COOPERATIVE PROFILE

What is a cooperative profile?
This is a tool created to assess Co-op Feasibility Training, by the CEED team, to help new and existing co-op groups assess their business idea, and to forecast the types of technical, financial and support needed. By completing this form, groups will have enough information to determine whether or not to continue with the co-op business idea. This form is also a neededto receive technical assistance services

Contents:
General Co-op Information, Organizational Support, Market Analysis, Membership, Business Entity, and Financial Analysis

SECTION 1: CO-OP GENERAL INFORMATION	
Co-operative name:	Submission date:
Current or future address:	
Website:	Industry:
Describe in few words what this co-op is about:	
Type of co-op (worker-owned, consumer, producer, other):	Co-op Development Stage (pre-feasibility, feasibility, starting up, up and running):
MAIN CONTACT INFORMATION Name:	Position/role:
E-mail:	Phone:

Number of members attending   More information   www.floridaceed.org   -

1 Name _____ Phone _____Email _____

2 Name _____ Phone _____Email _____

3 Name _____ Phone _____Email _____

4 Name _____ Phone _____Email _____

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SECTION 2: ORGANIZATIONAL SUPPORT

1. Do you have a steering committee? Yes☐ / No☐

2. If Yes, list their names and roles in the co-op.

Name	Role	Skills
I.	-	-
II.	-	-
III.	-	-
IV.	-	-
V.	-	-
VI.	-	-
VII.	-	-

3. Do all members of the steering committee understand and accept the cooperative principles? Yes ☐ / No☐

4. Indicate how decisions will be made in the steering committee
   - ☐ Unanimous agreement
   - ☐ Unanimous consent
   - ☐ Unanimous agreement minus one vote, or two votes
   - ☐ Unanimous consent minus one vote, or two votes
   - ☐ Super majority thresholds (90%, 80%, 75%, two-thirds, and 60% are common)
   - ☐ Simple majority
   - ☐ Executive committee decides
   - ☐ Person-in-charge decides

SECTION 3: MARKET ANALYSIS

1. Provide a description of co-op products and/or services to be offered:

2. What are the target markets for this product or service?

3. What demographic characteristics do these potential customers have in common?

4. What competition exists in this market?

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5. Can you establish a market niche which will enable you to compete effectively with others providing this product or service?	
6. What significant advantage is the co-op planning will offer?	

SECTION 4: MEMBERSHIP

1. Number of current members:	2. Goal # of members:

3. Define that value of membership to:

The individual members	The cooperative	The community

4. Adding and removing members:

Issue	Action
What will the process to add new members be?	
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 once or over time? (These may be decisions made by the board.)	

SECTION 5: BUSINESS ENTITY

1. Assessing and selecting a business entity

Entity	Pro	Con
Partnership		
Association		

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LLC		
Corporation		
Nonprofit Corporation		

SECTION 6: FINANCIAL ANALYSIS

Complete the following co-op start up sources and uses table

SOURCES (where is the money coming from?)

Source	Amount $	Notes
Owners:		
Donations		
Grants		
Member equity		
Membership shares		
Preferred Shares		
Equity fund		
Miscellaneous		
Subtotal owners contributions		
External:		
City/county		
Gap		
Co-op Lenders		
Other		
Subtotal external		
Bank debt:		
Short Term loans		
Long Term loans		
Subtotal Total Loans		
Total sources:		

USES (how is the money going to be used?)

Use	Amount	Notes
Building/ Infrastructure:		
Acquisition		
Physical plant improvements		
Leasehold improvements		

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Equipment		
Inventory		
Subtotal building/ infrastructure		
Fees:		
Consultants		
Architect/engineer		
Design/sustainability		
Brand development		
Legal		
Financial		
Subtotal fees		
Operational Expenses:		
Project management		
Overhead/administration		
Marketing		
Startup staffing		
Holding/site costs		
Post opening professional support		
Industry association membership		
Interest during projects		
Working capital		
Overrun allowance		
Subtotal Operational expenses		
Other:		
Subtotal other		
Total uses:		

Submit your completed profile to floridaceed@gmail.com , subject: CEED Profile Submission

Section 8 - TO BE COMPLETED BY STAFF ONLY	
Co-op profile is completed? Yes ☐ / No☐	If not what needs to be done?
Co-op idea is feasible?: Yes ☐ / No☐	Rationale?
Refer to technical assistance provider Yes ☐ / No☐	If not, why? If yes, which service provider? If yes, what kind of T.A will this co-op receive?

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Other notes:		
By	**Position**	**Date**