NDE–TIMETEREST · LIVE LEARNING

# MartConnection

## E-commerce and Vendor Business Growth

A practical course for building a findable, trustworthy and better-run vendor business.

**2 weeks** **10 workshops** **21h 40m live**

## Build. Practise. Improve.

Product sellers, service providers,
rental businesses and
ride/parcel tracks.

8 modules · 24 curriculum lessons
One track-appropriate practical project

# Build a business you can explain

01

## Position it

Describe a useful offer for a specific buyer.

02

## Operate it

Price, prepare, fulfil and keep evidence responsibly.

03

## Improve it

Review consistent numbers and test one change at a time.

# A live course with a practical learning path

**Learn together** 10 weekday sessions: 90 min training + 40 min workshop. No break.

**Build as you go** Each workshop adds evidence to your practical project.

**Review and apply** Use the workbook, quick references and practice spreadsheets.

The original 24 curriculum lessons are consolidated into these 10 workshops—not 24 separate Zoom meetings.

# Eight modules, one useful project

| Module | Workshop coverage |
| --- | --- |
| M1–M2 • Identity and catalogue | 1–3 |
| M3–M4 • Sourcing and alternative tracks | 4–5 |
| M5–M6 • Payments and fulfilment | 6–7 |
| M7–M8 • Growth and business discipline | 8–10 |

# Three conditions for completion

| | |
|---|---|
| **Attendance** | At least 80% of the live programme. |
| **Project** | Complete the required practical evidence; drafts/simulations are accepted. |
| **Quiz** | At least 60%: 12 of 20 questions correct. |

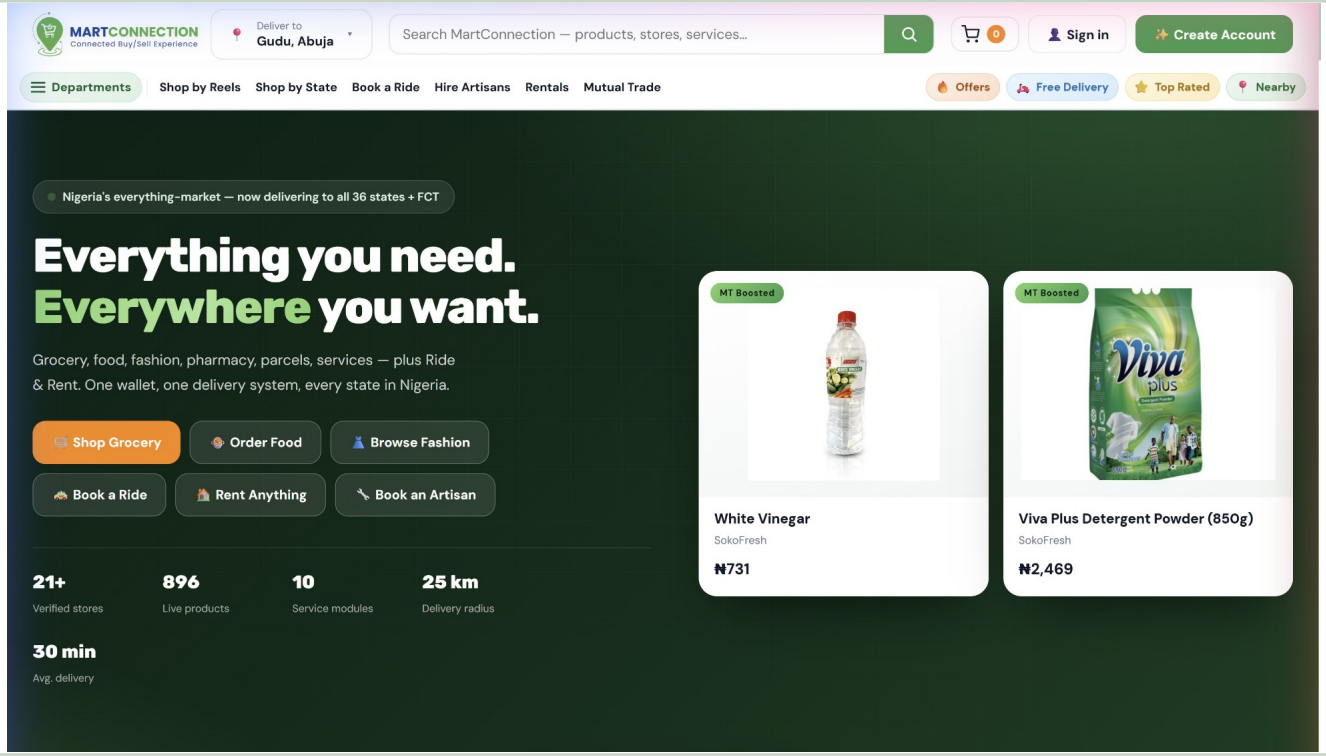
No KYC approval, purchase, actual sale or live store is required for the two-week certificate.

# Protect your data while you learn

| | |
|---|---|
| **Never share** | API keys, banking/login OTPs, BVN/NIN, ID images or customer details. |
| **Use safe examples** | Fictional IDs, anonymised records and authorised images. |
| **Control consequential actions** | Payments, key generation, sync, publishing and messaging need separate authorisation. |

Observe production interfaces; practise consequential actions only in an approved non-public test environment.

# Meet the marketplace as a buyer




## Look for

Search, public module labels, store identity and the exact offer.

## Question

Do the photo, title, unit, timing and terms agree?

Official public-site capture • 11 Nov 2026. Marketing statements and snapshot prices are not course promises.

01

WEEK 1 · M1 + M2 · LESSONS 01–03

# Start with the right business

**By the end, you can…**

01 Classify your offer as a product, service, rental, parcel or ride.

02 Choose a defensible department/category and service area.

03 Prepare a store identity without making unsupported delivery promises.

YOUR EVIDENCE

**E1 • Business placement and store-readiness brief**

130-minute Zoom session
Bring your workbook and a safe example.

# A buyer follows a path

## 01

### Find you

Your offer, search words and location make discovery possible.

## 02

### Trust you

Accurate evidence and clear terms reduce uncertainty.

## 03

### Choose you

A useful offer and reliable fulfilment support repeat business.

# Choose the transaction, not just the item

| | |
|---|---|
| **Product** | A customer owns the item after purchase. |
| **Service** | A customer pays for a defined job or skill. |
| **Rental / trip** | A customer pays for temporary use or a journey. |

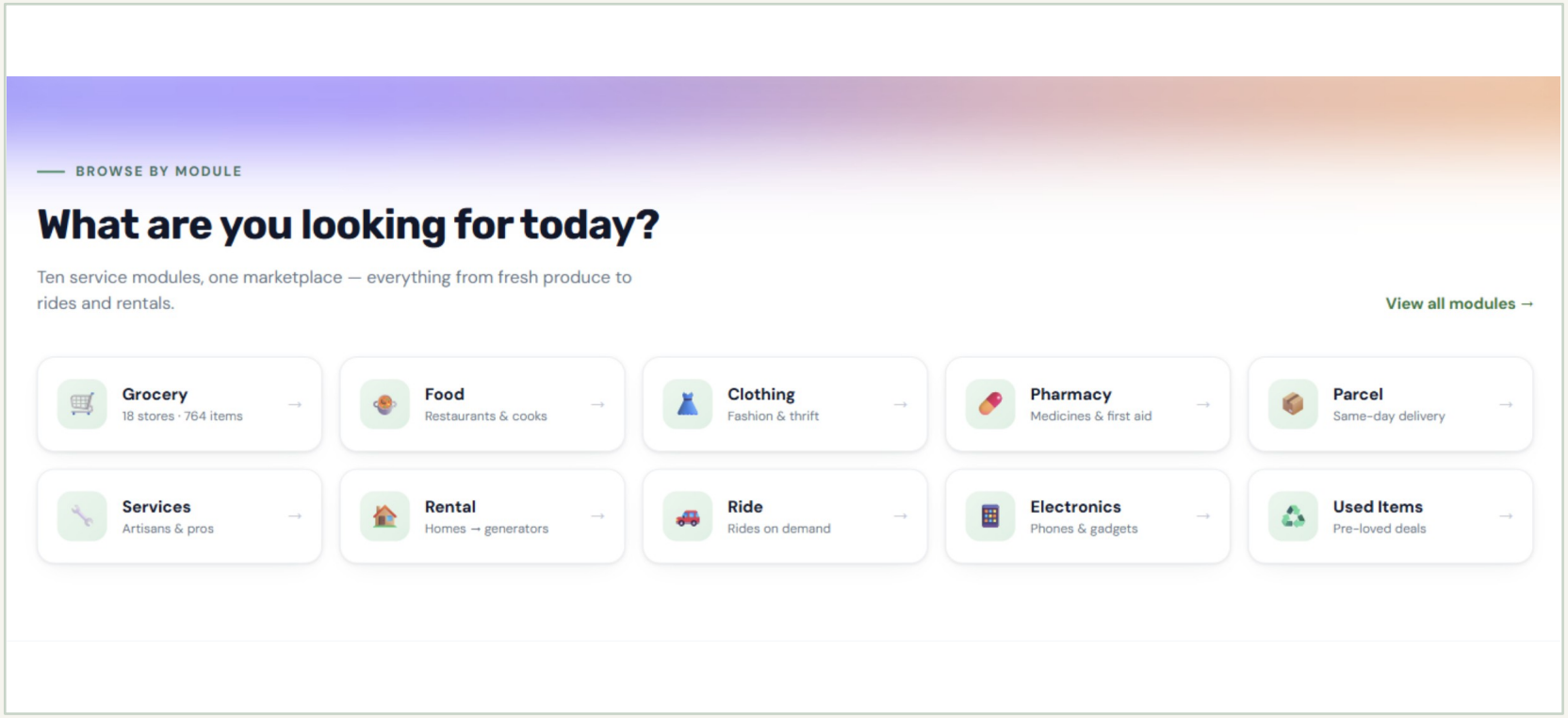
# Product departments • Everyday goods

| Course department | Example offer |
| --- | --- |
| Grocery & Fresh | Fresh produce or provisions |
| Food & Restaurants | Prepared meals or catering |
| Fashion & Clothing | Clothing and accessories |
| Pharmacy & Health | Permitted health items |
| Electronics & Gadgets | Devices or accessories |
| Home & Kitchen | Cookware or household goods |

# More departments • Different transaction rules

| Course department | Example offer |
| --- | --- |
| Used Items | Pre-owned goods |
| Parcel & Logistics | Parcel delivery |
| Services & Artisans | A defined repair or job |
| Rentals | Temporary asset use |
| Ride-hailing | Passenger trips |

# Browse the public modules




Public interface example • 11 Nov 2026. Department and module are not interchangeable.

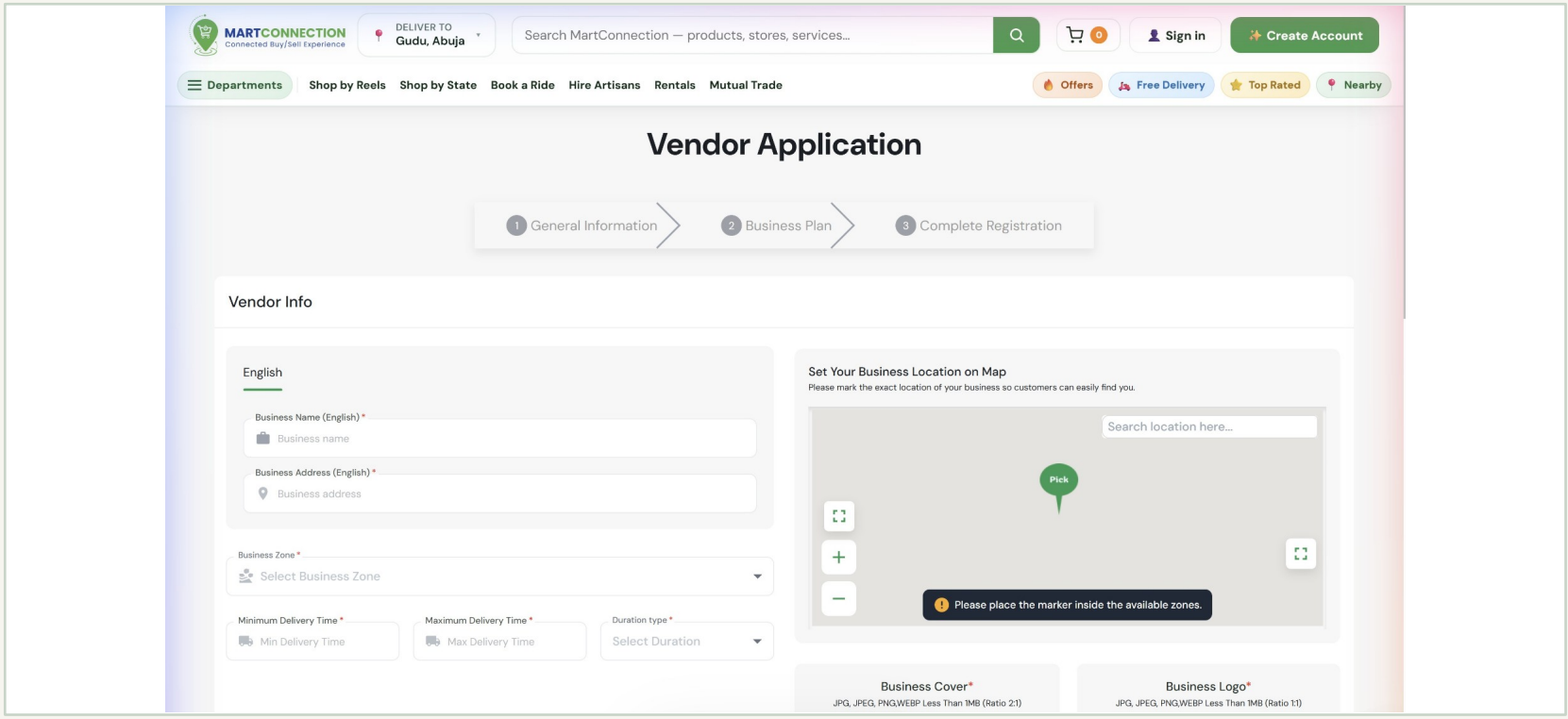
## Observe

Notice the public module labels before choosing a category.

## Distinguish

This course teaches 11 departments; the captured public page displays 10 module tiles.

# Prepare the vendor application




## Identity

Trading name, description, business images and a reliable contact method.

## Operations

Business/service zone, location and realistic timing.

Observe the form; do not submit a live application as a classroom requirement.

# Guided lab • Place your business

**01** Work individually, then compare choices with a partner.

**02** Explain why a buyer would look for you in that department.

**03** Flag uncertain categories for a live-interface check.

**Submit: E1, placement section • 25 minutes**

# Fix the category mistake

| | |
|---|---|
| **Fresh tomatoes** | Grocery & Fresh, not a prepared-meal menu. |
| **Cooked jollof** | Food & Restaurants, not a fresh-produce listing. |
| **Tailoring a garment** | Services & Artisans; selling a finished garment is a product offer. |

# Build lab • Make your promise credible

**01** Draft your store identity and service area.

**02** Write an honest fulfilment window and an exception message.

**03** Get one peer correction before saving your brief.

**Submit: E1, complete readiness brief • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** What is the difference between a department and a category?

**02** Which delivery promise would you refuse to make?

**Save your evidence • Next step**

Refine E1. Bring one safe product or a service/rental example for photography. No identity documents are needed in Zoom.

02

WEEK 1 · M2 · LESSONS 04 + 05 (COPY)

# Make the listing easy to trust

**By the end, you can…**

01 Create a five-image evidence set or a track-appropriate equivalent.

02 Write a searchable title with clear units and specifications.

03 Audit a listing for inconsistent images, missing facts and unsupported claims.

YOUR EVIDENCE

**E2 • Visual evidence and listing drafts**

130-minute Zoom session
Bring your workbook and a safe example.

# Five images, five buyer questions

## 01

### Hero + detail

What is it, and what matters about its quality?

## 02

### Scale + packaging

How big is it, and what actually arrives?

## 03

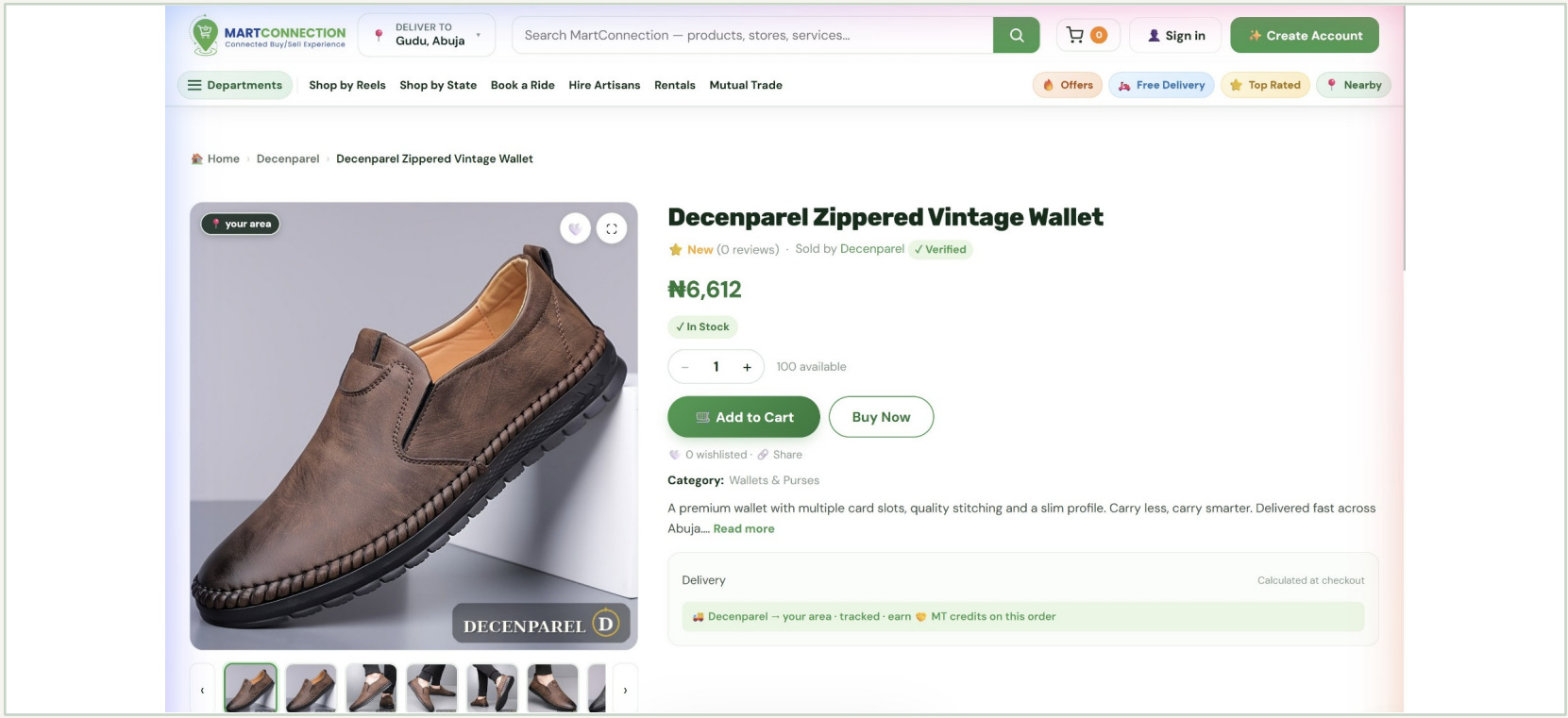
### In use

What does it do in a realistic situation?

# Good evidence does not need a studio

| | |
|---|---|
| **Light** | Use soft daylight and a clean background. |
| **Clarity** | Keep the item in focus; avoid filters that change its condition or colour. |
| **Honesty** | Show defects. Use your own or properly authorised images. |

# Audit this real interface example




A captured public example, not an endorsed listing. Prices and content may change.

## Compare

Does the photograph agree with the product title?

## Investigate

Check the actual SKU, description and seller evidence before relying on it.

# Write what the buyer searches for

| | |
|---|---|
| **Weak** | “Best quality affordable item” gives no useful specification. |
| **Better** | “Ankara fabric — 6 yards, blue wax print” states the item, unit and variant. |
| **Description** | Explain material, contents, condition, dimensions, timing and exclusions. |

# Guided lab • Five shots or five proofs

**01** Create a new evidence set using one safe item or track example.

**02** Name each file by what it proves.

**03** Review clarity, consent and factual accuracy.

**Submit: E2, visual evidence set • 25 minutes**

# Adapt photography to your track

| | |
|---|---|
| **Service** | Show authorised work examples, tools or a clear scope diagram. |
| **Rental** | Show condition, accessories and dimensions before handover. |
| **Ride / parcel** | Use a safe vehicle/packaging example; hide plates, customer addresses and IDs. |

# Build lab • A stranger should understand

**01** Write your track-specific listing drafts.

**02** Check title/photo agreement and the actual unit of sale.

**03** Save one before/after improvement with peer feedback.

**Submit: E2, listing drafts • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** Which photo proves scale or condition?

**02** Can a stranger tell exactly what they receive?

**Save your evidence • Next step**

Improve E2. Keep listings as drafts or worksheet mock-ups. Add prices after the pricing workshop.

03

WEEK 1 · M2 · LESSONS 05 (PRICING) + 06–07

# Price for a sustainable business

**By the end, you can…**

01 Distinguish markup from margin and calculate a viable price.

02 State the unit, variant stock and availability honestly.

03 Write a clear delivery, return or cancellation policy.

YOUR EVIDENCE

**E3 • Pricing, inventory and policy sheet**

130-minute Zoom session
Bring your workbook and a safe example.

# Build the cost before choosing the price

01

### Fixed unit costs

Goods/materials, packaging, labour/time and fixed per-order charges.

02

### Delivery share

Include only the share your business pays; disclose the buyer’s separate charges.

03

### Percentage fees

Model them as a percentage of selling price when applicable.

# Markup is not margin

| | |
|---|---|
| **Markup** | (Price − cost) ÷ cost. A percentage added to cost. |
| **Margin** | (Price − cost) ÷ price. A percentage of the selling price. |
| **Example** | ₦100 cost × 1.25 = ₦125 price: 25% markup, 20% margin. |

Illustrative arithmetic; before any additional costs.

# Correct the original pricing example

| Calculation | Amount / result |
| --- | --- |
| Cost including stated fixed fees | ₦14,200 |
| Add 25% markup | ₦17,750 → 20% margin |
| Target 25% margin: cost ÷ 0.75 | ₦18,933.33 before rounding |
| Whole-naira minimum | Round up to ₦18,934 |

Illustrative example. The original fixed-fee total is retained; the margin calculation is corrected.

# When a fee is a percentage of price

| | |
|---|---|
| **Formula** | Price = cost ÷ (1 − target margin − percentage fee). |
| **Example** | ₦10,000 cost; 25% target margin; 5% illustrative fee → ₦14,285.71. |
| **Check** | Margin + percentage fee must be below 100%. Add any other fixed costs first. |

# Guided lab • Price your own offer

**01** Complete the pricing worksheet with your assumptions.

**02** Compare markup-based and margin-based results.

**03** Test a 10% discount and explain whether it still contributes.

**Submit: E3, pricing section • 25 minutes**

# A unit is part of the promise

| | |
|---|---|
| **Products** | Piece, kilogram, pack or crate; list each variant’s genuine availability. |
| **Services / rentals** | State the job scope, time block or daily rate and available slots. |
| **If capacity changes** | Update availability and inform the buyer before confirming an impossible order. |

# Build lab • Set terms you can explain

**01** Finish the inventory/availability record.

**02** Write delivery and return/cancellation terms consistent with platform rules and applicable law.

**03** Give a peer your price and policy; let them ask the hard question.

**Submit: E3, complete operating sheet • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** What denominator makes markup different from margin?

**02** Who pays each delivery or transaction cost in your calculation?

**Save your evidence • Next step**

Complete E3 and update the prices in your draft offers. All fee examples in the course are illustrative, not platform quotations.

# 04

WEEK 1 · M3 · LESSONS 08–11

# Source and sync with confidence

**By the end, you can…**

01 Separate category access, sourcing selection and a physical stock purchase.

02 Explain the correct shop-to-store connection and credential precautions.

03 Verify product identity, price, category, quantity and status after a simulated sync.

YOUR EVIDENCE

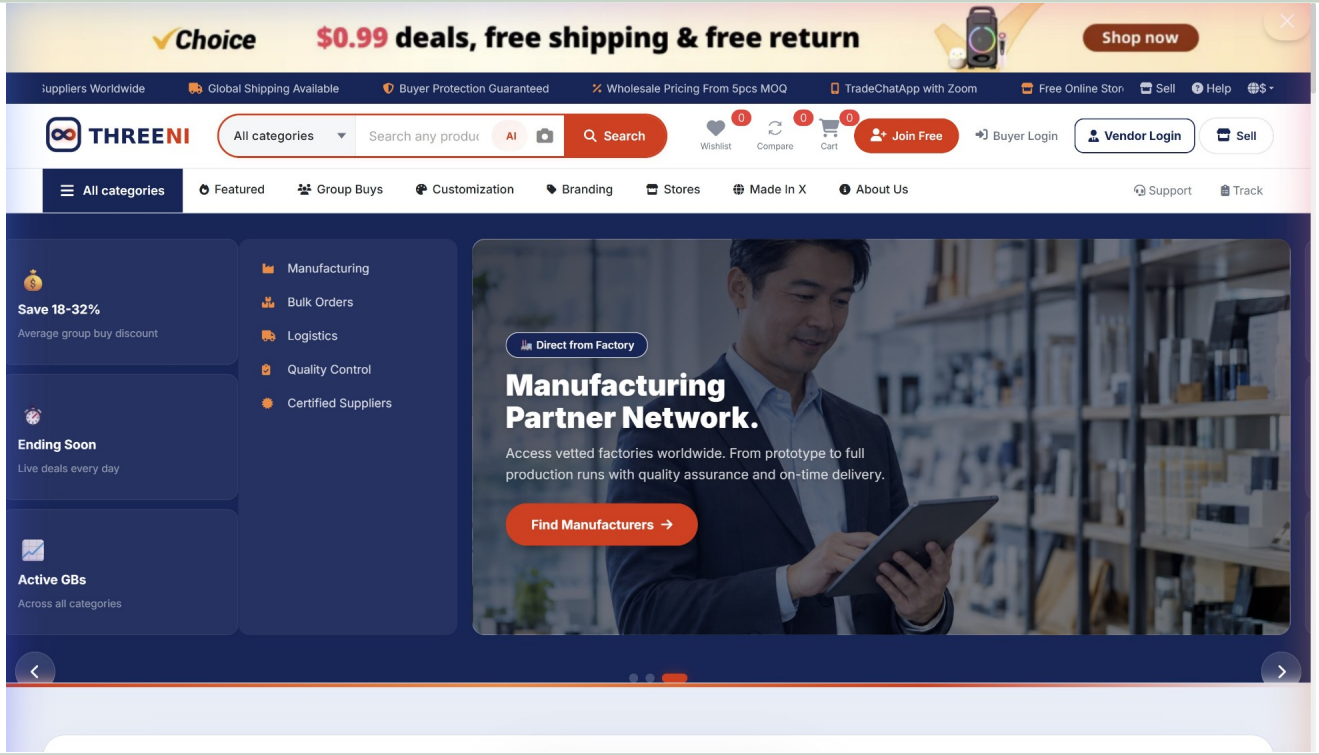
**E4 • Sourcing decision and simulated sync-verification log**

130-minute Zoom session
Bring your workbook and a safe example.

# Choose a supply path, not a shortcut

| | |
|---|---|
| **Own offer** | You make, hold stock, provide a skill or rent an asset. |
| **Source via Threeni** | Evaluate category access, supplier terms, MOQ, shipping and demand. |
| **Decision** | Use total cost, cash exposure and fulfilment risk—not a promised profit. |

# The public site is not the access checkout




Public interface example. Category access is handled in the seller partner workflow.

## Observe

The public wholesale marketplace introduces suppliers and products.

## Distinguish

Store subscriptions and category access are different decisions.

# Access is not inventory

01

## Category access

A purchased entitlement to source within a category tree, with an allowance and duration.

02

## Sourcing list

Selected product data and quantity; adding a row is not a stock purchase.

03

## Physical supply

Confirm the supplier/order, payment, shipping and fulfilment obligations separately.

# Category access • Inspect before paying

## 01

### Choose

A parent category covers its sub-categories; avoid unnecessary duplicate selections.

## 02

### Review

Price, currency, product allowance and access duration in the account.

## 03

### Pay + confirm

“Continue to payment” can debit a sufficient wallet immediately. Confirm paid status and entitlement.

Wallet, PayPal and Airwallex paths exist in code; availability depends on configuration. No live payment is required in class.

# Source a product within your allowance

01

## Browse

Use “Source Wholesale Products” in an entitled category.

02

## Choose quantity

Check MOQ and quantity-tier unit price before “Add to sourcing list”.

03

## Check shipping

Review shipping cost, delivery estimate and selected options; do not treat an estimate as a guarantee.

# Guided lab • Make the sourcing decision

**01** Calculate landed cost and assess the MOQ cash exposure.

**02** Explain why one product at 30 pieces consumes one distinct-product slot, not 30 slots.

**03** Record the terms you must verify before a real payment.

**Submit: E4, sourcing decision • 25 minutes**

# Connect the correct shop to the correct store

## 01

### Threeni

Shop Setting → MartConnection connection: generate and copy the API key once.

## 02

### MartConnection

Store setup → Threeni connection: enter the base URL and key, then connect.

## 03

### Verify

Confirm the identified Threeni shop, your MartConnection store and connection status. A shop is limited to one MC store.

Code-reviewed navigation labels. Never paste a real key into a worksheet, chat, recording or shared screenshot.

# Sync in the sourcing direction

## 01

### Select

Choose reviewed, unsynced sourcing rows and the required shipping options.

## 02

### Sync

Threeni → MartConnection. “Export to Threeni” is the separate reverse workflow.

## 03

### Verify

Check each imported product in the intended store—not only a success banner.

Sync can create active/approved listings. Demonstrate only in an approved non-public test environment.

# A connector “margin” may really be markup

| | |
|---|---|
| **Observe the calculation** | The reviewed connector uses local cost × (1 + percentage). |
| **Example** | ₦15,000 cost with 25% markup → ₦18,750; gross margin is 20% before shipping/fees. |
| **Act** | Recalculate full cost-to-serve. Do not assume a manually changed retail price survives a later import update. |

# Your post-sync verification checklist

| | |
|---|---|
| **Identity** | Intended store, Threeni product ID and mapped MartConnection item. |
| **Buyer experience** | Correct title/image, description, category, units, variants and shipping terms. |
| **Commercial safety** | Retail price, realistic availability and listing status. Sourced quantity is not proof of stock held. |

# Build lab • Simulate, then audit

**01** Complete a fictional end-to-end verification log.

**02** Mark each checkpoint go, fix or stop.

**03** If the link fails, record the error and seek support; do not delete/relink blindly.

**Submit: E4, complete simulation log • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** Which step may charge a funded wallet immediately?

**02** Why must retail price and stock be checked after sync?

**Save your evidence • Next step**

Complete E4 as a simulation. Category payment, key generation and a production sync are not course-completion requirements.

05

WEEK 1 · M4 · LESSONS 12–14

# Sell a job, a rental or a journey

**By the end, you can…**

01 Define a service quote or rental agreement without hidden charges.

02 Describe safe handover and completion evidence.

03 Estimate earnings after direct costs and waiting time for a trip/job.

YOUR EVIDENCE

**Track-specific extension to E2 and E3**

130-minute Zoom session
Bring your workbook and a safe example.

# A service quote has a defined scope

01

## Break out charges

Inspection/call-out, materials, labour and any agreed extras.

02

## State boundaries

What is included, excluded and subject to inspection.

03

## Confirm changes

Agree a revised quote before performing additional work.

# Rentals need dates and condition evidence

01

## Before

Record availability, agreed rate/deposit, accessories and condition.

02

## Handover

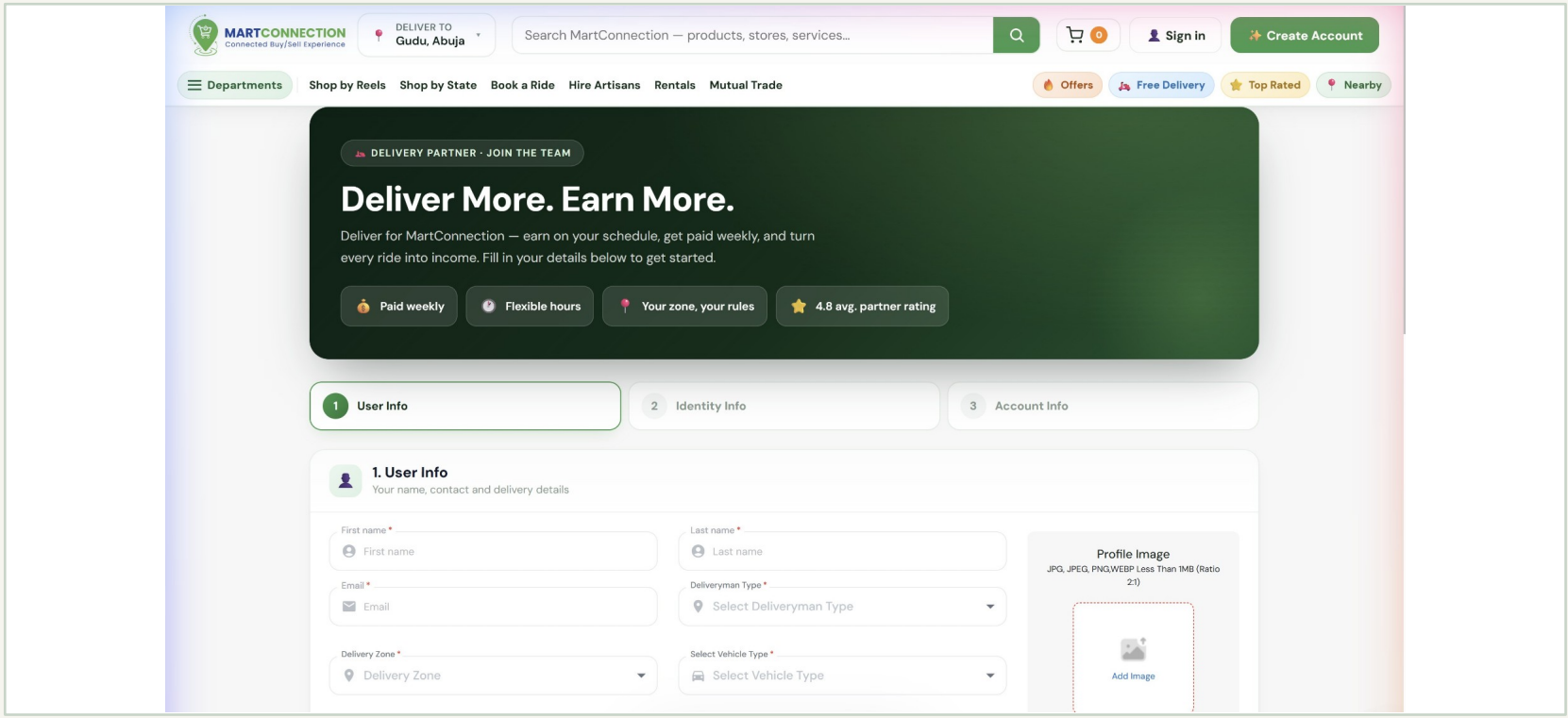
Use the agreed collection/return time and a condition checklist.

03

## After

Compare condition fairly; explain any deduction using the agreed terms and evidence.

# Ride and parcel readiness




A public application example, not an earnings guarantee or a requirement to submit during class.

## Public application

Notice the user, identity and account-information stages.

## Private preparation

Check current eligibility and required documents through official instructions.

# Calculate contribution, not just the fare

| | |
|---|---|
| **Illustrative trip** | ₦5,000 fare − ₦2,000 direct costs = ₦3,000 contribution. |
| **Time** | Travel and waiting total 2 hours → ₦1,500 contribution per hour. |
| **Still to allow for** | Fixed overhead, maintenance, applicable fees/taxes and unpaid downtime. |

# Guided lab • Choose a track

**01** Draft your quote, rental terms or trip-readiness sheet.

**02** List the conditions that would make you decline the job.

**03** Compare the draft with a partner acting as the customer.

**Submit: Track-specific E2/E3 extension • 25 minutes**

# Completion codes are not banking codes

| | |
|---|---|
| **Use intended evidence** | Approved job/trip completion confirmation, signatures or permitted proof. |
| **Protect credentials** | Never share login, banking or payment OTPs. |
| **Confirm fairly** | Do not request completion evidence before the agreed handover or job is actually completed. |

# Build lab • Handle the exception

**01** Role-play one changed quote, damaged rental or delayed parcel.

**02** Keep the response calm, specific and evidence-based.

**03** Save the agreed resolution and update your terms.

**Submit: E2/E3 exception scenario • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** What proves a rental’s condition before and after use?

**02** How does waiting time affect a trip’s hourly contribution?

**Save your evidence • Next step**

Add your track-specific terms to E2/E3. Do not upload actual identity, vehicle or customer documents to the cohort.

06

WEEK 2 · M5 · LESSONS 15–18

# Understand your money and prepare KYC

**By the end, you can…**

01 Separate a sales payment from settlement and withdrawable funds.

02 Prepare legal-identity information without exposing documents in class.

03 Reconcile a sample receipt, fees, refund and payout.

YOUR EVIDENCE

**E5 • Private readiness status and a sample settlement record**

130-minute Zoom session
Bring your workbook and a safe example.

# Follow the money through its states

## 01

### Paid

An official transaction record confirms the buyer’s payment.

## 02

### Settled / available

The provider’s current rules determine when funds become available.

## 03

### Withdrawn

A payout has reached the verified destination and has been reconciled.

# Keep the two payment lanes separate

| | |
|---|---|
| **Threeni sourcing spend** | Category-access and supplier costs; the reviewed checkout uses Threeni’s wallet/payment paths. |
| **Vendor sales receipts** | The course outline introduces TimeterestPay and Korapay KYC for sales-payment readiness. |
| **Verify live terms** | Check current official account steps, provider availability, fees and settlement rules. |

No fixed fee, payout time or guaranteed approval is promised.

# A trading name is not your legal identity

| | |
|---|---|
| **Legal identity** | Use the correct personal or registered-business identity requested by the provider. |
| **Consistency** | Match supporting documents and payout-account holder information. |
| **Trading name** | A store’s brand name may differ from its legal owner’s name. |

# Prepare KYC privately

## 01

### Check

Current document requirements, validity, legibility and required verification access.

## 02

### Protect

Do not share BVN/NIN, ID images, bank details, selfies or OTPs in Zoom/chat.

## 03

### Track

Record submitted/pending/approved/needs correction privately; approval comes from the provider.

# Guided lab • Status, not secrets

**01** Use the KYC-preparation checklist privately.

**02** Share only ready, fix or unsure status if you choose.

**03** Plan one corrective action without uploading a document.

**Submit: E5, anonymised readiness summary • 25 minutes**

# Reconcile before counting your cash

| Fictional ledger entry | Amount |
| --- | --- |
| Buyer payment | ₦20,000 |
| Illustrative fee | −₦500 |
| Refund | −₦2,000 |
| Expected net before other adjustments | ₦17,500 |

Illustrative only. Actual fees, holds and settlement rules must be verified in the official account.

# Build lab • A fair dispute uses evidence

**01** Complete the sample ledger and identify the missing transaction record.

**02** List order details, authorised communications and handover proof.

**03** Use official support/refund routes; never rely only on a buyer’s payment screenshot.

**Submit: E5, reconciliation and dispute preparation • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** Why can paid, settled and withdrawable be different states?

**02** Which information must never appear in a shared KYC worksheet?

**Save your evidence • Next step**

Complete E5. Any real KYC submission is private and subject to provider review; approval is not required for the course certificate.

07

WEEK 2 · M6 · LESSONS 19–21

# Deliver reliably and recover trust

**By the end, you can…**

01 Map acceptance, preparation, handover and completion checks.

02 Prepare packaging/proof appropriate to your track.

03 Write a professional response to a delayed or incorrect order.

YOUR EVIDENCE

**E6 • Fulfilment SOP and customer-response scripts**

130-minute Zoom session
Bring your workbook and a safe example.

# Four checkpoints, four promises

## 01

### Accept + prepare

Confirm capacity and timing; prepare the correct order or agreed scope.

## 02

### Handover

Check contents/condition and collect permitted pickup evidence.

## 03

### Complete

Confirm the actual delivery/job outcome through the approved process.

# Prepare for real transport

| | |
|---|---|
| **Protect** | Use packaging suited to fragility, leakage, temperature and transport conditions. |
| **Identify** | Use an order reference and necessary delivery details; minimise exposed personal data. |
| **Record** | Keep permitted packing and handover proof securely. |

# Stop before an unsafe order

| | |
|---|---|
| **Check restrictions** | Prohibited/restricted items, eligibility, licences and storage rules. |
| **Confirm feasibility** | Do not promise unsafe transport, unavailable stock or work beyond your competence. |
| **Escalate** | Use the platform’s approved safety/support channels. |

# Update before the buyer has to chase

| | |
|---|---|
| **Situation** | A rider is late and your original timing may be missed. |
| **Useful message** | Name the delay, give the best verified update and state when you will contact the buyer again. |
| **Avoid** | Blame, invented arrival times or silence. |

# Guided lab • Write the operating routine

**01** Create a four-checkpoint SOP for your track.

**02** Add a packaging/condition and proof checklist.

**03** Include a clear late-order or rescheduling message.

**Submit: E6, fulfilment SOP • 25 minutes**

# Recover without arguing

## 01

### Public reply

Acknowledge the specific issue. Keep personal/order details private.

## 02

### Private support

Ask for the relevant reference through the approved channel and offer a fair next step.

## 03

### Learn

Correct the cause; ask for an honest review only after the experience is resolved.

# Build lab • Two replies, one resolution

**01** Draft a public response in four short lines.

**02** Role-play the private follow-up and evidence review.

**03** Agree one practical process improvement.

**Submit: E6, customer-response scripts • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** When is it fair to mark an order complete?

**02** Which buyer details should be kept out of a public review reply?

**Save your evidence • Next step**

Finish E6. Keep evidence securely under applicable retention/privacy requirements, not an arbitrary course retention rule.

# 08

WEEK 2 · M7 · LESSONS 22

# Promote an offer you can fulfil

**By the end, you can…**

01 Design an offer with a cost-tested price and clear terms.

02 Prepare a trustworthy store-link/DB-Card sharing route.

03 Story-board a concise product or service demonstration.

YOUR EVIDENCE

**E7 • Draft campaign, link audit and short-video storyboard**

130-minute Zoom session
Bring your workbook and a safe example.

# A good offer has a business reason

## 01

### Value

Solve one buyer problem; a bundle or useful service can be better than a blanket discount.

## 02

### Terms

State price, dates, stock/slots and exclusions clearly.

## 03

### Capacity

Do not promote more orders than you can fulfil reliably.

# Test the discount before publishing

| | |
|---|---|
| **Illustrative offer** | ₦20,000 price − 10% discount = ₦18,000 received before fees. |
| **Cost check** | If cost-to-serve is ₦18,500, this loses at least ₦500 per order. |
| **Alternatives** | Change the bundle, offer scope or cost structure; do not hide the arithmetic. |

# One trustworthy route to your business

| | |
|---|---|
| **Store link** | Open it yourself and check the destination, offer and contact method. |
| **DB-Card / QR** | Use an accurate business profile/link if available; test the QR on another device. |
| **Timeterest** | Explore approved promotion/catalogue options. Do not assume auto-sync behaviour that has not been verified live. |

# Twenty seconds of useful proof

## 01

### Hook

Show the buyer problem or finished result.

## 02

### Proof

Demonstrate a genuine feature, process, condition or authorised work example.

## 03

### Next step

Show where to learn more or book; keep claims accurate.

A suggested format, not a promise that a video will generate sales.

# Guided lab • Draft one campaign

**01** Specify one audience and one objective.

**02** Cost-test the offer and set capacity/terms.

**03** Write a clear message without exaggerated claims.

**Submit: E7, campaign brief • 25 minutes**

# Respect the customer’s attention

| | |
|---|---|
| **Permission** | Use appropriate consent and comply with channel/platform rules. |
| **Truth** | No invented testimonials, scarcity, ratings or guaranteed earnings. |
| **Privacy** | Do not expose buyer conversations, faces or contact details without permission. |

# Build lab • Storyboard and link audit

**01** Draw or write the hook, proof and next step.

**02** Test a proposed link/QR only if already safely available.

**03** Prepare a draft; get peer feedback before any real publication.

**Submit: E7, storyboard and link audit • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** What makes an offer financially safe?

**02** Does your link take the buyer to the correct offer and contact route?

**Save your evidence • Next step**

Complete E7 as a draft. Confirm current Timeterest catalogue-sync and DB-Card functions in the live account before describing them as automated.

09

WEEK 2 · M8 · LESSONS 23

# Use numbers to choose your next move

**By the end, you can…**

01 Calculate a view-to-order proxy, repeat-customer rate and average order value.

02 Distinguish revenue, contribution, cash received and available cash.

03 Choose one measurable improvement without inventing missing data.

YOUR EVIDENCE

**E8 • Weekly metrics, cash-flow record and one experiment**

130-minute Zoom session
Bring your workbook and a safe example.

# Four numbers, one consistent period

## 01

### Discovery

Listing views, where available; record the source and definition.

## 02

### Purchase behaviour

View-to-order proxy and repeat-customer rate.

## 03

### Order value

Net item revenue ÷ completed orders, excluding delivery/tax.

# Use definitions you can repeat

| Metric | Definition for this course |
| --- | --- |
| View-to-order proxy | Completed orders ÷ listing-view events × 100 |
| Repeat-customer rate | Customers with ≥2 completed orders ÷ ordering customers × 100 |
| Average order value | Net item revenue ÷ completed orders |
| Missing or zero denominator | Record N/A, not an invented percentage |

Same period and scope. The view-to-order proxy is not a unique-buyer conversion rate.

# Read the illustrative weekly record

| Input | Practice data |
| --- | --- |
| Listing views / completed orders | 200 / 10 |
| Ordering customers / repeat customers | 8 / 2 |
| Net item revenue | ₦150,000 |
| Proxy / repeat rate / AOV | 5% / 25% / ₦15,000 |

Fictional teaching dataset. Use panel values only where available; keep supporting records for the rest.

# Revenue is not available cash

| | |
|---|---|
| **Revenue** | Sales value under the stated reporting definition. |
| **Contribution** | Revenue less the costs attributed to those sales; overhead may remain. |
| **Cash** | Actual money received/spent. Pending settlement and inventory commitments affect cash available. |

# Guided lab • Calculate and label

**01** Complete the weekly metrics worksheet.

**02** Show each numerator, denominator and source.

**03** Record N/A when data is missing or a denominator is zero.

**Submit: E8, metrics calculation • 25 minutes**

# Choose one bottleneck to test

| | |
|---|---|
| **Low discovery** | Test clearer search words or a relevant, permission-based channel. |
| **Views but few orders** | Audit price, evidence, timing and trust before buying more traffic. |
| **Few repeat buyers** | Improve reliability and appropriate follow-up; compare the next consistent period. |

# Keep records as your business grows

| | |
|---|---|
| **Records** | Retain appropriate sales, costs, refunds, stock and cash evidence securely. |
| **Formalisation** | Check business registration, sector licences and tax obligations using official guidance relevant to your activity. |
| **Identity** | Keep legal-owner and trading-name records consistent; do not pay an unverified intermediary. |

# Build lab • Turn a number into a decision

**01** Complete the sample or anonymised cash-flow record.

**02** Write one experiment and a review date.

**03** Assemble your capstone and identify evidence gaps.

**Submit: E8, cash-flow record and experiment • 25 minutes**

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** What should you record when a denominator is zero or unavailable?

**02** Why can revenue grow while available cash falls?

**Save your evidence • Next step**

Complete E8 and assemble E1–E8. Draft your 90-day plan and rehearse a concise project presentation.

10

WEEK 2 · M8 · LESSONS 24

# Show your work and plan the next quarter

**By the end, you can…**

01 Present a complete, track-appropriate practical project.

02 Explain your offer, price, risk controls and next improvement.

03 Distinguish the two-week certificate from post-training mentorship.

YOUR EVIDENCE

**E9–E10 • 90-day plan and project presentation**

130-minute Zoom session
Bring your workbook and a safe example.

# Your project is evidence of a capability

## 01

### Explain the offer

Who it serves, what is included and how it is positioned.

## 02

### Show the controls

Pricing, availability, sourcing decision, payments preparation and fulfilment.

## 03

### Choose the next move

A draft campaign, defined numbers and an actionable 90-day plan.

# Complete the evidence, not a live sales target

| | |
|---|---|
| **E1–E3** | Business brief, catalogue/evidence drafts, pricing/inventory/policies. |
| **E4–E7** | Sourcing simulation, private readiness status, fulfilment scripts and draft promotion. |
| **E8–E10** | Metrics/cash-flow work, 90-day plan and a concise presentation. |

# Three minutes to explain your business

01

## Minute 1

Offer, buyer, placement and one listing/evidence example.

02

## Minute 2

Price/cost logic, fulfilment and one risk control.

03

## Minute 3

Metrics insight, next experiment and support you need.

# Your certificate has three conditions

| | |
|---|---|
| **Attendance** | At least 80% of the live programme. |
| **Practical project** | All required evidence completed, using drafts/simulations where appropriate. |
| **Final quiz** | At least 60%: 12 of 20 correct answers. |

KYC approval, purchases, a live store and actual sales are not certificate conditions.

# Project showcase • Learn from a peer

**01** Present your project in a small breakout group.

**02** Ask one useful question and offer one practical improvement.

**03** Record the feedback and submit your completed evidence.

**Submit: E10, presentation and final project checklist**

# The next 90 days begin after training

## 01

### Day 30

Improve readiness and the offer; resolve your highest-priority support gap.

## 02

### Day 60

Review consistent records; test one improvement and assess the result.

## 03

### Day 90

Review sustainable costs/operations and write the next-quarter plan.

Post-training checkpoints, not additional Zoom workshop dates. Set track-appropriate, realistic targets.

# Final quiz • Show what you understand

| | |
|---|---|
| **Format** | 20 single-answer questions; one mark each. |
| **Time** | 25 minutes. Use the issued quiz and the instructor’s assessment instructions. |
| **Standard** | At least 12 correct answers. Review feedback and follow the announced reassessment process if needed. |

# Before you leave

**CHECK YOUR UNDERSTANDING**

**01** Can you explain your price without saying “because competitors charge it”?

**02** What will you do next that is within your control?

**Save your evidence • Next step**

Follow the organiser’s announced mentorship/check-in arrangements. Growth, provider approval and sales are not guaranteed outcomes.

# Bring the evidence together

| | |
|---|---|
| **Student workbook** | Learning path, printable labs, project brief and 90-day plan. |
| **Quick references** | Departments, pricing, sourcing, KYC preparation, listings, fulfilment and metrics. |
| **Practice files** | Editable cost, sourcing and metrics worksheets. Use illustrative data or your own anonymised records. |

# What you can control next

## 01

### Choose one improvement

Name the task, owner, evidence and review date.

## 02

### Ask a useful question

Describe the issue without sharing credentials or private records.

## 03

### Keep learning

Use the organiser’s announced mentorship arrangements and track-specific goals.

MARTCONNECTION · E-COMMERCE AND VENDOR BUSINESS GROWTH

# Be findable. Be trustworthy. Keep improving.

Your next step is a better business decision—not a promise of instant sales.

**Explain your offer** **Protect your costs** **Keep useful records**