



young equine innovators

MODULE 3

Create Your First Equine Offer

www.youngequineinnovators.eu



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Learning Outcomes

By the end of this module, you will:



- Identify whether their idea is a product, service, experience or role
- Describe a specific equine offer and its intended customer
- Create a simple MVP using available and low cost resources
- Recruit suitable equine testers
- Run a safe and focused test
- Record evidence from real use
- Decide what should be retained, changed or removed

Your learner workbook – take what's yours

This module comes with a Learner Workbook. It's yours to mark up, write in, and share with a mentor.

One rule: there is no rule.

You don't have to complete every activity. Some won't apply to your idea, your stage, or your country. The point is to pick the ones that move YOUR venture forward and skip the rest without guilt.

A workbook half-finished but acted on beats a workbook fully completed and filed away.





01

Introduction

Introduction

In Module 2, you identified a real equine problem, shaped an idea around it and checked whether other people recognised the need.

Module 3 is where you make that idea visible. You are still at an early stage. You are not expected to build a finished product, register a company or invest significant money. Your task is to create the simplest version of your offer that a real person can understand and try.

What is your offer?

A clear description of what you provide, who it helps and what value it creates.

What is an MVP?

The smallest, most useful version of your idea that lets you learn from real use.

What matters

The offer must work for everyone involved.

For the horse: Welfare, comfort and safety

For the customer: A real need, clear value and trust

For the young entrepreneur: Skills, confidence, time, available resources, affordability and access to support.



02

Shape your Equine Offer

4 types of equine business offerings

Every equine idea fits one of four shapes.

PRODUCT — something physical or digital a person buys, owns and uses again.

A new bridle, a yard-management app, a feed supplement, an Etsy print, a rug-repair kit.

SERVICE — something you do for the customer, usually paid by time or session.

Freelance grooming, mobile farriery, riding lessons, equine photography, behaviour consults.

EXPERIENCE — something a customer joins or attends, paid per place or per trip.

Trail-riding holidays, clinics, riding camps, equine-assisted leadership days, foal-watch evenings.

ROLE — a self-employed role or freelance position you create for yourself.

Welfare officer at a riding school, weekend yard-tech support, social-media manager for an equine brand.

Examples — equine ideas at every shape

PRODUCT

- Welfare-first riding gloves (Sveifla, IS)
- Reflective hi-vis dog-and-rider gear
- Saddle-fit measuring tool
- Equine first-aid restock subscriptions
- Printable feeding-log notebooks
- Slow-feed haynet patterns + kits
- Stable-name plaque shop on Etsy
- Eco-friendly stable cleaner range

EXPERIENCE

- Three-day trail-riding holiday
- Saturday-morning kids' Pony Camp
- Behaviour-and-handling clinic
- Equine-assisted leadership day
- Foal-watch evenings in spring
- Sustainable horse-care workshop

SERVICE

- Freelance mobile farriery
- Saddle-fit checks at a yard
- Welfare-pledge writing for tourism yards
- Equine photography for breeders
- Pony-club admin-and-bookings VA
- Tack-cleaning and repair drop-off
- Horse-transport day-trips
- Confidence-coaching for nervous riders

VENTURE EXAMPLES

- **Sveifla (IS)** — Júlíus Guðni Sveinsson, welfare-first riding equipment. → <https://www.sveifla.is/en>
- **TrojanTrack (IE)** — Stephen O'Dwyer, AI gait analysis for early injury detection. UCD AI Accelerator 2025 "One to Watch" winner. → <https://www.trojantrack.com/>
- **Equieire (IE)** — Emma Keogh, equestrian brand. Official Horse Sport Ireland partner; Network Ireland Kildare Emerging Businesswoman of the Year. www.equieire.com
- **Ridesum (SE)** — Swedish equestrian training platform, now expanding to NL/UK. → <https://ridesum.com/>

The 'so what?' test — does your offer actually create value?

Once you opt for the shape your offer takes, ask the cruelest question in business:

"So what? Why would anyone pay for that?"

If your honest answer involves any of these, you have more work to do:

- "It would be nice."
- "People might like it."
- "Everyone needs this."
- "No one's doing it."
- "It would help horses."

Strong answers sound concrete. They name a specific person, a specific moment, and a specific change. For examples ...

"Small-yard owners running their own livery for 5-8 horses lose 30 minutes a morning chasing feeding details.

YardFlow gives them that half hour back, every single day."

WORKED EXAMPLE

YardFlow — defining the offer

Moving from 'a yard app idea' to a sellable one-line service

STARTING POINT

"I want to make an app for yards. It would help with feeding and turnout. I think a lot of yards have the problem."

AFTER THIS STEP

"YardFlow is a shared daily yard board for owner-run livery yards of 5–10 horses. Owners, riders and part-help see the same feed, turnout and meds plan on their phone. €12 a month per yard."

Do you notice

An offer becomes stronger when it names the customer, the problem and the value in one sentence.

ACTIVITY

Sharpen your offer

Use the idea you NABC'd in Module 2. Now write it as a single-sentence offer using the format below. The first version will be rough. Write three more before you stop.

Format: [Idea name] is a [shape] for [specific person] that [does what] so they [get what value], at [price/pricing].

Three examples:

1

YardFlow is a digital yard board for owner-run livery yards of 5–10 horses that pools daily feed, turnout and meds info on one shared phone screen so owners save thirty minutes every morning, at €12 per yard per month.

2

Sveifla Riding Wear is a product brand for everyday Icelandic-horse riders that makes practical gloves and bridles built to last in tough winter conditions so riders stop replacing kit every season, at €25–€85 a piece.

3

Lia's Saddle Checks is a mobile service for small riding schools and private owners that delivers a 30-minute fit-and-comfort check at the yard so horses get fewer back-pain absences, at €60 a visit.

A photograph of a person in a dark jacket and pants grooming a brown horse in a stable. The person is holding a grooming tool, and the horse is standing in a stall with white walls and a dark floor. A bucket and a hose are visible on the floor. The scene is lit by a warm light source, possibly a lamp. The background shows the wooden structure of the stable.

03

Your Practical Action Checklist

10 Step Checklist

The checklist is your concrete bridge between a good idea and a real venture.

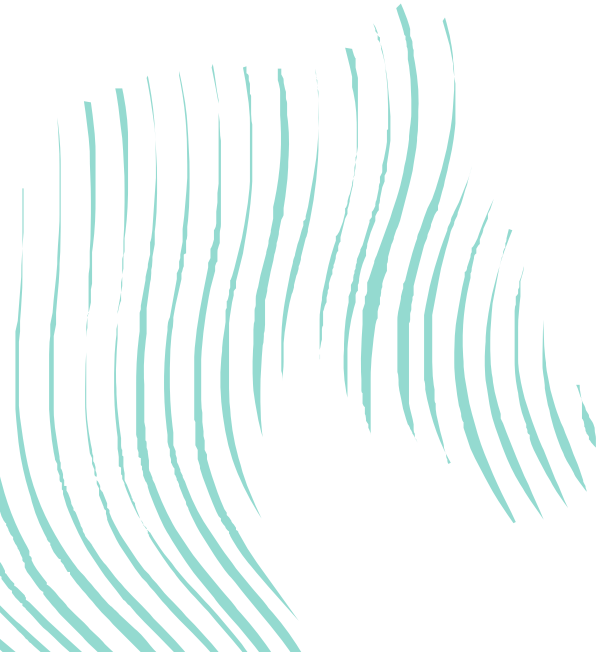
It is designed to take you from the drawing board to actually having a working, pre launch example .

Your first equine offer starts with a clear, focused version that you can put into practice.

- The next ten steps will help you shape it, involve the right people and build evidence through real experience.
- Use the checklist as a flexible guide. Some ideas will move quickly, while others will benefit from more time, support or reflection.
- Each step helps you strengthen the offer, build your confidence and make informed decisions, with horse welfare, safety and your own capacity at the centre.



How the List helps you



Reduces Risk

You test the idea cheaply and simply before you invest everything. You notice if it works in step 4 instead of discovering it after six months.

Builds Confidence

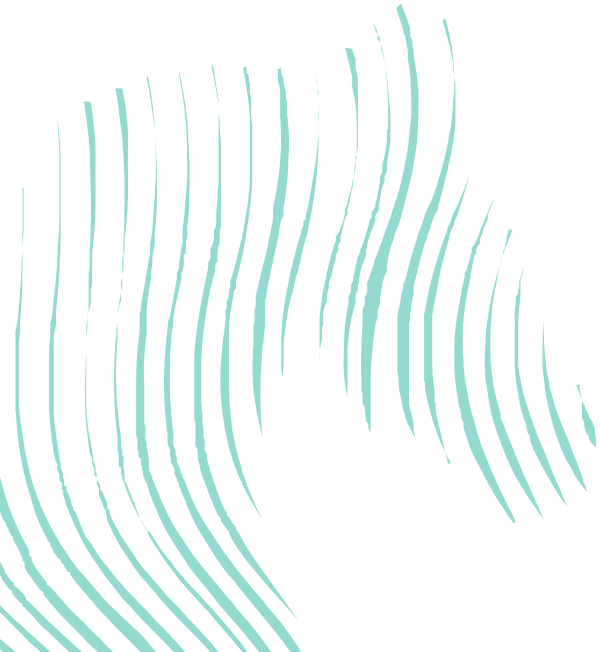
Every checkmark on the list is a victory. It gives you proof that you are actually moving forward.

Creates Structure

Instead of waking up and wondering "what should I do today?", you have a clear order to follow.



How the List helps you



Learning by Doing

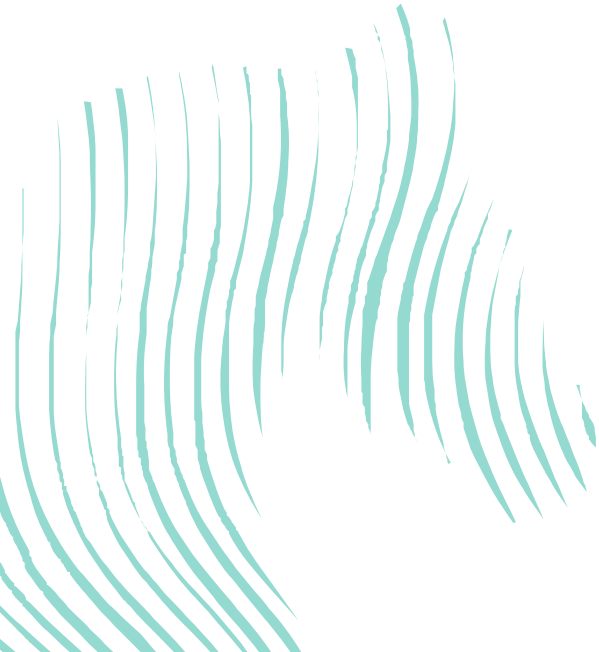
You learn by talking to people, testing your product, and adjusting the "saddle" based on what happens in the real world.

Looping

This is what you do when realise you need to change design or features. You go back to the drawing board and then do new tests with the update.



How the List helps you



Keep a simple action record

Use a notebook or document to record what happens at each step. Write down:

- What you planned to do
- Who you involved
- What happened in practice
- What people said
- What worked well
- What needs to change
- Any cost, time, safety or welfare issue you noticed
- Your next action

This record gives you evidence of progress and helps you make better decisions as your equine offer develops.

01

Scouting (Find the Problem)

Be sure your business idea tries to solve something that genuinely bothers someone.

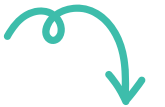
Use your Module 2 work. Ask where people lose time, confidence, money, access or safety.

Task

Write down the biggest equine problem you want to tackle.

Goal

Be sure you are solving something that is actually a real issue



02

Build a simple Prototype

Make the idea visible so others understand it.

It could be a sketch, checklist, sample product, service menu, paper form or simple demonstration.

Task

Build the cheapest version people can react to.

Goal

Make the idea as visible as possible so others understand the concept.



03

Name Your Venture

A strong name is usually:

- Clear
- Easy to say
- Easy to spell
- Relevant to the offer
- Distinct enough to remember
- Flexible enough to grow with the idea

It must convey the feeling or value behind your product.

Before choosing, test the name with a few people.

Give your idea a Name! It makes it feel more "real." Your first name can be a working title. The important thing is that it helps you explain the idea and move forward. You don't need to register a company yet, but having a name makes it easier to talk about with others.

Task

Write suggestions below and ask for feedback

Goal

Create a clear identity for your idea.



04

Find 5+ "Test Riders"

Good testers are:

- Relevant to the idea
- Willing to try something new
- Able to explain what worked and what did not
- Honest enough to challenge you
- Available for the full test period

Avoid choosing only close friends who may tell you what they think you want to hear.

Find 5+ people who have the problem you want to solve. Choose people who match your intended customer as closely as possible. For example: Young riders at a riding school, Horse owners in a small livery yard. Coaches who work with nervous riders, Parents booking pony activities, Yard staff managing feeding or turnout.

Goal

Write the names or profiles of five suitable testers. Beside each one, explain why they are a good match for your offer.



05

Set clear Test Rules

Useful test rules might include:

- The test lasts for two weeks
- The tester uses the offer three times
- The horse is checked before and after use
- Any concern is reported immediately
- Photos or personal information are only used with permission

A good test begins with clear expectations, those involved should understand:

What they are testing

How long the test will last

What they are expected to do

What you will observe or record

What support is available

Who is responsible for safety

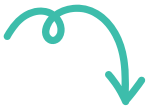
It must protect horse welfare and respect the routines of the yard, rider, owner or coach.

Task

Write down 3-5 rules that need to apply to your test.

Goal

Create a safe, fair and well organised test that everyone understands.



06

Run your first test

During the test, pay attention to:

- What they understand immediately
- Where they hesitate
- What they ignore
- What they use more than once
- What they change for themselves
- What causes confusion or concern

Try not to explain every difficulty away. A point of confusion is useful evidence.

Go for it! Let the test people use your product or service. Your role is to observe, support and learn. Before the test begins:

- Explain the purpose of the test clearly
- Show people how to use the offer
- Confirm the safety and welfare arrangements
- Make sure they know how to contact you

Task

Record what each tester actually does during the test.

Goal

See how the offer works in practice and identify where the real value appears. What needs to be improved?



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07

Listen to the Neigh (Feedback)

Write down the words people actually use. Their language can help you improve both the offer and the way you explain it.

Feedback is most valuable when it is specific. Ask people to describe real moments rather than give a general opinion.

What was easiest to use?

What was confusing?

What was missing?

When did the offer help you most?

What would you change first?

Would you use it again?

Who else might find it useful?

The overall horse experience

Task

Ask every tester the same questions and record their answers.

Goal

Find out the truth about your idea. Collect clear feedback that helps you understand what to keep, change or remove.

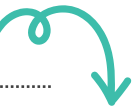
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08

Calculate the Value

This is the time to calculate what it costs you in time or materials to make it/deliver it. Research what it costs you.

Consider:

- Your time
- Materials
- Travel
- Equipment
- Insurance
- Venue or yard costs
- Digital tools
- Support from others

Value is the difference your offer creates for the customer. It may save: time, money, effort, worry, confusion for them.

So now it's time to talk money. Ask the test people:

"If you were to pay for this, what would feel like a reasonable price?"

Task

Write down the main value created for the customer and the main costs involved in delivering it.

Then ask testers what they would expect to pay.

Goal

Set an initial price by comparing what customers gain with the time, materials and costs needed to deliver the offer.

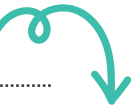
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Improve the offer

Now check the whole offer again:

- Is the customer still the right one?
- Is the offer easy to explain?
- Is the delivery method practical?
- Does the price reflect the value and cost?
- Can you deliver it with the time, skills and resources available to you?
- Does it improve horse welfare and user safety?

Your first test gives you evidence about how the offer works in real life. Now review what happened and decide how to strengthen the next version. Look at:

What testers used most

What they ignored

Where they became confused

What created the clearest value

What raised safety, welfare or trust concerns

What testers expected that was missing and

What they suggested changing

Task

Sort your findings into four groups:



Keep

The parts that worked well and should remain.

Improve

The parts that created value but need to become clearer, safer or easier to use.

Remove

The parts that added cost, effort or confusion without improving the result.

Add

A missing feature, instruction or support that several testers needed.

10

Choose your Next Move (1/2)

Well done ! Now reflect and check the whole offer again:

- Is the customer still the right one?
- Is the offer easy to explain?
- Is the delivery method practical?
- Does the price reflect the value and cost?
- Can you deliver it with the time, skills and resources available to you?
- Does it protect horse welfare and user safety?

Task

Review your answers across the four areas:

Customer response	Value	Delivery	Welfare and trust
Did people understand the offer? Did they use it more than once? Did they ask to continue? Did they recommend it to someone else?	Did the offer save time, reduce worry, improve safety, increase confidence or support horse welfare? Was the value clear enough for people to consider paying?	Can you deliver the offer with the time, skills, equipment and support currently available to you? What practical barriers still need to be solved?	Did the test protect horse comfort and safety? Did testers trust the process? Were roles, responsibilities and limits clear?

10

Choose your Next Move (2/2)

Task

Based on your answers, review and plan your next move

The offer showed clear value and strong user interest.

DEVELOP

The need is real, but part of the offer needs improvement.

REFINE

The evidence points to a different customer, problem or solution.

RETHINK

Now, complete these four statements:

1. My decision is:
2. The strongest evidence is:
3. The most important change is:
4. My next action within 30 days is:

A person in equestrian attire (blue shirt, white pants, black boots, and a black helmet) is walking away from the camera, leading two horses on a dirt path. The horse on the left is white with grey dapples, and the horse on the right is dark brown. They are walking towards a sunset with a large tree in the background. The scene is overlaid with a large teal semi-circle and a purple rectangle containing the number 04.

04

Minimum Viable Product

Congratulations!

Now you have gained a lot of knowledge about your Idea and it is time to understand what is a Minimum Viable Product.

We start by going through the basics and than you will try it out your self.



What an MVP actually is — and isn't

MVP — Minimum Viable Product. The smallest version of your idea that lets you learn whether real people in the equine world will use it, pay for it, or share it.

MVP is NOT:

- A finished version with fewer features.
- An app, automatically.
- A pretty version with a logo and a website.

MVP IS:

- The cheapest thing you can build that lets people actually use the idea.
- Embarrassingly basic — if it's not embarrassing, you waited too long.
- Designed to teach you ONE thing, usually: does anyone care enough to use this?

Hilda Magnusson tested Stallkompis (her horse-sharing app idea) with a paper sign-up sheet at three Swedish stables before she ever opened a code editor.

Six shapes of an equine MVP

Pick the shape that gets you to real users fastest, without spending money.



Paper MVP

A sign-up sheet, a printed booking form, a one-page checklist. Test demand and routine without any tech.



Manual MVP

You do, by hand, what the eventual product does automatically. Send daily WhatsApps yourself. Match riders to horses with a spreadsheet.



Concierge MVP

You give a small group of people a hyper-personal version of the service. They get gold; you learn what really matters.



Wizard-of-Oz

Customers think they're using an app or system. Behind the curtain, it's you. Used by tech startups before they ever wrote code.



Single-feature MVP

The product does ONE thing, very well. Bookings, or feed schedules, or matching — never all three at once.



Event MVP

Run ONE workshop, one trail-ride, one clinic. Measure who comes, who pays, what they say afterwards.

WORKED EXAMPLE

YardFlow — the MVP

From 'we need an app' to a WhatsApp group with rules

STARTING POINT

Original plan: build a yard-management app with horse profiles, feed plans, meds tracking, owner login and staff sign-offs. Estimated cost: €8,000 of developer time, three months to launch.

AFTER THIS STEP

What actually launched in week one: a structured WhatsApp group per yard, with three pinned message templates (morning feed, turnout, meds). Owner posts daily by 9am. €0 to build. Three yards signed up in week two.

The pattern:

Your MVP doesn't need to look like your final product. It just needs to deliver the value. If WhatsApp does what the app would, use WhatsApp until WhatsApp stops being enough.

Strip your idea to the bone

Most first MVPs are still too big. Here's how to cut them.

Write your idea down with everything it does. Then ask, of each feature:

1. If this didn't exist, would anyone refuse to use the rest?
2. Can I deliver it manually for the first ten customers?
3. Is there already a free or cheap tool that does this (WhatsApp, Google Form, Notion, paper)?

If the answer to all three is yes, that feature does not belong in your MVP.

What's left after this cut is your MVP. It will feel uncomfortably small. Good.

ACTIVITY

What is YOUR cheapest first version?

Take your offer from Section 02. List EVERY feature, function or part. Cross out anything that can wait. What's left?

Format: My MVP is [shape] that delivers [single value] to [first 5 customers] using [free tool / paper / spreadsheet] in [time-to-launch].

Three examples:

- 1 My MVP is a printable daily yard board that delivers feed-and-turnout clarity to one livery yard using a laminated A3 sheet by next Saturday.
- 2 My MVP is a fortnightly mobile saddle-fit check that delivers comfort confidence to five private owners using my own existing kit by the end of this month.
- 3 My MVP is a half-day welfare-first clinic that delivers welfare-awareness skills to eight young riders using a borrowed yard arena on the 15th.

Finding your first five equine testers

You don't need fifty people. You need five honest ones. Here's where to find them, in order of value:

- 1. People you already know in the equine world** — riding-school friends, yard staff, parent of a Pony-Club rider.
- 2. Friends-of-friends** — ask your contacts who they know who fits your customer description. Warm intro beats cold message every time.
- 3. Local yards, riding schools and clubs** — turn up in person, ask the manager if you can speak to two or three people during their quiet hour.
- 4. Facebook groups specific to your niche** — Irish Showjumping Owners, Icelandic Horse Riders Sweden, etc. Don't post your idea; ask a question that surfaces people with the problem.
- 5. Equine events** — small shows, clinics, fairs. People at these are already invested in the sector and easy to chat to.

Five conversations beats fifty Instagram likes. Likes don't pay.

The tester conversation script

What you say in the first ten minutes determines whether you learn the truth or just confirm what you wanted to hear. Be in love with the problem, not your solution.

DO SAY

"Can you walk me through what you normally do for [the situation]?"

"When did this last go wrong, and what happened?"

"How are you handling it today — even if the answer is 'I don't'?"

"If a tool fixed this, what's the first thing you'd want it to do?"

"What would make you absolutely refuse to use a new tool here?"

"Who else in your life feels this same problem?"

DON'T SAY

"Do you think [my idea] is a good idea?"

"Would you use this if it existed?"

"Would you pay for it?"

"Let me explain what I'm building first..."

"Don't you think most yards struggle with this?"

"I just need a yes/no — do you like it?"

Six field questions to record exact words for

When testers speak, write what they say in THEIR words. The exact phrase a frustrated horse owner uses is gold — it's your future marketing copy.

Ask each one. Listen. Don't sell. Record what they say.

“What was the hardest part of your week with [the horse / the yard / the owner]?”

“When did that frustration last happen, in detail?”

“What did you try? What worked? What didn't?”

“How much time, money or worry does this cost you?”

“What would a better version of this look like?”

“What would have to be true for you to trust a new solution?”

What to record while testing — keep it boring

Your job during testing is to be a quiet notebook ! Do not sell. For every conversation or session, record five things:

1. Who they are.

Name, age, role, yard, how many horses, how long in the sector.

2. Their exact words about the problem.

Quote them verbatim. Don't translate into business-speak.

3. What they currently do about it.

Be specific. 'I write on a whiteboard, then someone wipes it' is more useful than 'We have a system.'

4. What they did when they tried YOUR MVP.

Watch what they do, not what they say they'd do. Behaviour is the truth.

5. Whether they came back.

Repeat use is the strongest signal you'll get. If they ask for it again unprompted, you're onto something.

The 'would you pay?' question and how to ask it honestly

DON'T ask:

"Would you pay €15 a month for this?" → Everyone says yes when nothing is at stake.

DO ask:

"If I set this up for you next month, what would you expect to pay for it?" — let them name a number first.

"Who else in your life would you tell about this if it worked?" — referrals are the second test.

"If I asked you to put €5 down today to be on the early-tester list, would you?" — small commitments reveal true interest.

The strongest signal of all: someone hands you money before the product is ready.

WORKED EXAMPLE

YardFlow — the test

Three yards, six weeks, one whiteboard's worth of evidence

STARTING POINT

Three small livery yards joined the WhatsApp MVP. Owners agreed to use it daily for six weeks. Test asked: do owners stick with it past week two? Do they tell other yards?

AFTER THIS STEP

Two of three yards used it daily without prompting from week three. The third dropped off after week one, the owner had no smartphone-friendly part-helper. Two yards asked to keep using it beyond the trial; one referred a fourth yard unprompted.

The pattern:

Honest tests give you mixed results. Two-out-of-three sticky and one referral is enough to move forward — and you learned that smartphone access among yard helpers is a real barrier.

Use your Module 3 workbook

The Module 3 workbook helps you turn learning into practical action. Use it to:

- Shape your equine offer
- Write and improve your offer statement
- Plan your first simple version
- Choose suitable testers
- Set clear welfare and safety rules
- Record what happens during testing
- Capture feedback in the testers' own words
- Calculate value, cost and an initial price
- Decide what to keep, improve, remove or add
- Choose your next move
- Complete the workbook as you progress through the module.

Keep it as your evidence record. It will show how your idea developed and will support your work in Module 4.



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