

MESSIAH COLLEGE FOUNDATION, INC.

EPS-TRACK 1 / INTRODUCTION TO ENTREPRENEURIAL MARKETING

THE ENTREPRENEUR PORTFOLIO

A professional case study & editable field guide

AyosTahi / Angeles City, Pampanga

Design a solution. Earn the right to grow.

STUDENT / AUTHOR (TYPE HERE)

YOUR CHOSEN BUSINESS (TYPE HERE)

11 PROFESSIONAL CHAPTERS / 16 EVIDENCE EXHIBITS

FILLABLE WORKBOOK • CLICKABLE CONTENTS • MODEL ANSWERS

Prepared for Professor Maricelle Verano • AY 2026–2027

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EVIDENCE EXHIBITS 01–16

A syllabus-aligned record of all cumulative portfolio artifacts.

HOW TO USE THIS GUIDEBOOK

READ

The left-hand chapter page models a professional answer for a realistic but fictional case.

WRITE

The following page contains actual editable PDF fields. Click inside each cream box and type your own response.

SUBSTANTIATE

Label verified research, direct observation, assumptions, forecasts and proposals separately.

CONNECT

Use the 16 exhibits as supporting evidence for the 11 final portfolio sections.

COMPLETE

Write an original approximately 500-word Christian marketing covenant; prepare a 10-minute pitch.

SUBMIT

Save a completed PDF, retain an editable original, and confirm the official Friday-of-finals deadline.

IMPORTANT ACADEMIC INTEGRITY

No invented market data, interviews, campaign performance, citations or client work.

All model responses in this guide are illustrative, not actual venture evidence.

COVER & PROFESSIONAL IDENTITY

Build a credible personal positioning statement that fits the portfolio audience.

WORKED EXAMPLE / AYOSTAHI

Sample identity: Alex Santos, student founder and customer-discovery lead. Positioning: I build practical microservices by reducing friction in ordinary tasks, listening carefully to customers and keeping costs visible. Strengths to evidence: process mapping, communication and calculated experimentation. Investor offer: a small paid pilot with clear operating safeguards. This profile is a teaching illustration.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

[OPEN YOUR EDITABLE WRITING PAGE](#)

YOUR WORK / CHAPTER 01

COVER & PROFESSIONAL IDENTITY

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Full name / course / role

MODEL: Alex Santos | EPS-Track 1 | student founder and service-design lead.

02 Professional headline and 80-word bio

MODEL: I explore everyday convenience problems and build small, testable service concepts.

03 Three demonstrated competencies + supporting evidence

MODEL: Skills to demonstrate: process map, customer interview protocol, partner cost sheet and service safeguards.

04 Employer value offer / investor value offer

MODEL: Employer: I can analyze service quality. Partner: I propose a limited pilot with documented losses and controls.

Use the exhibit register for documents, citations and reflection evidence.

THE BUSINESS & UNMET NEED

Select one business and define the customer problem without claiming that untested assumptions are facts.

WORKED EXAMPLE / AYOSTAHI

AyosTahi is a proposed pickup-and-return clothing alterations service in a limited Angeles City zone.

Hypothesis: some employed residents delay repairs due to travel and scheduling inconvenience.

Current alternatives may include neighborhood tailoring shops and do-it-yourself adjustments; verify them locally. Differentiation: transparent quotes, item check-in documentation and planned collection/return windows.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 02

THE BUSINESS & UNMET NEED

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Business fact sheet and venture status

MODEL: AyosTahi; proposed garment-alteration pickup-and-return service in Angeles City; not yet operating.

02 Problem statement and affected people

MODEL: Possible need: busy residents delay minor repairs because a tailor visit is inconvenient.

03 Alternatives and differentiated value proposition

MODEL: Alternative: visit a neighborhood tailor. Proposed value: upfront estimates, pickup windows and documented handovers.

04 Evidence available + unanswered questions

MODEL: Evidence needed: competitor locations, typical alteration fees, partner quotations and customer discovery.

Use the exhibit register for documents, citations and reflection evidence.

RESEARCH & CUSTOMER INSIGHT

Show a traceable reasoning chain from research to customer priorities.

WORKED EXAMPLE / AYOSTAHI

Research question: Which alteration tasks do residents find worth paying a pickup fee for, at what price and turnaround? Conduct credible desk research first, map local competing services and any relevant permits. If price/turnaround answers remain unresolved, conduct a small voluntary, anonymized discovery interview. This example does not claim that interviews occurred or a market size was measured.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 03

RESEARCH & CUSTOMER INSIGHT

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Research question / methods / source list

MODEL: Research question: For which repairs would households pay extra for pickup, and why?

02 Customer segment, alternatives and barriers

MODEL: Hypothesis: employed residents needing hem and zipper adjustments who lack time to visit a tailor.

03 Customer path: awareness to retention

MODEL: Find -> ask for quote -> approve -> pickup -> documented return -> voluntary review.

04 Findings, assumptions and evidence gaps

MODEL: Unknowns: willingness to pay, trust in handovers and real turnaround. Do not invent interview results.

Use the exhibit register for documents, citations and reflection evidence.

MARKETING THINKING & DIAGNOSIS

Apply course frameworks selectively and explain why the chosen framework fits the venture.

WORKED EXAMPLE / AYOSTAHI

Traditional option: rent a storefront, print many flyers and hope demand develops. Entrepreneurial option: test bookings through a simple form and a limited partner network. Focus mix on customer convenience and total cost, plus the 7Ps process and physical evidence of garment care. Seven dimensions: opportunity and customer intensity are strategic intentions, not demonstrated strengths until evidence is collected. Test stickiness through a simple turnaround promise.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 04

MARKETING THINKING & DIAGNOSIS

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Traditional vs entrepreneurial comparison

MODEL: Traditional: rent a shop and promote opening day. Entrepreneurial: validate paid pickups before committing to rent.

02 Fit-for-purpose 4Ps/7Ps vs 4Cs audit

MODEL: 7Ps process and physical evidence matter, because customers must trust custody of their garments.

03 Seven-dimensions 1–5 diagnostic

MODEL: Planning-only ratings: opportunity 4/5; resource leverage 3/5; calculated risk 2/5; verify after research.

04 Tipping Point: people / message / context

MODEL: People: neighborhood coordinators; sticky promise: clear quote first; context: busy working-week schedules.

Use the exhibit register for documents, citations and reflection evidence.

STRATEGIC OPTIONS & CHOICE

Compare at least three candidate strategies and defend the selection against constraints, customer behavior and risk.

WORKED EXAMPLE / AYOSTAHI

Options: A build an app, B open a kiosk, C offer scheduled pickup through a lightweight booking page with one vetted tailoring partner. Choose C for a small pilot because technology and rent are premature. Owned: booking information and customer care page. Shared: opt-in neighborhood posts. Earned: voluntary recommendations. Paid channels: consider only after delivery quality and cost are stable.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 05

STRATEGIC OPTIONS & CHOICE

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Objective and strategic alternatives

MODEL: Options: build a custom app, rent a kiosk, or run a limited booking pilot with a tailor partner.

02 Decision criteria + justified preferred route

MODEL: Select the booking pilot: it tests real demand with fewer fixed commitments and clearer stop conditions.

03 Digital owned/earned/shared/paid customer path

MODEL: Owned booking form; shared local group post with permission; earned customer referral; paid only if service works.

04 Refused or postponed tactics and why

MODEL: Decline a public opening event before partner capacity, item custody and complaint handling are settled.

Use the exhibit register for documents, citations and reflection evidence.

CAMPAIGN & CREATIVE WORK

Display original content and campaign prototypes as employer-ready evidence of creative and analytical ability.

WORKED EXAMPLE / AYOSTAHI

Concept: THE FIT YOU KEEP. Sample caption: Your favorite trousers may need an adjustment, not a replacement. Request an alteration estimate, select an available pickup window and receive a documented receipt for every item. Final prices depend on inspection and your approval. CTA: Request an estimate. Sample storyboard: before/after images only with permission and accurate descriptions; never fabricate repair outcomes.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 06

CAMPAIGN & CREATIVE WORK

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Campaign name, idea and segment

MODEL: Campaign: THE FIT YOU KEEP, focused on making alterations more convenient.

02 Original ad caption / storyboard / CTA

MODEL: Sample caption: Your trousers may need an adjustment, not replacement. Ask for an estimate before scheduling pickup.

03 Message A vs B test design or results

MODEL: Test a convenience message against a garment-care message with three voluntary participants.

04 Work annotation: objective / contribution / why / result

MODEL: Objective: qualified quote inquiries; contribution: booking explainer draft; rationale: reduce uncertainty; outcome pending.

Use the exhibit register for documents, citations and reflection evidence.

OBJECTIVES, CALENDAR & BUDGET

Turn the chosen strategy into measurable commitments and a cost-conscious execution sequence.

WORKED EXAMPLE / AYOSTAHI

Illustrative 30-day validation goal: secure 20 paid pilot orders from a narrow service area if vendor and safety checks pass; track on-time return and alteration rework separately. Sequence: days 1–7 partner vetting/quotes; days 8–14 booking and item-record process; days 15–30 limited trial. Illustrative startup cap PHP 8,000: discovery/transport 500, creative 800, simple booking setup 700, packaging/labels 1,000, pilot transport reserve 2,200, community outreach 800, contingency 2,000.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

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YOUR WORK / CHAPTER 07

OBJECTIVES, CALENDAR & BUDGET

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Baseline and measurable SMART objectives

MODEL: Illustrative 30-day target: 20 paid orders if partner and safety checks pass; it is not current traction.

02 30/60/90-day tasks, owners and outputs

MODEL: Days 1–7 vet partner; 8–14 test booking and custody records; 15–30 limit paid pilot orders.

03 Itemized PHP budget + assumptions

MODEL: Illustrative maximum pilot cash allocation PHP 8,000; list reserves separately from actual expenses.

04 Constraints, dependencies, trade-offs

MODEL: Dependencies: vetted tailoring capacity, travel safety, clear quotes and written damage policy.

Use the exhibit register for documents, citations and reflection evidence.

MEASUREMENT & LEARNING

Show an honest measurement model with appropriate definitions and no fabricated results.

WORKED EXAMPLE / AYOSTAHI

Planning assumptions ONLY: PHP 420 average customer payment per order; PHP 180 tailor payout; PHP 75 variable logistics; PHP 15 protective packaging; PHP 10 payment/communication handling. Assumed contribution per order = $420 - 180 - 75 - 15 - 10 = \text{PHP } 140$. At 20 paid orders, contribution before fixed costs = PHP 2,800. The illustrative committed pilot setup/discovery/creative/outreach costs total PHP 2,800, so twenty orders only reach a simplified break-even on these fixed expenses. The PHP 8,000 is a cash cap including variable-cost reserves and contingency, not a PHP 8,000 expense: do not deduct those reserves twice. This is an untested, fragile scenario, not evidence of viability.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 08

MEASUREMENT & LEARNING

Use your own facts, research, analysis and appropriately labelled forecasts.

01 KPI dictionary and baseline/source

MODEL: KPI: actual on-time returns divided by delivered orders; reconcile with written custody log.

02 Numerical forecast with labelled assumptions

MODEL: Scenario assumption: 20 orders x PHP 420 average payment = PHP 8,400 gross sales, not profit.

03 Unit economics, CAC and return calculations

MODEL: Hypothetical variable cost PHP 280 per order; contribution = PHP 140 before fixed expenses.

04 Stop / adapt / continue criteria

MODEL: Pause if lost-item complaints are unresolved; continue only if margin and service reliability are supported.

Use the exhibit register for documents, citations and reflection evidence.

RISK, ETHICS & GOVERNANCE

Protect customers and the venture while demonstrating professional judgment.

WORKED EXAMPLE / AYOSTAHI

Key safeguards: written and photographed item check-in with customer consent, privacy-limited storage, clear pricing and partner responsibility, damage and loss resolution, realistic turnaround, approved transport routes and no unauthorized images. Pause intake if partner capacity is exceeded, complaints are unresolved or reliable custody records fail. Verify local business registration and applicable rules before operating.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 09

RISK, ETHICS & GOVERNANCE

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Five-risk register with controls/owners

MODEL: Risk: missing garment. Control: signed item list and consented condition photographs; owner: operator.

02 Real-time response / approval / no-post policy

MODEL: For damage, pause promotion, confirm custody facts, inform affected customer and resolve before new claims.

03 Privacy, research consent and claim checks

MODEL: Consent for necessary item photos; never post identifying garments or contact customers without permission.

04 AI-use declaration and verification log

MODEL: AI only for permitted drafting; student verifies legal and operational claims independently.

Use the exhibit register for documents, citations and reflection evidence.

CHRISTIAN CHARACTER & COVENANT

Explain how beliefs change marketing behavior and write a personal 500-word covenant.

WORKED EXAMPLE / AYOSTAHI

Christian application: Luke 14:28–30 encourages counting the cost rather than reckless commitment; apply to unit economics and vendor capacity. Micah 6:8 calls for justice, mercy and humility; treat workers and customers fairly, disclose errors and avoid hidden charges. Covenant direction: refuse deceptive promises, steward garment custody, honor workers, protect privacy and admit when the evidence does not justify expansion. Write the complete covenant in your own words.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 10

CHRISTIAN CHARACTER & COVENANT

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Christian marketing principles and applications

MODEL: Luke 14:28-30 supports calculating costs; Micah 6:8 calls for justice, mercy and humility.

02 An ethical dilemma and defensible response

MODEL: Dilemma: advertise 24-hour service without tailor agreement? Refuse and state an honest estimate.

03 Personal 500-word covenant (write below)

MODEL: I will protect entrusted garments, disclose delays and steward business funds with accountable records.

04 Commitments to clients, customers and God

MODEL: Commit to fair partner terms, truthful quotes, protection of customer dignity and honest failure reporting.

Use the exhibit register for documents, citations and reflection evidence.

CONCLUSION, REFERENCES & PITCH

Conclude with a defensible professional recommendation, credible references and a timed presentation.

WORKED EXAMPLE / AYOSTAHI

Founder conclusion: run a tightly controlled feasibility test, not a full public launch. Employer introduction: I approach venture operations with customer research, practical service design and honest metrics. Investor introduction: AyosTahi is a proposed convenience-led alteration service seeking validation, not claiming traction. Ten-minute pitch: problem/customer 2 min; evidence and business model 2; test and channel 2; economics/risks 2; ethical covenant and decision request 2.

MODEL STATUS: ILLUSTRATIVE / UNVERIFIED TEACHING CASE

OPEN YOUR EDITABLE WRITING PAGE

YOUR WORK / CHAPTER 11

CONCLUSION, REFERENCES & PITCH

Use your own facts, research, analysis and appropriately labelled forecasts.

01 Executive conclusion and proposed decision

MODEL: Recommendation: validate a restricted-location paid pilot before committing to a shop or app.

02 Employer introduction + investor/partner introduction

MODEL: Employer: I design practical microservices. Partner: I ask for a measured trial, not open-ended funding.

03 10-minute pitch outline and defense

MODEL: 0–2 min unmet need; 2–4 evidence gaps; 4–6 pilot; 6–8 economics and risk; 8–10 ethics and ask.

04 References, image credits and final verification

MODEL: Cite all third-party findings, sample visuals, permissions and AI use; label unverified assumptions.

Use the exhibit register for documents, citations and reflection evidence.

COMPLETE MODEL / CHRISTIAN MARKETING COVENANT

AyosTahi | Illustrative student example

As a student entrepreneur, I want the ventures I create to solve meaningful problems while respecting the people who make the business possible. I believe entrepreneurship involves responsibility for customers, workers, partners and community resources. My Christian convictions should influence how I set prices, keep promises, assess risks, handle personal information and respond when something goes wrong.

I commit to building ventures on verified needs rather than attractive assumptions. Before investing money or asking others to trust a new service, I will examine the real customer problem and listen to evidence that challenges my idea. Luke 14:28–30 teaches the importance of counting the cost. I will apply that principle by studying unit economics, operational capacity and possible losses. Faithful courage involves thoughtful preparation, not a claim that God guarantees my business will succeed.

I will speak truthfully about what my enterprise can deliver. If I launch AyosTahi, I will not advertise an exact turnaround that a tailoring partner has not agreed to meet. I will make quotations understandable, disclose additional charges before requesting approval and distinguish illustrative before-and-after samples from documented customer work. I will never create fictional reviews or imply that a proposed service has an existing customer base. Honest information gives people the freedom to decide wisely.

I will respect human dignity in my treatment of customers and service partners. Micah 6:8 emphasizes justice, mercy and humility; those values challenge me to set fair arrangements, address errors promptly and listen without defensiveness. Garments entrusted to the business are personal property. I will document each handover, obtain consent for necessary photographs and establish a fair process for damage or loss. Customers must be able to decline promotional contact or the public display of their possessions.

MODEL ONLY: WRITE YOUR OWN ORIGINAL COVENANT IN THE FILLABLE PAGES.

COMPLETE MODEL / CHRISTIAN MARKETING COVENANT

AyosTahi | Illustrative student example

I will steward money and materials responsibly. I will not commit to an expensive storefront or application simply because those things make the venture appear established. I will prefer a limited and carefully measured pilot when the evidence remains incomplete. I will record costs accurately, distinguish business revenue from profit and stop or revise operations if quality, safety or financial results do not justify continuation. I will also respect permissions, applicable rules and the community spaces in which promotion occurs.

When I use AI or outside creative help, I will verify the information and disclose assistance when required. I will credit sources rather than borrow another person's research or images without permission. I will accept constructive criticism, seek counsel and avoid pretending certainty where there is none.

Above all, I will see entrepreneurship as a way to serve rather than merely to gain status. Profit can sustain a useful service, but it does not excuse deception or exploitation. I commit to making difficult decisions with fairness, humility, diligence and accountability to God and to the people affected by my work. If the pilot evidence points against expansion, I will respect that conclusion. If the service grows, I will preserve the same customer protections, fair partner terms and transparent financial reporting that shaped its beginning.

MODEL ONLY: WRITE YOUR OWN ORIGINAL COVENANT IN THE FILLABLE PAGES.

16 EVIDENCE EXHIBITS

One continuity artifact is carried forward from each syllabus assignment.

- 01 Observe three unmet needs
- 02 Definition synthesis + Tipping Point
- 03 Comparison + two venture classifications
- 04 Marketing-mix audit
- 05 Seven-dimensions scorecard
- 06 Two-message test
- 07 Small campaign experiment
- 08 Midterm correction + synthesis
- 09 Real-time response protocol
- 10 Ethical viral concept redesign
- 11 Digital customer path
- 12 Content + source + AI log
- 13 Permission-based guerrilla activation
- 14 Campaign audit + responsible memo
- 15 Full draft entrepreneurial marketing plan
- 16 Revised plan + 500-word covenant

Click an exhibit to open its fillable prompt and worked example.

EVIDENCE EXHIBIT 01

Observe three unmet needs

SYLLABUS TASK: Three problems, people affected, alternatives and possible value.

PROJECT-SPECIFIC MODEL IDEA

Observe delays in garment repair, transport inconvenience and uncertainty about alteration quotes; label all observations appropriately.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 02

Definition synthesis + Tipping Point

SYLLABUS TASK: Define entrepreneurial marketing using credible sources and apply three mechanisms.

PROJECT-SPECIFIC MODEL IDEA

Synthesize definitions; propose helpful neighborhood connectors, a memorable quote process and the correct pickup context.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 03

Comparison + two venture classifications

SYLLABUS TASK: Compare traditional/entrepreneurial marketing and justify two classifications.

PROJECT-SPECIFIC MODEL IDEA

Compare opening a physical kiosk with a staged booking experiment; classify two other ventures using sources.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 04

Marketing-mix audit

SYLLABUS TASK: Apply relevant mix framework and give three evidence-led improvements.

PROJECT-SPECIFIC MODEL IDEA

Audit service, total cost, travel/time convenience and responsive communication; propose three changes to the customer path.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 05

Seven-dimensions scorecard

SYLLABUS TASK: Score all seven dimensions with evidence and justify strongest/weakest two.

PROJECT-SPECIFIC MODEL IDEA

Evaluate all seven dimensions with a source or observation for each; identify resource leveraging and risk as areas to prove.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 06

Two-message test

SYLLABUS TASK: Test two messages with at least three consenting people; record anonymized feedback.

PROJECT-SPECIFIC MODEL IDEA

Test a convenience-led booking caption vs a garment-care-led caption with at least three consenting respondents.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 07

Small campaign experiment

SYLLABUS TASK: Audience, hypothesis, cost, metric and stop/continue/adapt criteria.

PROJECT-SPECIFIC MODEL IDEA

Hypothesis: transparent quotes lead to more qualified bookings than a generic discount. Specify costs and thresholds.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 08

Midterm correction + synthesis

SYLLABUS TASK: Correct artifacts 1–7 and explain how your reasoning improved.

PROJECT-SPECIFIC MODEL IDEA

Show corrected evidence categories and an improved rationale for piloting before renting space.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 09

Real-time response protocol

SYLLABUS TASK: Approvals, escalation, response rules and no-post conditions.

PROJECT-SPECIFIC MODEL IDEA

Escalate loss, damage, personal-data or unsafe transport issues; prohibit unverified repair promises and unauthorized photos.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 10

Ethical viral concept redesign

SYLLABUS TASK: Map spreading mechanisms and reduce harm through redesign.

PROJECT-SPECIFIC MODEL IDEA

Redesign a potential before-after trend so claims are accurate and customer images require explicit permission.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 11

Digital customer path

SYLLABUS TASK: Match channels, content, CTA and metrics to customer stages.

PROJECT-SPECIFIC MODEL IDEA

Map discovered → quote requested → inspection approved → returned → feedback, with appropriate channel and metric.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 12

Content + source + AI log

SYLLABUS TASK: Original asset, source checks, AI disclosure and KPI hypothesis.

PROJECT-SPECIFIC MODEL IDEA

Create a booking explainer, check turnaround and fees, credit all visuals and disclose permitted AI assistance.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 13

Permission-based guerrilla activation

SYLLABUS TASK: Permissions, safety, budget, success measure and fallback.

PROJECT-SPECIFIC MODEL IDEA

Plan a permission-based local garment-care demonstration that does not block public areas or impersonate a charity.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 14

Campaign audit + responsible memo

SYLLABUS TASK: Compare digital/guerrilla options, evidence, controls and KPIs.

PROJECT-SPECIFIC MODEL IDEA

Compare a verified digital service campaign with a permission-based event; defend an affordable local test.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 15

Full draft entrepreneurial marketing plan

SYLLABUS TASK: Situation, objectives, customer, calendar, budget, metrics and risks.

PROJECT-SPECIFIC MODEL IDEA

Consolidate customer insight, partner capacity, pilot limits, itemized budget, assumptions, KPI dashboard and contingencies.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

EVIDENCE EXHIBIT 16

Revised plan + 500-word covenant

SYLLABUS TASK: Final presentation-ready plan, 10-minute pitch and covenant.

PROJECT-SPECIFIC MODEL IDEA

Revise the model after feedback, pitch ten minutes, and submit an original 500-word stewardship covenant.

YOUR ORIGINAL EVIDENCE, ANALYSIS AND REVISION

Attach or cross-reference your original sources and files.

CHRISTIAN MARKETING COVENANT

Page 1 of 2 — write approximately 500 original words in total.

CHRISTIAN MARKETING COVENANT

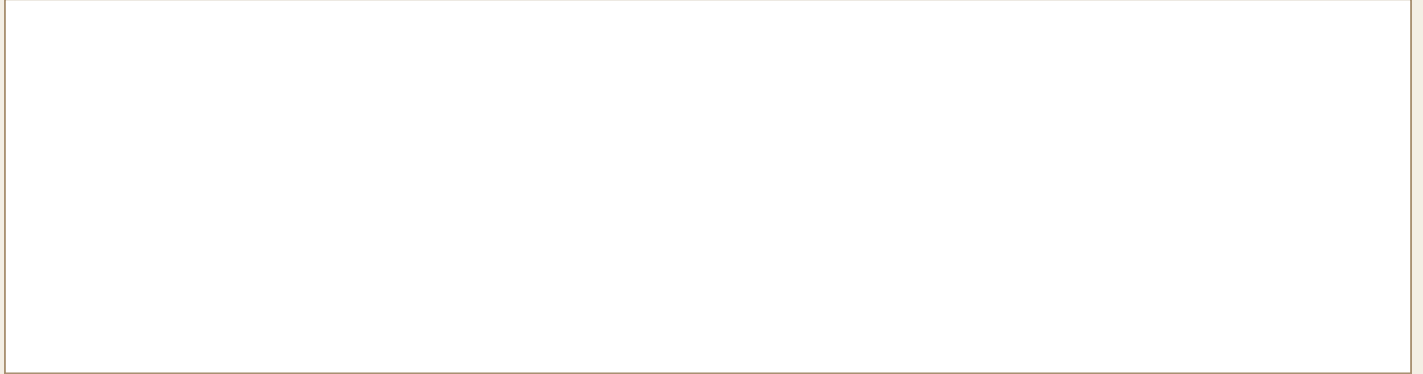
Page 2 of 2 — write approximately 500 original words in total.

PRESENT WITH CONVICTION

Ten-minute pitch / two distinct professional introductions

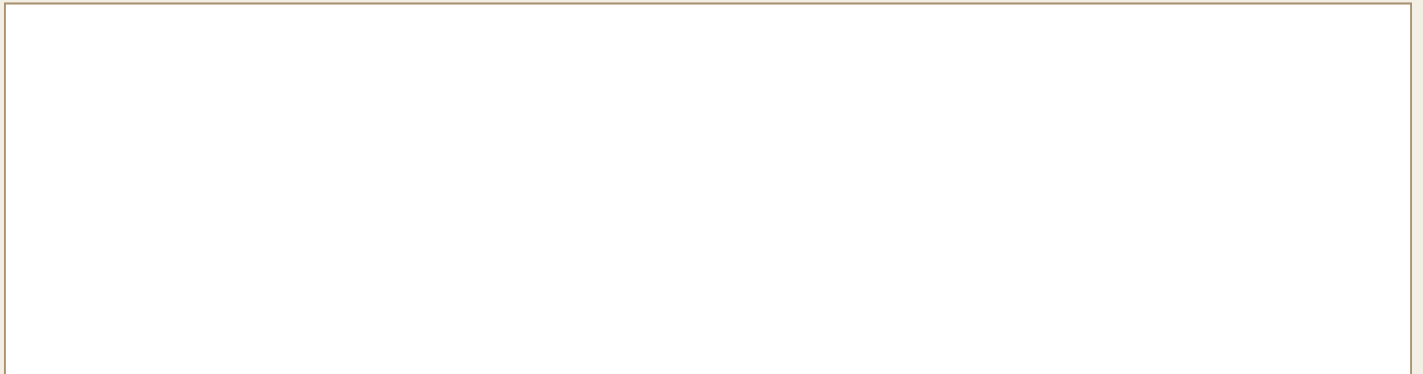
FOR AN EMPLOYER

How I could improve a business through evidence, execution and accountability.



FOR AN INVESTOR/PARTNER

Why this opportunity deserves a limited test or justified investment.



Pitch rhythm: problem / research / choice / campaign / economics / ethics / ask

REFERENCES & ORIGINALITY

Cite sources, visuals, dates, limitations and properly disclosed AI assistance.

Syllabus starting points: Hisrich & Ramadani (2018); Kotler et al. (2024).

FULL REFERENCES, IMAGE CREDITS AND RESEARCH METHOD

RESPONSIBLE AI DECLARATION AND PERSONAL VERIFICATION