Start.COOP

A STEP-BY-STEP TOOL TO START-UP A COOPERATIVE
Room setting and Seating Arrangement

Room Set-up 1

- **Team 1 Workplace**
- **Team 2 Workplace**
- **Team 3 Workplace**
- **Team 4 Workplace**
- **Team 5 Workplace**

**SCREEN / BOARD**
Room Set-up and Seating Arrangement
Cone of learning

After 2 weeks, people tend to remember...

- 10% of what they read
- 20% of what they heard
- 30% of what they heard and observed
- 50% of what they observed
- 70% of what they said
- 90% of what they said and did

Nature of Involvement

- Verbal receiving
- Visual receiving
- Receiving/Participing
- Doing

Active

Passive

Reading

Listening to a lecture

Watching a movie

Viewing an exhibit

Watching a demonstration

Seeing it done on location

Looking at pictures

Participating in a discussion

Giving a talk

Role playing a situation

Modelling or simulating a real experience

Doing the real thing
Facilitation techniques

- Open ended questions: To stimulate many responses
- Waiting for responses: To give time to think of an answer
- Eye contact and names: To encourage people to contribute
- Encouragement: To promote more responses and active participation
- Rephrasing: To promote understanding and show appreciation
- Probing: To get more information and views
- Observing: To check on who is not participating
- Active listening: To listen with the eyes as well as the ears and check out body language cues
- Summarizing: To help participants understand and reach an agreement
About the Module and Session Guide

1. You may want to conduct Icebreaker 3: Marketing with a Gender Lens to introduce the topic (you can find it in Section 4 of this guide).

2. Ask participants what marketing means for them. Build off their answers to explain marketing:
   - Marketing involves identifying customers, understanding what types of product or service they want, how they want to be supplied, selecting the right market channel, and making enough profit to continue the business. In other words, cooperatives need to offer products and services:
     - that women and men customers want to buy
     - in the right form
     - at the right time of the year
     - in the right quantities
     - at the quality and packaging required
     - in the right place accessible to both women and men
     - at a price that customers are willing to pay

3. Explain:
   - The marketing plan section of the business plan explains how the cooperative will get customers to buy its products or services. The marketing plan provides details on products or services, description of the market, and the marketing strategy.
## The Modules

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Decision Tree and the Start.COOP Modules

Module 1
Identifying Core Members and Business Idea

Is there an opportunity for group action?

NO

Module 2
Researching the Feasibility of the Business Idea

YES

Module 3
Preparing the Business Plan

Module 4
Organizational Set-up

NO

Is the business idea feasible?

NO

Is the business viable?

NO

No further action; or search for members/idea

No further action; or search for new business idea

No further action; or search for new business idea

YES

YES
The Training Guide Format

- **Session**
  - Members of the group take turns in reading the training guide aloud

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

- **Steps**
  - 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

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

1. Draw these boxes on the board in Step 8. What is the immediate effect of the problem?
2. Draw these boxes on the board in Step 7. Write problem being analyzed.
3. Draw these boxes on the board in Step 9. What is the cause of the problem?
4. Draw these boxes on the board in Step 10. What is the cause of the immediate cause?
5. 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

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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