STAKEHOLDER

Ambition

- What does personal success look like for you (and over what timeframe)?
- What motivates you to work hard?
- What role do you want to play in the venture (CEO, CFO, CTO, something else)?
- What % ownership or control is important (min/max)?

Skills & Knowhow

- What skills or experience do you possess?
- What knowhow or domain expertise do you possess?
- What is your 'unfair advantage' over most other people?

Values

- What is important to you in your life to acquire, enhance or sustain (ethics, location, lifestyle, status, reputation, people)?
- How would you prioritise those values? Which trump which others?
- How far from your values can you stray before you become uncomfortable?

Resources Profile

- What resources or forms of capital can you immediately call upon (economic, social, time, space, equipment and materials)?
- What resources and skills and knowhow are you closely networked to and can access freely and easily?

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Stakeholder Canvas

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