



The Power of Ownership

Qualifying criteria for advising owners (additional criteria for FUEL board of advisors):

- Process
 - Recommended by others
 - Relational questionnaire
 - Assessments
- Initial qualifications
 - Is elder qualified
 - Has a passion for FUEL's mission
 - Can act as a FUEL ambassador
 - Is competent in a social enterprise context
 - Can coach others
 - Contributes to the health of the FUEL community
- Simple contract
 - Compensation (may require flexibility)
 - Annually renewable - a review process
 - Personally attesting to eldership traits

The ideal FUEL Advisor:

- Focused on a financial return on capital investment, coupled with a social impact.
- Aligns with the mission and values of the social enterprise, thereby reducing doubt and building trust.
- Maintains a shared vision for an entrepreneurial approach to problem solving.
- Leverages knowledge, capacity, and experience to achieve desired outcomes.
- Desires to partner in building a scalable, innovative, and sustainable business model.



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- Commits to the attainment of visible and measurable financial and social impacts.
- Contributes to the ethos of the FUEL community through his character and elder qualifications.

Advisor Role

The ideal advisor is a high capacity individual who will participate on the FUEL Strategic Alignment Team (SAT) to focus on the CEO's immediate and longer-term broad-level strategic issues. He will have an understanding of the duties and functions of other participants, including the FUEL "point partner" responsible for directing the engagement, and a key investor. The advisor is assigned to address the current strategic issue of highest priority to the CEO and will participate when called upon by the FUEL "point partner."

The advisor will also represent the interests of FUEL and all other advisors to the company, and will address advisor-related concerns with the SAT to maximize clarity and minimize unnecessary noise.

The advisor will also honor the work of the SAT, understanding that its primary role is to focus on strategy, making sure that all resources are aligned and that appropriate steps/milestones are being set and accomplished. In addition, he will encourage and promote the SAT providing environments of safety and healthy collaboration so that its qualified mentors, being mature Christ followers, can provide wise counsel and model authenticity/transparency.

Last, the advisor will provide counsel to FUEL based on his past and current experience, thereby helping FUEL refine and improve its process/engagement with the CEO and the company. FUEL will expect that advisor participation will, at a minimum, include a monthly SAT review, and can vary depending on the current issues and strategic priorities.