

03

MODULE



CREATE YOUR FIRST EQUINE OFFER

Learner Workbook

Shape your offer, create a practical first version, test it with real equine users and use evidence to choose your next move.

Name:

Date:

Facilitator (if any):

Young Equine Innovators

www.youngequineinnovators.eu

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How to Use This Workbook

This workbook follows the content and activities in the first 27 slides of Module 3. Complete the activities in order and keep the workbook as your evidence record.

WORKING METHOD

- | | |
|--|---|
| ☐ Write in your own words | ☐ Record exact comments from testers |
| ☐ Use one observation page for each tester | ☐ Keep welfare, safety and trust visible in every decision |
| ☐ Update your answers when new evidence appears | ☐ Ask a mentor or facilitator for support when needed |

THREE KEY IDEAS

YOUR OFFER

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

YOUR FIRST VERSION

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

WHAT MATTERS

Horse welfare, customer value and a realistic opportunity for the young entrepreneur.

KEEP THIS IN VIEW

For the horse	Welfare, comfort and safety
For the customer	A real need, clear value and trust
For the young entrepreneur	Skills, confidence, time, resources, affordability and access to support
For the equine setting	Practical routines, permissions, responsibilities and professional standards

Your Starting Point

Use your work from Module 2 as the starting point. Bring forward the problem, customer insight and NABC thinking that gave your idea its direction.

LEARNING OUTCOMES

- ☐ Identify whether your idea is a product, service, experience or role
- ☐ Describe a specific equine offer and its intended customer
- ☐ Create a simple first version using available low cost resources
- ☐ Recruit suitable equine testers
- ☐ Run a safe and focused test
- ☐ Record evidence from real use
- ☐ Decide what to retain, change, add or remove

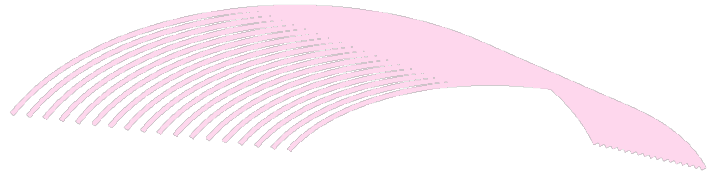
Prompt	Your notes
The equine problem I explored in Module 2	
The people who experience it	
What I learned from speaking to others	
The idea I want to develop in this module	
The support or resources already available to me	

01

SECTION

Shape Your Equine Offer

Define the form of your offer, identify the customer and describe the value in one clear sentence.



Activity 1: Choose the Shape of Your Equine Offer

TASK Choose the offer shape that best matches your idea and explain your choice.	GOAL Identify a clear product, service, experience or role.
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☐ PRODUCT	Something physical or digital a person buys, owns and uses.	Example: riding gloves, a yard app, a repair kit
☐ SERVICE	Something you do for the customer, often paid by time or session.	Example: grooming, photography, saddle checks
☐ EXPERIENCE	Something a customer joins or attends.	Example: a clinic, camp, trail ride or workshop
☐ ROLE	A self employed or freelance position you create.	Example: welfare support, yard technology help, social media support

My chosen offer shape

Write Product, Service, Experience or Role.

Why this shape fits my idea

Think about what the customer receives and how you will deliver it.

My offer in plain words

Describe what you provide without using business language.

Activity 2: Complete the So What Test

TASK Name a specific person, a specific moment and a specific change created by your offer.	GOAL Describe value that a real customer can recognise.
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Strong value statements are concrete. They show who experiences the problem, when it happens and what becomes better.

Broad It would help horses.	Concrete Small livery yard owners lose thirty minutes each morning checking feeding details. YardFlow gives them that time back while keeping daily horse care information clear.
---------------------------------------	---

Prompt	Your notes
The specific person or customer	
The exact moment when the problem appears	
What they lose now, such as time, money, confidence, access or safety	
The change my offer creates	
The value for the horse or equine setting	
Why this value matters enough to use or pay for	

Activity 3: Sharpen Your Offer

TASK Write four versions of your offer statement.	GOAL Create a sentence that names the offer, customer, action, value and initial price.
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Format: [Idea name] is a [shape] for [specific person] that [does what] so they [get what value], at [price or pricing model].

Draft 1

Write your first complete sentence.

Draft 2

Make the customer more specific or the value more measurable.

Activity 3: Sharpen Your Offer**Draft 3**

Make the wording clearer and easier to say aloud.

Draft 4

Check that the price is a realistic best estimate for now.

My strongest offer statement

Choose the version that another person can understand quickly.

What feedback improved this sentence?

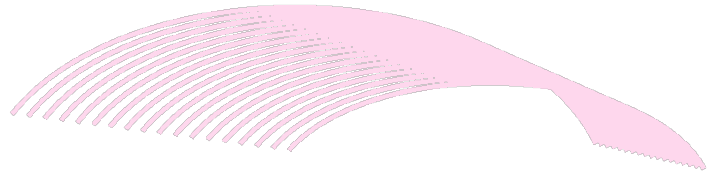
Record the most useful comment you received.

02

SECTION

Your Practical Action Checklist

Use ten practical steps to make your offer visible, involve relevant testers and build evidence through real experience.



Your Simple Action Record

Complete one row after each important action. This record will help you see progress and make decisions based on evidence.

Date	What I planned	Who I involved	What happened	What I learned	Next action

01

Scouting: Find the Problem

GOAL

Define a problem that real equine people recognise.

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

Prompt	Your notes
The problem in one sentence	
Who experiences it	
Where and when it happens	
How often it happens	
What it costs in time, money, confidence, access or safety	
The strongest evidence from Module 2	
An exact phrase used by someone who experiences it	

My final problem statement

State who experiences the problem, when it happens and why it matters.

02

Build a Simple Prototype

GOAL

Create a visible first version that people can understand and react to.

Choose the simplest format that can demonstrate the value of your offer.

My prototype format

- | | |
|--|---|
| ☐ Sketch | ☐ Checklist |
| ☐ Sample product | ☐ Service menu |
| ☐ Paper form | ☐ Simple demonstration |
| ☐ Digital mock up | ☐ Other |

Prompt	Your notes
The single value this version must deliver	
What is included	
What can wait for a later version	
Materials or tools I need	
Time needed to prepare it	
Who can help me	
How horse welfare and user safety will be supported	

02

Prototype Sketch and Notes

GOAL

Make the idea clear enough for another person to understand.

Sketch, map or describe your first version

Use this space for a product sketch, service journey, sample form, checklist, screen design or demonstration plan.

What I want people to react to

Name the one question this prototype should help you answer.

03

Name Your Venture

GOAL

Choose a working name that helps people understand and remember the offer.

A strong name is clear, easy to say, easy to spell, relevant, memorable and flexible enough to grow with the idea.

Name idea	What it suggests	Clear	Easy to say	Relevant	Memorable

Person asked	What they think the offer is	Who they think it is for	Feeling created	Remembered later

My chosen working name

Write the name and explain why it fits the offer.

04

Find Five or More Test Riders

GOAL

Recruit a relevant group that can give useful and honest evidence.

Choose people who experience the problem and match your intended customer as closely as possible.

Name or profile	Role and equine setting	Why they match	What they can test	Invited	Confirmed

Test group check

- ☐ The group matches my intended customer
- ☐ They have real experience of the problem
- ☐ They can give specific feedback
- ☐ They can take part for the full test period
- ☐ The group includes perspectives beyond my closest friends
- ☐ The equine setting is suitable for the test

05

Set Clear Test Rules

GOAL

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

Prompt

Your notes

What people are testing

Test location

Start and finish dates

How often the offer will be used

What testers are expected to do

What I will observe or record

Who provides support

Who is responsible for safety

How concerns will be reported

Permission for photos, quotes or personal information

My five test rules

Why this rule matters

Readiness check

- ☐ Horse welfare checks are clear
- ☐ User safety arrangements are clear
- ☐ Roles and responsibilities are understood
- ☐ A concern can stop the test immediately
- ☐ The yard, owner, coach or relevant adult has agreed

06

Run Your First Test

GOAL

Observe how the offer works in practice and where the real value appears.

Before the test begins

- ☐ The purpose has been explained
- ☐ Safety and welfare arrangements are confirmed
- ☐ I have a way to record observations
- ☐ Testers know how to use the offer
- ☐ Testers know how to contact me
- ☐ I know what question this test should answer

Prompt	Your notes
The main question this test should answer	
What success would look like	
What I will watch closely	
What evidence I will collect	
What would make me adjust or stop the test	
The support I need during the test	

Test timetable

List the tester, date, setting and planned session.

06

GOAL

Record what the tester actually does during the test.

Observation Record 1

Tester	Date	Setting	Horse or equine context	Session number

Prompt	Your notes
What they understood immediately	
Where they paused or hesitated	
What they ignored	
What they used more than once	
What they changed for themselves	
What caused confusion or concern	
Any welfare, safety or trust issue	
Exact words used by the tester	
What I will watch in the next session	

06

Observation Record 2

GOAL

Record what the tester actually does during the test.

Tester	Date	Setting	Horse or equine context	Session number

Prompt	Your notes
What they understood immediately	
Where they paused or hesitated	
What they ignored	
What they used more than once	
What they changed for themselves	
What caused confusion or concern	
Any welfare, safety or trust issue	
Exact words used by the tester	
What I will watch in the next session	

06

Observation Record 3

GOAL

Record what the tester actually does during the test.

Tester	Date	Setting	Horse or equine context	Session number

Prompt	Your notes
What they understood immediately	
Where they paused or hesitated	
What they ignored	
What they used more than once	
What they changed for themselves	
What caused confusion or concern	
Any welfare, safety or trust issue	
Exact words used by the tester	
What I will watch in the next session	

06

Observation Record 4

GOAL

Record what the tester actually does during the test.

Tester	Date	Setting	Horse or equine context	Session number

Prompt	Your notes
What they understood immediately	
Where they paused or hesitated	
What they ignored	
What they used more than once	
What they changed for themselves	
What caused confusion or concern	
Any welfare, safety or trust issue	
Exact words used by the tester	
What I will watch in the next session	

06

Observation Record 5

GOAL

Record what the tester actually does during the test.

Tester	Date	Setting	Horse or equine context	Session number

Prompt	Your notes
What they understood immediately	
Where they paused or hesitated	
What they ignored	
What they used more than once	
What they changed for themselves	
What caused confusion or concern	
Any welfare, safety or trust issue	
Exact words used by the tester	
What I will watch in the next session	

07

Listen to the Neigh: Feedback

GOAL

Collect clear feedback that helps you decide what to keep, improve, remove or add.

Ask every tester the same core questions. Invite real examples and record the words they use.

Core feedback questions

- ☐ 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? Why?
- ☐ Who else might find it useful?
- ☐ How was the overall horse experience?

Opening line for the conversation

Thank the tester, remind them that honest feedback will improve the offer and explain that every answer is useful.

Follow up prompts

Ask: Can you give me an example? What happened next? What made you feel that way? What would have improved that moment?

GOAL

Record comparable feedback from each tester.

Feedback Record 1

Tester	Date	Role or setting

Prompt	Your notes
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? Why?	
Who else might find it useful?	
How was the overall horse experience?	

Most useful exact phrase

Write the tester's words exactly.

My summary of this feedback

What does this response suggest about the offer?

07

Feedback Record 2

GOAL

Record comparable feedback from each tester.

Tester

Date

Role or setting

--	--	--

Prompt	Your notes
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? Why?	
Who else might find it useful?	
How was the overall horse experience?	

Most useful exact phrase

Write the tester's words exactly.

My summary of this feedback

What does this response suggest about the offer?

07

Feedback Record 3

GOAL

Record comparable feedback from each tester.

Tester	Date	Role or setting

Prompt	Your notes
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? Why?	
Who else might find it useful?	
How was the overall horse experience?	

Most useful exact phrase

Write the tester's words exactly.

My summary of this feedback

What does this response suggest about the offer?

07

Feedback Record 4

GOAL

Record comparable feedback from each tester.

Tester	Date	Role or setting

Prompt	Your notes
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? Why?	
Who else might find it useful?	
How was the overall horse experience?	

Most useful exact phrase

Write the tester's words exactly.

My summary of this feedback

What does this response suggest about the offer?

07

Feedback Record 5

GOAL

Record comparable feedback from each tester.

Tester	Date	Role or setting

Prompt	Your notes
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? Why?	
Who else might find it useful?	
How was the overall horse experience?	

Most useful exact phrase

Write the tester's words exactly.

My summary of this feedback

What does this response suggest about the offer?

08

Calculate the Value

GOAL

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

Value is the difference your offer creates for the customer and the equine setting.

Possible value	How my offer creates it	Evidence from testers	How important is it?
Time			
Money			
Effort			
Worry			
Confusion			
Safety			
Horse welfare			
Confidence			
Access			
Trust			

08

Costs and Initial Price

GOAL

Compare delivery costs with the value recognised by testers.

Cost item	How I calculated it	Cost per delivery	Notes
My time			
Materials			
Travel			
Equipment			
Insurance			
Venue or yard			
Digital tools			
Support from others			
Other			

Tester	What they expected to pay	What influenced their answer

Prompt	Your notes
Total delivery cost for one customer or session	
Average price suggested by testers	
My initial price	
Why this price is realistic for now	

09

Improve the Offer

GOAL

Create a revised offer that responds directly to the evidence gathered during testing.

Prompt	Your notes
What testers used most	
What they ignored	
Where they became confused	
What created the clearest value	
What raised welfare, safety or trust concerns	
What testers expected that was missing	
What testers suggested changing	

KEEP

The parts that worked well and should remain.

IMPROVE

The parts that created value and can 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.

09

Check the Whole Offer Again

GOAL

Use the evidence to strengthen the next version.

Check	Yes	Needs work	Evidence or action
The customer is still the right one	☐	☐	
The offer is easy to explain	☐	☐	
The delivery method is practical	☐	☐	
The price reflects value and cost	☐	☐	
I can deliver it with the time, skills and resources available	☐	☐	
The offer improves horse welfare and user safety	☐	☐	

My revised offer statement

Write the updated offer in one clear sentence. Include the working name, shape, customer, action, value and initial price.

The biggest improvement made

Explain which evidence led to this change.

10

Choose Your Next Move

GOAL

Review the whole offer across customer response, value, delivery, welfare and trust.

CUSTOMER RESPONSE

Did people understand the offer?
Did they use it more than once?
Did they ask to continue?
Did they recommend it?

Evidence:

VALUE

Did it save time, reduce worry, improve confidence, safety or welfare?
Was the value clear enough to consider paying?

Evidence:

DELIVERY

Can I deliver it with my current time, skills, equipment and support?

What practical barriers remain?

Evidence:

WELFARE AND TRUST

Did the test protect horse comfort and safety?
Did testers trust the process?
Were roles and limits clear?

Evidence:

Prompt	Your notes
Is the customer still the right one?	
Is the offer easy to explain?	
Is the delivery method practical?	
Does the price reflect value and cost?	
Can I deliver it with the resources available?	
Does it protect horse welfare and user safety?	

10

Plan Your Next Move

GOAL

Make a clear decision and identify one practical action for the next thirty days.

☐ DEVELOP

The offer showed clear value and strong user interest.

☐ REFINE

The need is real and part of the offer needs improvement.

☐ RETHINK

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

1. My decision is

2. The strongest evidence is

3. The most important change is

4. My next action within thirty days is

Action	Person or organisation to involve	Target date	Evidence that it is complete

My Module 3 Evidence Pack

Use this checklist before finishing the module. Your completed workbook should show how your offer developed through evidence and action.

- | | |
|--|--|
| ☐ I selected the shape of my offer | ☐ I completed the So What test |
| ☐ I wrote a clear offer statement | ☐ I defined the equine problem |
| ☐ I created a simple prototype | ☐ I selected and tested a working name |
| ☐ I recruited at least five relevant testers | ☐ I agreed clear test rules |
| ☐ I recorded what each tester did | ☐ I gathered comparable feedback |
| ☐ I calculated customer value and delivery costs | ☐ I set an initial price |
| ☐ I decided what to keep, improve, remove and add | ☐ I wrote a revised offer statement |
| ☐ I chose to develop, refine or rethink | ☐ I planned one practical action for the next thirty days |

The result I am most proud of

The most important thing I learned about myself as a young equine entrepreneur

Support I would like next



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