

# How to Use the Ownership Model Canvas

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

Here's how to create your draft ownership model:

1. **Make a copy of the canvas.**
  - Click "File > 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, check out our more detailed step by step guide of [How To Use The Ownership Model Canvas v1.1](#) or email [hello@start.coop](mailto:hello@start.coop).

# Ownership Model Canvas

Project/Co-op name: \_\_\_Coop

Filled in by:

Date:

## 1. Purpose

Why does your org exist? What common needs does your community seek to address?

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## 2. Stakeholders

Who are your member-owners? Who are the first to join?

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Who are your non-owner stakeholders?

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## 3. Benefits

What benefits do your member-owners get?

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## 4. Expectations

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

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## 5. Governance Rights

What kind of decisions does your company make? Who makes which kind of decisions?

- **Strategy**
- **Financial**
- **Day to day**

## 6. Financial Rights

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

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## 7. Guidance

Who would be on your initial steering committee or advisory council and which stakeholder groups do they represent?

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## 8. Investment

How much money do you need to be viable over the next 12-18 months? How much can you raise from member-owners vs other sources?

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