Start.COOP

A STEP-BY-STEP TOOL TO START-UP A COOPERATIVE
The Modules

Module 1: Identifying Core Members and Business Idea
Module 2: Researching the Feasibility of the Business Idea
Module 3: Preparing the Business Plan
Module 4: Organizational Set-up
Decision Tree and the Start.COOP Modules

Module 1
Identifying Core Members and Business Idea

Is there an opportunity for group action?

YES

Module 2
Researching the Feasibility of the Business Idea

NO

No further action; or search for members/idea

NO

Is the business idea feasible?

NO

No further action; or search for new business idea

YES

Module 3
Preparing the Business Plan

Is the business viable?

NO

No further action; or search for new business idea

YES

Module 4
Organizational Set-up
The Training Guide Format

Session

Activity

Steps

Members of the group take turns in reading the training guide aloud

All members of the group perform the steps indicated for each activity; may be individual, in pairs, or as group work

Members of the group share and discuss outputs
Signs and their Meaning

- A member of the group reads background information
- Group discussion
- Read and perform step-by-step instructions
- Suggested time for the activity
- Good practices for gender equality
- Tips on facilitation
Roles of organizing group

- Define common need
  - Assess feasibility
  - Develop business plan
  - Draft articles of incorporation and bylaws

- Create business idea
  - Cooperative education
  - Awareness building
  - Member recruitment

- Equity/Fundraising/Incorporation
  - Cooperative organization
    - Membership formed
    - Board members elected

Adapted from: CDS Cooperative Development Services
Activity 2B: Identifying root causes and effects

- Draw these boxes on the board in Step 8. What is the immediate effect of the problem?
- Draw these boxes on the board in Step 7. Write problem being analyzed.
- Draw these boxes on the board in Step 9. What is the cause of the problem?
- Draw these boxes on the board in Step 10. What is the cause of the immediate cause?
- Draw these boxes on the board in Step 11. What is the cause of the secondary cause?
Activity 4B: Assessing price competitiveness and profitability

Breakeven Price:

Total Production Cost

Total Output

Example:
Production Cost: US$ 22,730
Total Output: 15,000 kg banana chips
Breakeven Price: US$ 1.52

Breakeven Price:
just enough to cover cost of production at given level of output or production volume

Loss

Profit

Market Price

Market price must be higher than breakeven price for business to be profitable
Activity 4B: Assessing price competitiveness and profitability

Expenses > Sales → LOSSES

Expenses < Sales → PROFIT
Basic Organizational Structure of a Cooperative

Which body occupies this position?
Basic Organizational Structure of a Cooperative

Which body occupies this position?
Basic Organizational Structure of a Cooperative

- General Assembly
- Board of Directors
- Manager
- Employees
Icebreaker 5: Spot the Hazard

Source: Work Safe! University of California at Berkeley
Icebreaker 5: Spot the Hazard
Icebreaker 5: Spot the Hazard

Source: Chartered Management Institute, CIM
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