

The information and tools in this section have been developed by our colleagues at [Co-operative Assistance Network](#).



This template responds to **Your co-operative business model** in **Testing your business idea** section of www.thehive.coop

Define your commercial activity

Describe the outputs of the business – the products and services that will be sold:

What are the inputs – the things you will need to buy to produce the outputs?

Describe the processes by which the inputs become outputs. These systems are at the very heart of your enterprise so your description should be clear and detailed:

Your business will only be viable if your customers pay more for the outputs than the costs of the inputs and processes. Therefore, the processes described must add value to the inputs.

Describe how your business creates value – how it makes something that wasn't there before. Why don't your customers buy the inputs and do it themselves?

Note that the concepts described above apply just as much to services and to the knowledge economy as they do to trading in goods. You should still be able to model your business in terms of input, output and adding value even if your business is dealing in intangibles such as expertise.

How will you assure the continuing quality of your products and services, so that the business stays profitable in the future?

How will you develop your products and services so that they don't become obsolete?