IE WORKSHOP CANVAS · CHAPTER 1 · THE IMPACT ENTREPRENEUR

The Impact Entrepreneur Canvas

The starting point. Assess whether you're operating as an impact entrepreneur — and identify the structural innovations that would deepen your impact.

ENTERPRISE

DATE

FACILITATOR

1 Self-Assessment — Are You an Impact Entrepreneur?

*Answer honestly across three dimensions. Mark **Y** (yes) or **N** (not yet) — "not yet" is fine; the book shows the way forward.*

ENTERPRISE DESIGN

- *Is regeneration core to your model, not an add-on?* ☐ ☐
- *Does your success require your systems to get healthier?* ☐ ☐
- *At 100× scale, would the world be better — or just more of the same?* ☐ ☐

STRUCTURAL INNOVATION

- *Have you redesigned ownership, governance, or capital to embed mission?* ☐ ☐
- *Are stakeholders represented in decision-making?* ☐ ☐
- *Is your mission legally protected from future compromise?* ☐ ☐

MOVEMENT CONSCIOUSNESS

- *Do you see yourself as part of a larger transformation?* ☐ ☐
- *Do you openly share learnings and resources?* ☐ ☐
- *Do you actively support others doing similar work?* ☐ ☐

2 Identify Your Structural Innovations

Which aspects of your enterprise have you redesigned for impact — and which need deeper innovation? Ownership (cooperative, trust, distributed) · governance (stakeholder voice, consent-based) · capital (patient, blended, community-sourced) · revenue (circular, service-based) · supply chain (transparent, reciprocal, local) · culture (care-based, mutualistic).

3 Map Position & Movement Contribution

Where does your enterprise sit within larger systems — which ecological systems, communities, economic flows, and cultural narratives do you depend on, affect, or challenge? And beyond your enterprise: how do you advance the Impact Economy — mentoring, open IP, coalitions, policy advocacy, funding movement infrastructure?

4 Assess Mission Permanence

How protected is your mission from future compromise? Legal structure (benefit corp, co-op, trust) · governance (mission-lock provisions) · capital (aligned investors, limited exit rights) · culture (strong enough to resist drift) · succession. Where are the vulnerabilities — what happens if you're acquired by a conventional corporation?

5 Next-Level Innovation — 12 Months

One structural innovation to implement: convert to benefit corp / co-op · add stakeholder governance · restructure capital with mission-aligned terms · transparent impact reporting · join or form a coalition. One commitment. One date.

Gone tomorrow?

The Irreplaceability Test — If your enterprise disappeared tomorrow, what would be lost that conventional businesses cannot replicate? If the answer is "*not much*," what structural innovation would make your impact irreplaceable?

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