

05

MODULE



GOING DIGITAL

THE DIGITAL SIDE OF YOUR EQUINE BUSINESS

Learner Workbook

Build the digital layer around your equine offer. Map the customer journey, choose useful systems, use AI responsibly, manage payments and protect trust.

Name: _____

Date: _____

Facilitator: _____

Young Equine Innovators

www.youngequineinnovators.eu

This resource is licensed
under CC BY 4.0



Co-funded by
the European Union

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.

How to Use This Workbook

This workbook follows Module 5 and turns the learning into practical digital decisions, systems and business assets. Use your Module 3 offer and Module 4 enterprise plan as the starting point.

WORKING METHOD

Complete the activities in order. Use current information when comparing tools. Write in your own words and record the reasons behind each decision.

☐ Bring your tested offer and customer evidence

☐ Choose tools that match your current stage

☐ Use the Digital Choice Filter before subscribing

☐ Keep horse welfare and customer trust visible

☐ Check AI output before using it

☐ Ask for specialist advice where it is needed

WHAT YOU WILL BUILD

A digital customer journey, minimum digital presence, yard baseline, client systems, AI brief, payment plan, trust rules, measures and one page digital business plan.

Important Information Before You Begin

This workbook is designed for education, enterprise planning and skills development. It includes examples of commercial tools and services that may support an equine business.

Commercial references

Third party providers are included as practical examples. Their inclusion does not represent a recommendation, endorsement or guarantee by Young Equine Innovators, the project partners, the European Union or EACEA.

Check current information

Prices, transaction fees, features, access levels, eligibility, security arrangements and terms can change. Check current information directly with the provider before creating an account, sharing information or making a payment.

Professional advice

This workbook does not replace legal, financial, tax, insurance, veterinary, welfare, data protection or cyber security advice. Follow the laws, age requirements and professional standards that apply in your country and situation.

AI and digital responsibility

Check AI output and online information for accuracy, suitability, horse welfare, privacy, consent and business risk. Keep confidential customer, horse, financial and business information protected.

Your decision

You remain responsible for selecting tools, approving content, protecting information, managing payments and communicating with customers.

Your Digital Starting Point

Bring forward the strongest evidence from Modules 3 and 4. Your digital choices should support a real offer, customer and delivery plan.

TASK Summarise the equine offer you are preparing to support digitally.		GOAL Begin Module 5 with a clear business purpose for every digital decision.
Prompt	Your notes	
My tested equine offer		
My specific customer		
The value my offer creates		
How customers currently find or contact me		
How customers currently book or buy		
The first system I want to strengthen		
My biggest digital opportunity		
My focus for this module By the end of Module 5, I want digital tools to help me...		

The Digital Choice Filter

A digital tool earns its place when it supports a clear customer, enterprise, cost or trust purpose.

TASK Assess one tool, platform or subscription before deciding to use it.		GOAL Make a reasoned decision based on value, effort, welfare and trust.
Lens	Questions to answer	Your decision
Customer value	How will this make the customer experience easier, clearer or more trustworthy?	
Enterprise value	How will it save time, reduce mistakes, support sales or improve delivery?	
Cost and effort	What will it cost in money, time, learning and maintenance?	
Welfare and trust	How will it protect horses, people, information and reputation?	
Decision sentence I will use, test, postpone or replace this tool because...		

01

SECTION



Digital Around Your Equine Offer

Digital supports the moments before, during and after the horse related work. It helps customers find, trust and act on your offer while helping you organise delivery.

You will create:

- A map of the digital layer around your offer
- A clear purpose for each digital choice
- A first priority for improvement

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 1: Map the Digital Layer Around Your Offer

Look beyond the central product, service, experience or role. Identify the digital moments that surround it.

TASK		GOAL
Map the points where information, communication, records or payments support your offer.		See where digital adds practical value to the full business journey.

Business moment	What happens now	Digital support I could use
Discovery		
Enquiry		
Booking or order		
Payment		
Preparation		
Delivery		
Records		
Feedback and return		

My first digital priority

The business moment I most want to strengthen is... because...

Activity 2: Choose a Tool or Keep the Current Method

Digital is useful when it improves the work. A paper checklist, phone call or face to face conversation may still be the right method.

TASK		GOAL	
Compare the current method with a possible digital alternative.		Choose the method that best supports the customer, horse and business.	
Business task	Current method	Digital option	My choice and reason
Customer contact			
Bookings or orders			
Horse or welfare records			
Payments			
Stock or equipment			
Feedback			

My decision principle

I will choose digital when it creates clear value by...

02

SECTION



Map the Digital Customer Journey

A customer journey shows how a person discovers, understands, trusts, chooses, prepares for, receives and returns to your offer.

You will create:

- A seven stage customer journey map
- Digital touchpoints for each stage
- Standards that keep the journey clear and professional

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

The Seven Stages of the Digital Customer Journey

Use these stages as a reference before completing your own journey map.

Stage	Customer question	Possible digital touchpoint
1. Discover	How do people first see the offer?	Search, social media, referral link, online listing
2. Understand	Can they quickly see if it suits them?	Profile, product page, short guide, frequently asked questions
3. Trust	What evidence builds confidence?	Qualifications, welfare standards, reviews, photos with consent
4. Act	How do they enquire, book or buy?	Message, booking form, order form, payment link
5. Prepare	What helps them get ready?	Confirmation, directions, checklist, suitability information
6. Receive	How is delivery confirmed and recorded?	Order update, session note, care guide, digital record
7. Return	How do they review, refer or come back?	Feedback request, reminder, loyalty message, repeat booking

Journey rule

Choose one useful touchpoint at each stage. Keep the experience connected and easy for the customer to follow.

Activity 3: Discover and Understand

The first two stages help the right customer notice your offer and decide whether it suits them.

TASK Design the first part of your customer journey.		GOAL Help a real customer recognise the offer and understand its value quickly.	
Stage	Customer question	My digital touchpoint	My standard
Discover	Where will the right customer first see me?		
Understand	What must they understand within one minute?		
Discovery message The first thing I want the right customer to notice is...			
Understanding message After one minute, the customer should know...			

Activity 4: Trust and Act

Customers need enough confidence to take the next step. Trust comes from clear evidence, reliable standards and an easy route to action.

TASK Choose the proof and action route that fit your offer.		GOAL Make the next customer step clear, professional and easy to complete.	
Stage	Customer question	My digital touchpoint	My standard
Trust	What proof will help them feel confident?		
Act	How will they enquire, book or buy?		
Trust evidence I can show			
☐ Qualifications or experience		☐ Customer feedback	
☐ Welfare standards		☐ Product details	
☐ Clear price		☐ Consent practice	
☐ Response time		☐ Simple booking or order route	
My clear action The exact action I want the customer to take is...			

Activity 5: Prepare, Receive and Return

The digital journey continues after the booking or sale. Preparation, delivery records and follow up shape the customer experience.

TASK Design the final three stages of the journey.		GOAL Support a prepared customer, reliable delivery and a clear route back.	
Stage	Customer question	My digital touchpoint	My standard
Prepare	What information do they need before delivery?		
Receive	How will delivery be confirmed or recorded?		
Return	How will they review, refer or return?		

The strongest part of my full journey
The stage that creates the most value is... because...

The next stage I will improve
I will improve... by...

Activity 6: Review Your Full Customer Journey

Read across all seven stages and check that the customer experience feels connected.

TASK Identify one strong stage and one priority for improvement.	GOAL Leave the section with one practical journey action.
Review question	Your notes
Where is the journey clearest?	
Where could the customer hesitate or become unsure?	
Where is horse welfare most visible?	
Where is consent or privacy important?	
Which stage takes the most time to manage?	
Which stage could benefit most from a digital tool?	
My customer journey action Within the next thirty days, I will improve the stage called... by...	

03

SECTION



Your Minimum Digital Presence

Your first digital presence should help a real customer understand your offer and take the next step. It can be one profile, page, form, brochure or shop listing.

You will create:

- A first channel decision
- A one minute clarity test
- A plan for visible trust evidence
- Draft content for your first page or profile

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 7: Choose Your First Channel

Choose one channel that matches your offer, customer, access and ability to maintain it.

TASK Compare suitable first channels.		GOAL Select one channel you can use consistently and professionally.	
Channel	Useful for	Access and effort	My fit
Instagram or Facebook page	Visual products, local services, experiences and updates		
One page website	Clear offer information, prices, forms and policies		
Online shop or order form	Products, kits, prints, equipment and repeat orders		
Digital portfolio	Freelance skills, photography, coaching support and yard work		

My first channel

I will begin with... because it suits my customer, offer and current capacity by...

Activity 8: Complete the One Minute Clarity Test

A customer should quickly understand what you offer, who it is for and what to do next.

TASK		GOAL
Write the six essential parts of your digital presence.		Create a clear first version that supports customer action.
Essential part	What my customer will see	
Offer: what I provide and what is included		
Customer: who the offer suits		
Value: the benefit or result		
Trust: evidence of quality, care and reliability		
Action: how to enquire, book or buy		
Boundaries: availability, suitability, consent and safety		
My one sentence introduction I provide... for... so that...		

Activity 9: Plan Your Digital Trust Evidence

Trust becomes visible through facts, examples, standards and consistent communication.

TASK		GOAL
Choose evidence you can show responsibly.		Build confidence without overstating your experience or sharing information without permission.
Trust area	Evidence I can show	Permission or check needed
Real information		
Quality proof		
Welfare standards		
Clear terms		
Customer feedback		
Professional communication		
My three strongest trust signals 1. 2. 3.		

Activity 10: Draft Your First Digital Presence

Bring your channel, one sentence introduction, trust evidence and customer action together.

TASK		GOAL
Create the written structure for your first profile, page or listing.		Finish with content you can build, share with a mentor or test with a customer.

Section	Draft content
Name or profile title	
One sentence introduction	
What is included	
Who it suits	
Price or price route	
Three trust signals	
How to enquire, book or buy	
Response time or availability	

Customer test

Show this draft to one person in your target customer group. Record what was clear and what they wanted to know next.

04

SECTION



Running the Yard Digitally

Your business may sit inside or outside the yard environment. The yard remains central to the equine sector, so understanding its digital routines gives you valuable industry insight.

You will create:

- A yard digital baseline
- A practical horse record design
- A reminder system
- A reasoned tool decision

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 11: Create Your Yard Digital Baseline

Identify how information currently moves through the yard and where a digital routine could add clarity.

TASK Compare current methods with practical digital alternatives.		GOAL Choose improvements that staff can use consistently and that support welfare.	
Yard task	Current method	Digital alternative	Would it add value? Why?
Daily tasks and checks			
Horse profiles and routines			
Staff rota and handover			
Feed and turnout plans			
Incidents and maintenance			
Owner communication			

My first yard improvement

The first routine I would strengthen is... because...

Activity 12: Design a Useful Horse Record

A useful record supports welfare, communication and responsible decisions. It should be clear, dated and available to authorised people.

TASK		GOAL	
Design the fields for one horse record.		Create a record structure that supports daily care and professional review.	
Record area	Information to capture	Who records it	Who can view it
Horse identity and owner			
Routine and behaviour notes			
Vaccinations and worming			
Farrier, dentist and vet visits			
Medication or treatment			
Workload and recovery			
Incidents or changes			
Record standard Every entry will include the date, clear facts, the person responsible and the next action where needed.			

Activity 13: Build a Reminder System

Reminders support timely action for welfare, maintenance, insurance and business administration.

TASK		GOAL		
List the reminders your business or yard needs.		Create a schedule that supports preparation and accountability.		
Reminder	Due date or frequency	Advance notice	Who acts	Record when complete
Vaccinations				
Farrier				
Dental check				
Worming or testing				
Insurance renewal				
Equipment maintenance				
Stock or supplies				

My reminder tool

I will use... because the people involved can access it and confirm completion.

Activity 14: Choose a Yard Management Tool

A useful tool should fit the size of the yard, the staff routine, the information collected and the available budget.

TASK Compare two possible tools or methods using the Digital Choice Filter.		GOAL Select the option that best supports daily use and horse welfare.	
Decision area	Option 1	Option 2	
Tool or method			
Tasks it manages			
People who need access			
Current cost and terms			
Training or setup needed			
Privacy and security			
Offline or backup method			
Customer and welfare value			
My decision I will choose or test... because...			

Activity 15: Decide Whether Wearable Data Adds Value

Wearables can support performance, recovery and welfare decisions when there is a clear purpose and someone can interpret the information.

TASK Assess one possible wearable or sensor use.		GOAL Decide whether the information would create enough value at your current stage.
Question	Your answer	
What decision would the data support?		
What information would be collected?		
Who would interpret it?		
How would observation and professional advice remain central?		
What would it cost to buy, use and maintain?		
How would the data be stored and shared?		
What result would justify using it?		
Decision At this stage, this technology is suitable, worth testing or a future option because...		

05

SECTION



Reaching and Keeping Clients

Every equine business depends on people choosing it, trusting it and returning. Digital tools can help you reach the right clients, communicate clearly and build relationships that last.

You will create:

- A booking system design
- A realistic marketing rhythm
- Online reputation rules
- A simple customer relationship record
- A professional owner update template

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 16: Design Your Booking or Order System

A strong system gives the customer clear information and gives the business the details needed to deliver well.

TASK		GOAL
Define the steps and information needed for a booking or order.		Create a simple customer route that protects time, capacity and trust.
System part	Your decision	
How customers see availability or stock		
Information collected before confirmation		
Price and payment step		
Deposit or cancellation arrangements		
Confirmation message		
Preparation information		
Change or reschedule process		
Where the final record is stored		
Booking standard A customer will know their place or order is confirmed when...		

Activity 17: Build a Weekly Digital Marketing Rhythm

A manageable rhythm helps you show the work, explain your values and invite customer action consistently.

TASK		GOAL	
Plan one month of useful digital content.		Create a routine you can maintain with the time and access you have.	
Week	Show the work	Share the values	Invite action
1			
2			
3			
4			

My content routine

I will prepare content on... and publish through... The customer action I will repeat is...

Activity 18: Write Your Online Reputation Rules

Your online presence should reflect the standards you want customers, owners and partners to experience.

TASK Set clear rules for content and replies.		GOAL Protect horse welfare, privacy and professional trust in every channel.
Situation	My rule	Who needs to know
Horse images and videos		
Children or young riders		
Yard and horse location		
Customer comments or concerns		
Personal and business accounts		
Mistakes or inaccurate posts		
My public response standard When a concern appears online, I will...		

Activity 19: Create Your Customer Relationship Record

A simple customer relationship record helps you remember the details that support a personal and professional service.

TASK		GOAL	
Choose the information you need to keep about customers.		Create a useful record while collecting only information with a clear purpose.	
Field	Why I need it	Where it will be stored	How long I need it
Name and contact			
How they found the business			
Bookings or orders			
Experience or preferences			
Accessibility or suitability notes			
Payments			
Feedback and follow up			

Data rule

I will collect information only when it supports delivery, safety, customer service or a clear legal requirement.

Activity 20: Draft a Professional Owner or Customer Update

A clear update helps the recipient understand what happened, what matters and what happens next.

TASK Write a reusable update structure.		GOAL Communicate care, facts and next steps clearly.
Update part	Draft wording	
Greeting and purpose		
Horse, product or service update		
Important observation or result		
Action already taken		
Next step and timing		
Question or action for the customer		
Who to contact		
Communication standard Important welfare, payment or service information will also be recorded in...		

06

SECTION



AI as Your Business Assistant

AI can make the digital side of an equine business easier to begin and manage. It can help you plan, create, organise, communicate, review and learn while you remain responsible for the final result.

You will create:

- An AI tool decision
- A complete five part business brief
- A checked and improved business asset
- An idea for a digital service you could offer

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 21: Choose the AI Tool That Fits the Task

AI tools develop quickly. Their features, access limits and strongest capabilities can change. Choose according to the task, access, information and result you need.

TASK Compare tools for one real business task.		GOAL Choose the tool that produces the most useful result while protecting information.		
Tool	Task I could use it for	Access available	Information I can safely use	Result quality
ChatGPT				
Claude				
Gemini				
Microsoft Copilot				
Another tool				

Practical test
Use the same short task in two tools. Compare accuracy, clarity, usefulness and ease of editing.

My choice
For this task, I will use... because...

Activity 22: Build Your AI Brief, Context and Task

The first two parts tell AI what your business does and what you want created.

TASK Set the scene and choose one exact result.		GOAL Give AI enough business context to produce a useful first draft.
1. CONTEXT Complete the sentences below. Include your offer, customer, current stage, delivery setting, limits and relevant welfare or safety considerations.		
Prompt	Your answer	
My equine business provides		
For this customer		
My business is at this stage		
I deliver the offer by		
Important limits or resources		
Welfare, safety or customer considerations		
2. TASK Start with one clear action word, such as create, draft, plan, compare, organise, review, improve or summarise.		
I want AI to		
The finished result will help me		

Activity 23: Build Your AI Brief, Customer and Requirements

The next two parts help AI understand who will use the result and which facts and standards must appear.

TASK Describe the customer and list the business details.		GOAL Make the draft specific, accurate and suitable for its real use.	
3. CUSTOMER Describe the person who will receive or use the result.			
Customer prompt		Your answer	
The person receiving this is			
They care most about			
They already know			
They may be unsure about			
After using the result, I want them to			
4. REQUIREMENTS List the information and standards AI must include.			
Required detail		Your information	
Price, date, time or location			
What is included			
Customer responsibilities			
Payment or delivery arrangements			
Welfare, safety or consent			
Facts that must remain accurate			

Activity 24: Shape the Final AI Output

The same information can be presented in different ways. Tell AI exactly how the finished work should look and sound.

TASK		GOAL
Choose an output type, tone and length.		Ask for a result that fits the customer and the channel where it will be used.

Output type	Useful for	My choice
Message	Short reply, reminder, confirmation or update	
Email	Formal enquiry, supplier request or customer follow up	
Checklist	A series of actions or checks	
Table	Comparing prices, suppliers, products or feedback	
Plan	Actions, responsibilities, timing and results	
Product description	Benefits, suitability, price, care and delivery	
Booking form	Collecting details for a service or experience	
Social post	Attention, value and a clear customer action	
Customer guide	Fuller information before, during or after delivery	
Frequently asked questions	Common questions before booking or buying	

Tone I want		
☐ Friendly	☐ Professional	☐ Clear
☐ Reassuring	☐ Energetic	☐ Direct

Length I want		
☐ Under 80 words	☐ Under 150 words	☐ One page
☐ Five points	☐ Three short paragraphs	☐ Another length

Activity 25: Write Your Complete Five Part Prompt

Combine context, task, customer, requirements and format into one clear business brief.

TASK Write and test one complete prompt.		GOAL Create a first draft for a real business asset.
Prompt part	Your final wording	
Context		
Task		
Customer		
Requirements		
Format, tone and length		
Complete prompt Write the five parts as one clear request below.		
AI result Save or paste the first result into your enterprise folder. Record the tool and date used.		

Activity 26: Apply the CARE Check

AI can prepare a draft. You check, edit and approve the final result.

TASK		GOAL
Review the AI result using four responsible checks.		Finish with an accurate, useful and business ready asset.

CARE check	Questions	Changes I made
C: Check	Are names, prices, dates, calculations and facts correct?	
A: Ask permission	Is customer, horse, image or business information used with permission?	
R: Review responsibility	Does welfare, safety, legal or financial information need specialist review?	
E: Edit	Have I added my experience, tone, values and judgement?	

My final business asset

The asset I created is... I will use or test it by...

Activity 27: Apply AI to Your Offer Type

AI can support products, services, experiences and freelance roles in different ways.

TASK Choose two useful AI supported tasks for your offer.		GOAL Use AI where it helps you create, organise or communicate more effectively.
Offer type	Possible tasks	My two chosen tasks
Product	Descriptions, sizing, care, customer questions, supplier comparison, delivery messages	
Service	Enquiry replies, booking checklist, reminders, follow up, feedback review	
Experience	Preparation guide, schedule, participant questions, updates, suitability information	
Freelance role	Professional profile, quote, client message, portfolio structure, invoice description	

My first AI routine

I will use AI for... then apply the CARE check before...

Activity 28: Turn a Digital Skill into an Offer

A useful digital skill can become a small paid role for an equine business, club, yard or event.

TASK Shape one simple digital service around a skill you already have or can develop.		GOAL Create a clear first offer with one customer, task and result.	
Possible roles			
☐ Social media assistant		☐ Booking support	
☐ Product listing creator		☐ Digital record helper	
☐ Content creator		☐ Online shop support	
☐ Customer update assistant		☐ Event administration	
Offer question		Your answer	
The equine customer who needs this			
The exact task I will complete			
The result I will provide			
The tools I will use			
The information or access I need			
My boundaries and trust rules			
How I will test the first job			
What I could charge or how I will research a fair price			
My digital service sentence I help... by... so that...			

07

SECTION



Getting Paid

Digital payment, invoicing and record systems help customers pay clearly and help the business understand what money has been received, spent and recorded.

You will create:

- A map of your income channels
- A payment tool decision
- An invoicing and receipt routine
- A monthly digital cost view

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 29: Map How Money Arrives

Different income channels may need different payment methods. Begin with the way customers actually buy from you.

TASK		GOAL		
List each income channel and current payment route.		Choose clear methods for deposits, final payments and records.		
Income channel	Customer payment moment	Current method	Possible digital method	Record created
Bookings or lessons				
Products or online orders				
Monthly fees or livery				
Events or shows				
Freelance work				

My payment priority

The first payment route I will organise is... because...

Activity 30: Choose Your Payment Stack

Compare current provider information before selecting an account, payment link, card reader or direct payment method.

TASK		GOAL	
Compare suitable payment options using current information.		Choose a simple stack that fits how your money moves.	
Decision area	Option 1	Option 2	Option 3
Provider or method			
Income channel			
Current fees and terms			
Setup or equipment cost			
Payment timing			
Customer ease			
Refund or dispute process			
Records and reporting			
Age or eligibility requirements			

My payment stack

I will use... for... I will check current fees and terms on...

Activity 31: Build Your Invoicing and Receipt Routine

A tidy paper trail helps you see what has been earned, what has been paid and what evidence is available for accounts and tax.

TASK		GOAL	
Design the routine that follows each sale or booking.		Create consistent records for invoices, payments, costs and receipts.	
Step	My routine	Tool or storage location	Who is responsible
Create invoice or receipt			
Record payment received			
Store customer record			
Record business expense			
Photograph or save receipt			
Review unpaid amounts			
Monthly summary			

My monthly admin time

I will review money and records on... for... minutes.

Activity 32: Track Your Monthly Digital Cost

Subscriptions, data, payment charges and advertising should create enough value to justify their cost.

TASK List the real monthly cost of your digital tools.			GOAL Know what you spend and what each cost supports.	
Tool or cost	Monthly amount	Business purpose	Value created	Keep, review or stop

Monthly total

My estimated monthly digital cost is... The cost I will review first is...

08

SECTION



Trust, Safety and Ethics Online

Digital trust depends on secure accounts, clear data practices, consent, responsible images and calm professional communication.

You will create:

- A cyber safety action list
- A map of the information you hold
- Photo and consent rules
- A one page digital trust policy

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 33: Complete Your Cyber Safety Check

Basic account protection supports customer trust, payments, records and business continuity.

TASK		GOAL	
Review the controls on your key business accounts and devices.		Choose practical actions that strengthen access and recovery.	
Safety check	Current position	Action needed	Completion date
Unique password for each account			
Two factor authentication			
Lock screen on every work device			
Approved method for shared access			
Bank detail change verification			
Account recovery contact and method			
Backup of essential records			

My first cyber action

This week I will...

Activity 34: Map the Information You Hold

Customer and horse information should have a clear purpose, secure storage location and agreed access.

TASK		GOAL		
List the information your business collects or may collect.		Create a responsible plan for access, retention and deletion.		
Information	Purpose	Where stored	Who can access	Retention or deletion plan
Customer contact details				
Booking or order history				
Payments and invoices				
Horse or health information				
Photos and videos				
Consent records				
Staff or helper information				

Privacy action

The data practice I will clarify with a mentor or specialist is...

Activity 35: Set Rules for Photos, Consent and Welfare

Every image should respect the horse, the owner, the rider, the yard and the purpose for which it is shared.

TASK Create clear rules for taking, storing and sharing images.		GOAL Protect welfare, privacy and professional reputation.		
Image situation	Permission needed	Welfare check	Sharing rule	Storage or deletion
Horse in my own setting				
Horse in another yard				
Adult rider or customer				
Child or young rider				
Event or group image				
High value horse location				

My image rule

I will share an image only when...

Activity 36: Write Your Digital Trust Rules

Bring your cyber safety, data, consent, payment and communication decisions into one short policy.

TASK		GOAL
Draft a one page how we behave online policy.		Give customers, helpers and partners clear expectations.

Area	My rule	Who needs to know
Business account access		
Customer information		
Horse and health records		
Photos and videos		
Payments and bank details		
Public comments and messages		
Suspected scam or account issue		
Backup and recovery		

My trust promise

Customers and partners can expect me to...

09

SECTION



Measure, Improve and Look Ahead

Useful measures help you decide what to continue, improve or replace. Future digital developments can also create new equine opportunities.

You will create:

- Five digital measures
- A thirty day action plan
- A future innovation reflection
- A complete Digital Equine Business Plan

Connection to your enterprise

Use this section to make one practical digital decision that supports the offer you developed in Modules 3 and 4.

Activity 37: Choose Five Digital Measures

Choose measures that help you understand customer action, repeat use, time and cost.

TASK Select five measures that fit your offer.		GOAL Create a monthly review that supports practical decisions.	
Measure	How I will collect it	How often I will review it	Decision it supports
Enquiries			
Bookings or sales			
Conversion			
Repeat use or referrals			
Time spent managing digital work			
Monthly digital cost			
Another useful measure			

My five measures
Circle or highlight the five measures you will track first.

Activity 38: Plan Your First Thirty Days

Choose one digital action that helps a real customer understand, trust or act on your offer.

TASK Turn one digital priority into a timed action plan.		GOAL Complete and review a useful first version within thirty days.
Plan question	Your answer	
The action I will complete		
The customer or business need it supports		
The tool or channel I will use		
The information or permission I need		
The standard I will follow		
The person who can support or review it		
How I will test it		
How I will know it is complete		
Week	Action	Evidence of progress
1		
2		
3		
4		

Activity 39: Explore a Future Digital Opportunity

Digital developments may create new roles, services and welfare improvements across the equine sector.

TASK Explore one development through the four decision lenses.		GOAL Connect future technology with a real customer, horse and enterprise value.	
Development I will explore			
☐ Wearables		☐ Remote coaching	
☐ Smart stable sensors		☐ Digital passports	
☐ AI assisted logs		☐ Yard dashboards	
☐ Another development			
Lens		Your thinking	
Horse: welfare, comfort, safety and good practice			
Customer: problem, value, trust and ease of use			
You: skills, access, support and responsibility			
Enterprise: cost, delivery, records and income potential			
Opportunity statement This development could create value by...			

Final Output: My Digital Equine Business Plan

Bring the module together in one practical plan. Use it alongside your Module 4 enterprise plan.

Plan section	Your final decision
My offer and customer	
My digital customer journey	
My minimum digital presence	
My yard or delivery systems	
My client booking and communication tools	
My AI brief and CARE routine	
My payment and record system	
My digital trust rules	
My five measures	
My first thirty day action	

My Module 5 Evidence Pack

Keep evidence of what you created and the decisions you made. This can support mentoring, further learning, funding conversations or your first customer work.

☐ Digital starting point completed	☐ Digital Choice Filter completed	☐ Seven stage journey mapped
☐ Minimum presence drafted	☐ Yard baseline completed	☐ Horse record fields designed
☐ Reminder plan created	☐ Booking or order system designed	☐ Marketing rhythm planned
☐ Customer relationship record designed	☐ AI tool comparison completed	☐ Five part AI prompt written
☐ CARE check applied	☐ AI business asset saved	☐ Payment stack researched
☐ Invoicing routine planned	☐ Cyber safety check completed	☐ Digital trust rules written
☐ Five measures selected	☐ Thirty day action planned	☐ Final digital business plan completed

The most useful asset I created

The decision I am ready to make

The support I will seek next

Final Reflection

Review how your digital thinking has changed and what you will carry into Module 6.

TASK Reflect on the strongest learning and next action.		GOAL Finish with a clear sense of progress, responsibility and opportunity.
Reflection question	Your response	
Which digital choice creates the most value for my customer?		
Which digital routine best supports horse welfare?		
Which tool will save me the most time or reduce mistakes?		
What did I learn about using AI responsibly?		
What information or rule needs specialist advice?		
Which digital skill could become part of my future work?		
What will I complete before beginning Module 6?		
My Module 5 statement I am ready to strengthen the digital side of my equine business by...		

You Have Built the Digital Side of Your Equine Business

Use this workbook as a working record. Update it as your offer, customers, tools, responsibilities and experience develop.

Five things to carry into Module 6

1. Your digital customer journey
2. Your minimum digital presence
3. Your yard or delivery baseline
4. Your AI brief and CARE check
5. Your payment, trust and measurement plan

Your next move

Choose one action, complete a useful first version, test it with a real person and improve it with care.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are those of the authors and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor EACEA can be held responsible for them.

www.younequineinnovators.eu