PRACTICAL RESOURCE / STARTUPCOACH

First Offer Sprint - Plan And Review

StartupCoach | https://startupcoach.cc/coaching.html

A working record for a two-week offer test. Free to use independently.

Use anonymous customer labels. Keep names, contact information, and confidential details out of this worksheet. Save your completed copy privately. Downloading this file does not submit an enquiry or send its contents to StartupCoach.

1. Agree On The Test Before You Start

Working idea:

One reachable customer and problem:

Current evidence (source, date, what actually happened):

The assumption we most need to test:

Customer action that would be meaningful (for example, a scheduled trial):

What result would change the next decision:

Outreach owner:

Who will recruit interviewees:

Participant actions between sessions:

Agreed kickoff date:

Agreed review date:

Time and scope limits:

2. Check The Working Offer Pack

[ ] Customer and problem brief

[ ] Interview questions and evidence review

[ ] Scoped offer, exclusions, and pricing rationale

[ ] Landing-page copy draft

[ ] Opening outreach message and follow-up

[ ] Final continue / revise / stop decision

For each unfinished item, record the reason and next owner. A completed checklist demonstrates work completed; it does not establish demand.

3. Record Customer Actions

Use actual counts for the agreed test period.

Relevant people approached:

Replies:

Customer conversations completed:

Specific next steps agreed:

Offers made:

Paid commitments received:

Actual amount received, currency, and any refunds:

Record observations separately from your interpretation. Do not count a positive comment, booking-link click, or invoice as a payment.

4. Record Delivery Effort

Coach time: sessions / preparation / evidence review / feedback / administration:

Participant time: interviews / offer work / outreach / review:

Agreed work completed:

Scope changes or unexpected work:

What took longer than expected:

What can be simplified before the next sprint:

5. Ask For Optional Feedback

How useful is the finished offer pack for your next decision?

1 = not yet useful; 2 = limited; 3 = somewhat useful; 4 = useful; 5 = very useful.

Rating:

What did it help you do:

What is still unclear or missing:

Would you recommend this sprint to someone in a similar situation? Why:

Would you want further support? What kind:

Record declined or missing feedback as "not provided", not as a score of zero.

A willingness to continue is not a purchase. Publishing a quote or case study requires separate permission.

6. Make The Next Decision

Continue / revise / stop:

Evidence supporting that decision:

What remains uncertain:

One next action, owner, and review date:

Change needed to the offer, scope, process, or price:

Three pilot clients provide learning, not statistically reliable market proof.

Keep the evidence in your free workbook: https://startupcoach.cc/workbook.html

Request hands-on help: https://startupcoach.cc/coaching.html#request