your advisors, and which stakeholder groups do they represent? If you have a board of directors, how many board seats go to each stakeholder group?

8. Investment
How much money do you need to be viable over the next year? How much can you raise from member-owners vs other sources?

Ownership Model Canvas V1.1

Project name: Ampled.com   Filled in by: Austin R   Version: Jul. 9 2021

1. Purpose

Ampled's mission is to make music more equitable for artists and to operate transparently and ethically

What does your project hope to achieve? Why does it exist?

2. Stakeholders

Who are your member-owners, those with long-term interests?

- Artists
- Workers

Who are your non-owner stakeholders?

- Community members

3. Benefits

What benefits do your member-owners get?

- Ability to submit and decide on proposals
- A better overall value proposition
- Revenue share

4. Responsibilities

What financial and non-financial (e.g., labor) inputs are required for member-owners?

- Artists bring 10+ supporters to the platform
- Workers contribute labor totaling 80 hours or 6 months, whichever comes first
- Community members chip in $3+ per month

6. Governance Rights

Which key decisions are made, through which processes, and by which stakeholders?

Decisions:
- Elect board (all members)
- Plan (all members)
- Bylaw changes (all)
- Day-to-day ops (CEO + staff)

Meetings:
- Twice/week - tech team
- Every other month - all
- Every month - open
- Every Q - finance team

7. Financial Rights

What determines if/how you distribute surplus profits (dividends) to member-owners?

- 85% to workers, %15 to artists
  - Based on combination of time and labor contributed, TBD
  - Artists can choose to contribute 7, 10, or 13% back to Ampled to cover operating expenses

5. Guidance

Who are your advisors, and which stakeholder groups do they represent? If you have a board of directors, how many board seats go to each stakeholder group?

- Advisors; informal group giving advice
- Board of Directors: 3 workers + 3 artists + 3 community members = 9 seats

8. Investment

How much money do you need to be viable over the next year? How much can you raise from member-owners vs other sources?

- Appx. $100k over the first 12 months of operations; so far in 2021, $0
  - All labor comes from Worker-Owners; we track contributions in timebank
  - In 2020 we get $1k from community members; we're sustainable in 2021/2022