SKILLSER PRACTICE PACK

Business Planning & Market Validation

Business & Entrepreneurship • Beginner to Intermediate • 7 hours

Turn a customer problem into a testable offer and operating plan.

Use this pack beside the course

- Set one observable result for the course.
- Complete the practical activity before marking the lesson complete.
- Keep evidence: screenshots, files, calculations, recordings, photos or finished samples.
- Use the checkpoint feedback to decide what to review.
- Treat the Skillser certificate as proof of course completion, not external accreditation.

1. Define your course outcome

Write a result another person could inspect. Avoid goals such as “understand more”. Prefer “I can create / explain / analyse / produce / perform ...”.

My outcome for Business Planning & Market Validation

What I can already do

My constraints

- Time available each week
- Phone-only or limited device access
- Internet/data cost
- Budget for tools or materials
- Confidence or previous experience
- A current rule, platform interface or policy may need verification

2. Working principles

Use these principles while you move through the course. They are designed to keep practice connected to a result.

1. Describe one specific customer and problem.

Write one decision or example from your own context where this principle matters.

2. Write the offer, price logic and proof you need.

Write one decision or example from your own context where this principle matters.

3. Test the offer with real conversations or observations.

Write one decision or example from your own context where this principle matters.

4. Map delivery, cost, cash and follow-up.

Write one decision or example from your own context where this principle matters.

3. Three practical challenges

Do these away from the lesson player. Each challenge should leave evidence you can keep.

Challenge 1

Interview or observe three realistic potential customers without leading them.

What I produced / what happened

What I would improve next

Challenge 2

Write a one-page offer with scope, price logic, proof and exclusions.

What I produced / what happened

What I would improve next

Challenge 3

Map the full enquiry-to-delivery process and identify one failure point to fix.

What I produced / what happened

What I would improve next

4. Capstone brief

Turn a customer problem into a testable offer and operating plan.

Capstone output

Create one final output that demonstrates the central skill in **Business Planning & Market Validation**. It should be specific enough for another person to inspect and should include evidence of your process, not only the final result.

Problem or goal

Tools / materials / information needed

Steps and timeline

Evidence I will keep

5. Review and next step

Score the work honestly. The purpose is to decide what to practise next.

Criterion	1	2	3	4
Clarity	Unclear	Partly clear	Clear	Very clear
Quality	Frequent errors	Some errors	Meets standard	Consistent
Process	Cannot explain	Incomplete	Repeatable	Adaptable
Evidence	Little proof	Some proof	Clear proof	Portfolio-ready
Reflection	No review	General	Specific	Tested improvement

My next 30-day practice plan

Content review note

Where this course depends on current laws, tax rules, CAC procedures, exam policies, financial products, software interfaces, advertising platforms, security guidance or regulated professional advice, verify the current official source before acting.