

# Co-operative.club Project Overview

## Mission & Vision

Co-operative.club's mission is to foster growth of a co-operative society, drastically reducing the digital divide and improving the lives of people by lowering barriers to the benefits of the hyperconnected world.

Co-operative.club's ultimate vision is to help construct a world of technology-enabled self-sovereignty.

## Core Components

An industrial engineering design project for the 21st century and beyond, Co-operative.club consists of two intrinsically linked components:

- an online system with integrated content management, commerce, and community functionality
- a network of offline spaces providing local access to the physical tools of online content creation technology, commerce, and community collaboration

## Core Concepts

Co-operative.club's primary core concept is to exploit [Free Software](#) and [Creative Commons](#) content whilst simultaneously provide key supporting infrastructure and resources both educational and technological in order to sustain and foster the growth of both these [commons-based peer produced](#) virtual societal assets.

By providing free-to-access online and offline space for local and visiting producers of goods and services to promote on and offline – camera-enabled rooms for a regular schedule of business, educational and inspirational talks and live music streamed online; art on display in the space and available to buy in original and different formats online; and locally sourced food, the goal is to give birth to a new local but simultaneously global meeting and marketplace – a new Town Hub.

Co-operative.club's secondary activity is to [redentralize](#) the internet by providing local hardware for hosting and [telecommunications](#). A third even more impactful potential outcome is enablement of a truly democratic society by facilitating and encouraging communities to take a more active role in local issues.

## Business Model & Strategy

With long-term funds for growth and expansion expected to be created via commission from online sales of members goods and services, in the short term the profit from distinct but complementary services is expected to support sustainability. Hotels are the initial target for the offline component as they provide established business models of accommodation and food, and have the communal space required for the project.

The [Drupal project](#), used by [Whitehouse.gov](#) and many others, has the largest community of contributors in the world of Free/Libre Open Source Software and provides an integrated platform for content, commerce, and community collaboration. Continuous improvement of the platform according to members requirements will increase members business capabilities and free up their resources in order to focus on their core business activities; support the growth of Drupal and Free Software; and increase revenue from sales commissions.

## Funding Required

In order to maximise the network effect and kick-start such a monumental endeavour an initial location must be chosen where enough potential members who will engage with the project reside within the catchment area.

The [White Hart Hotel in Lewes, East Sussex](#) is currently for sale – it is where [Thomas Paine](#) frequented The Headstrong Club debating society and was encouraged by a fellow member to put his ideas of independence into print. It is Co-operative.club's intention to do similar for the medium of the net. Regular business networking events are held there, and there is an active community in Lewes and nearby New Media Brighton.

With a list price of £2m plus renovation costs along with hotel, catering, event, and technical staff requirements, it is envisaged funding will be from a number of sources. The Heritage Lottery is a target for initial partial source due to the historical aspects of the first building. Further initial funding using the [Fairshares model](#) along with adopting the methods of [Platform Cooperativism](#) is expected to provide the scalability required along with loyalty from all involved in development and production of this Common Sense 2.0 project.

Inspired in part by [Free Software, Free Society!](#)

["Extremely Interesting"](#) ~ [Lawrence Lessig](#), Creative Commons Founder

["What you are doing here is enabling the hippy generation"](#) ~ [John Terpstra](#), Open Source Luminary

Written by Stephen B. Purkiss on Sunday 27<sup>th</sup> November 2016 ~ [steve@purkiss.com](mailto:steve@purkiss.com) ~ <http://co-operative.club>