MartConnection

E-commerce and Vendor Business Growth

Student course guide and practical workbook

NDE–Timeterest live learning programme

16–27 November 2026 • Weekdays • 10:30 a.m.–12:40 p.m. Lagos (UTC+1)

Eight modules • 24 curriculum lessons • Eleven vendor departments

Build your own practical project

This workbook is for learning, drafts and safe practice. It is not an instruction to purchase access, disclose identity documents, publish a listing or trigger a production sync.

Learner name or preferred cohort identifier

Business / track (product, service, rental, ride or parcel)

Daily: 90 minutes training + 40 minutes practical workshop; no scheduled break. Training/enrolment are free. Certificate issuance: ₦7,500, separate from academic eligibility. Course contact and joining instructions: organiser.

Welcome • How to use this course

Bring one business idea or existing offer. Use the examples to learn the method, then apply it to your own track. You do not need a sale, a paid sourcing purchase or provider approval to complete the course.

Your learning routine

• Attend the live Zoom workshop and contribute through voice, chat or a written response.

• Keep this workbook and the quick references beside you. Save the evidence after each workshop.

• Use a phone camera, a safe sample item/work example and a calculator or the practice spreadsheet.

• Work from drafts, fictional records or anonymised data. Ask for help without sharing secrets.

By the end, you can

• Position a credible offer in a suitable department/category and service area.

• Prepare visual evidence, searchable copy, pricing and operating terms.

• Make a sourcing decision and explain the reviewed Threeni connection/sync safeguards.

• Prepare payments/KYC privately, fulfil reliably and handle customer concerns.

• Draft a cost-tested promotion, review defined numbers and plan your next quarter.

Connectivity and accessibility

If connection drops, reconnect and tell the organiser. Share written work if voice/video is difficult. Ask for a readable copy or alternative participation route early; do not assume recordings count as live attendance.

Privacy is part of the skill

Never place a real API key, password, banking/login OTP, BVN/NIN, ID image, bank detail or customer address in the workbook, cohort chat or a shared screen.

Eight modules • Curriculum lesson map

The corrected source outline has eight phases and 24 source sessions. In this course, those are curriculum lessons consolidated into ten live workshops, not 24 additional Zoom meetings. Lesson 05 is split across copy and pricing workshops.

M1 • Start right — identity and placement

01 Welcome, marketplace orientation and your business track

02 Prepare your vendor account and service zone

M2 • Build a trustworthy catalogue

03 Choose department and category

04 Phone photography and visual evidence

05 Searchable copy and sustainable pricing

06 Stock, variants and units

07 Clear store policies

M3 • Source responsibly with Threeni

08 Local supply or import: a cost-and-risk decision

09 Category access: payment, allowance and duration

10 Link the correct Threeni shop and MartConnection store

11 Source, sync and verify products

M4 • Sell skills, access and trips

12 Services and artisans: scope, quotes and bookings

13 Rentals: availability, deposits and condition checks

14 Ride and parcel: readiness, safety and handover

Eight modules • Curriculum lesson map

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M5 • Understand payments and prepare KYC

15 Map sales receipts and the payment wallet

16 Prepare account setup and legal identity

17 KYC preparation and verification tracking

18 Settlement, fees, refunds and disputes

M6 • Fulfil reliably and earn trust

19 Order lifecycle and safe item handling

20 Packaging, handover and proof

21 Reviews, complaints and service recovery

M7 • Promote a business that is ready

22 Offers, store links, Timeterest, DB-Card and short videos

M8 • Run the business and plan the next quarter

23 Weekly metrics, cash flow, records and formalisation

24 Course review, practical project and a 90-day plan

Scope boundary

Timeterest: Business Networking and Content Monetization remains a separate course. This pack mentions Timeterest/DB-Card only where they support MartConnection promotion or payment readiness.

The ten-workshop learning path

Day	Workshop	Lessons	Evidence
1	Start with the right business	01–03	E1 • Business placement and store-readiness brief
2	Make the listing easy to trust	04 + 05 (copy)	E2 • Visual evidence and listing drafts
3	Price for a sustainable business	05 (pricing) + 06–07	E3 • Pricing, inventory and policy sheet
4	Source and sync with confidence	08–11	E4 • Sourcing decision and simulated sync-verification log
5	Sell a job, a rental or a journey	12–14	Track-specific extension to E2 and E3
6	Understand your money and prepare KYC	15–18	E5 • Private readiness status and a sample settlement record
7	Deliver reliably and recover trust	19–21	E6 • Fulfilment SOP and customer-response scripts
8	Promote an offer you can fulfil	22	E7 • Draft campaign, link audit and short-video storyboard
9	Use numbers to choose your next move	23	E8 • Weekly metrics, cash-flow record and one experiment
10	Show your work and plan the next quarter	24	E9–E10 • 90-day plan and project presentation

Days 1–5: 16–20 November; Days 6–10: 23–27 November 2026. Every session is 10:30 a.m.–12:40 p.m. Africa/Lagos (UTC+1): 90 minutes training followed by 40 minutes practical workshop, with no scheduled break. Joining instructions are supplied through the course.

21 hours 40 minutes of scheduled live learning are distinct from the optional post-training 90-day mentorship period.

A 130-minute session that keeps you active

Minutes	Learning activity
10	TRAINING: check-in, recap and objectives
30	TRAINING: explanations and guided demonstration
25	TRAINING: guided practical lab
25	TRAINING: case discussion and corrections
25	WORKSHOP: build lab for your business track
10	WORKSHOP: peer feedback and questions
5	WORKSHOP: exit check, save evidence and next action

Workshop 10 is different

Day 10 has 90 minutes of training and a 40-minute workshop: 13 minutes for small-group showcases/feedback, 25 minutes for the quiz and 2 minutes to save evidence and close.

Attendance and certificate

You need at least 80% live attendance, a completed practical project and at least 60% on the final quiz. On a proportional-minute register, 80% of 1,300 scheduled minutes is 1,040 minutes (17 hours 20 minutes); eight full workshops is the equivalent. The organiser announces its live-attendance recording procedure before training.

A recording or take-home activity does not automatically replace live attendance. Raise a connection or accessibility issue with the organiser promptly.

Not certificate conditions

KYC approval, purchases, actual sales and a live published store are not required. Real provider approval and platform actions are separate business decisions.

Final quiz

20 single-answer questions, one mark each, 25 minutes; minimum 12/20. The organiser issues the quiz in Workshop 10 and explains any reassessment arrangements. No answer key is in the student pack.

Your practical project • One business, ten proofs

Create a coherent operating plan for one offer or small catalogue. Use the same business across workshops so the pieces support one another.

Choose a fair track

Track	Catalogue / readiness evidence
Product seller	Three draft product listings with honest images, units and prices.
Service or rental	One detailed offer with scope/availability, price terms and relevant visual or condition evidence.
Ride or parcel	One readiness/service profile with coverage, eligibility gaps, cost assumptions, safety and handover process.

Sourcing lesson applies to everyone

Choose whether sourcing fits your business. If it does not, explain why and complete the fictional connection/sync audit to show you understand the risks. Nobody must buy access or stock.

Completion is not a sales target

All ten evidence items must be present, understandable and applied to your chosen track. E5 contains status only, not private documents. E4 and E7 may be simulations/drafts. E10 may be presented in a breakout group or an agreed accessible format.

Quality rubric • Feedback, not an extra certificate threshold

Area	What good work demonstrates
Offer & catalogue	Buyer, placement, factual evidence and clear scope.
Commercial reasoning	Cost/price arithmetic and feasible availability/terms.
Risk & trust	Sourcing checks, privacy, payment readiness and fulfilment evidence.
Growth & measurement	Truthful draft promotion, defined metrics and cash discipline.
Communication & next steps	A concise explanation and actionable 30/60/90-day plan.

Project evidence checklist

ID	Required evidence	Check
E1	Business placement and store-readiness brief	☐
E2	Track-appropriate catalogue drafts and visual evidence	☐
E3	Pricing, inventory/availability and policy sheet	☐
E4	Sourcing decision and simulated connection/sync-verification log	☐
E5	Anonymised payment-readiness status and sample reconciliation	☐
E6	Fulfilment SOP and customer-response scripts	☐
E7	Draft campaign, storyboard and link audit	☐
E8	Defined weekly metrics, cash-flow record and one experiment	☐
E9	Post-training 30/60/90-day action plan	☐
E10	Concise presentation and recorded peer feedback	☐

Keep it safe and reviewable

Label every draft/simulation. Submit only the materials the organiser requests. Do not attach real credentials or identity/customer documents. Keep original photos and relevant authorised records privately.

What was verified for this edition

Official public interfaces were captured on 11 November 2026. The Threeni category-access, connection and import workflow was reviewed from authorised production source code without executing payment, key generation or sync. Current back-office labels, configuration, fees and provider approvals still require live verification.

The course outline names 11 departments. A dated public capture shows 10 module tiles; do not equate these counts.

Workshop 01 • Start with the right business

Week 1 • M1 + M2 • Curriculum lessons 01–03

By the end, you can

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

• Choose a defensible department/category and service area.

• Prepare a store identity without making unsupported delivery promises.

Key ideas

A buyer follows a path

Find you: Your offer, search words and location make discovery possible. Trust you: Accurate evidence and clear terms reduce uncertainty. 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.

Discuss this case

A tomato seller, a cooked-meal vendor and a tailor all choose Food. Which placements need correcting, and why?

My answer and the evidence or reasoning I would use

Evidence to save

E1 • Business placement and store-readiness brief

Workshop 01 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Write a one-sentence offer and identify one buyer.
- Choose your track and proposed department/category.
- Define the area you can serve and a realistic fulfilment window.

My offer and track

My target buyer and their need

Department/category proposal

Area, delivery/service window and exclusions

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 01 • Build lab

- Draft your store name, customer-facing promise and contact method.
- Record available images, assets and account-readiness gaps.
- Ask a peer to explain what you sell using only your brief.

Store name and plain-language promise
Assets available and missing
Three questions a buyer would ask
One correction after peer feedback

Exit check

What is the difference between a department and a category?

Which delivery promise would you refuse to make?

Take-home action

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

Workshop 02 • Make the listing easy to trust

Week 1 • M2 • Curriculum lessons 04 + 05 (copy)

By the end, you can

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

• Write a searchable title with clear units and specifications.

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

Key ideas

Five images, five buyer questions

Hero + detail: What is it, and what matters about its quality? Scale + packaging: How big is it, and what actually arrives? 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.

Discuss this case

A page says “Vintage Wallet”, but the main photograph appears to show shoes. What must be checked before trusting or copying the catalogue data?

My answer and the evidence or reasoning I would use

Evidence to save

E2 • Visual evidence and listing drafts

Workshop 02 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Photograph the whole item, detail, scale, packaging and use.
- For a service/rental, document scope, tools, condition or work examples instead.
- Check consent and remove private information from images.

Five images and what each proves

Lighting/background adjustments

Consent and privacy check

One reshoot or evidence gap

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 02 • Build lab

• Draft three product listings, or one detailed service/rental offer, or a courier/ride readiness profile.

• Answer what, unit/scope, condition, timing and exclusions.

• Ask a peer to find one confusing claim or missing fact.

Title and category
Description: facts, scope and exclusions
Units/variants/condition
Buyer questions still unanswered

Exit check

Which photo proves scale or condition?

Can a stranger tell exactly what they receive?

Take-home action

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

Workshop 03 • Price for a sustainable business

Week 1 • M2 • Curriculum lessons 05 (pricing) + 06–07

By the end, you can

• Distinguish markup from margin and calculate a viable price.

• State the unit, variant stock and availability honestly.

• Write a clear delivery, return or cancellation policy.

Key ideas

Build the cost before choosing the price

Fixed unit costs: Goods/materials, packaging, labour/time and fixed per-order charges. Delivery share: Include only the share your business pays; disclose the buyer's separate charges. 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.

Discuss this case

Your cost is ₦14,200. A colleague adds 25% and calls the result a 25% margin. Is the label correct?

My answer and the evidence or reasoning I would use

Evidence to save

E3 • Pricing, inventory and policy sheet

Workshop 03 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- List unit cost, packaging, time, vendor-paid delivery share and fixed fees.
- Separate percentage-of-price fees from fixed costs; avoid double counting.
- Calculate target-margin price and test one discount.

Cost components and units

Percentage fee assumptions and evidence source

Target margin and calculated price

Discounted price and resulting contribution

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 03 • Build lab

- Record available stock or booking capacity for each variant/slot.
- Write clear fulfilment and return/cancellation terms.
- Explain what happens if availability changes before acceptance.

Stock/variant/slot record
Delivery or service promise
Return/cancellation/deposit terms
Out-of-stock or rescheduling message

Exit check

What denominator makes markup different from margin?

Who pays each delivery or transaction cost in your calculation?

Take-home action

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

Workshop 04 • Source and sync with confidence

Week 1 • M3 • Curriculum lessons 08–11

By the end, you can

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

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

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

Key ideas

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

Observe: The public wholesale marketplace introduces suppliers and products. Distinguish: Store subscriptions and category access are different decisions.

Discuss this case

You select 30 pieces of one product with MOQ 10. Does that selection buy the physical stock? How many distinct-product allowance slots does adding that product consume?

My answer and the evidence or reasoning I would use

Evidence to save

E4 • Sourcing decision and simulated sync-verification log

Workshop 04 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

• Compare one local and one sourcing option using landed cost and cash-at-risk.

• Record the access price, product allowance, duration and currency as items to verify in the account.

• Use a mock category/quantity scenario to distinguish product allowance from MOQ.

Local/import decision and reasons

Access price, currency, allowance and duration to verify

MOQ, quantity-tier price and shipping assumptions

Total landed cost and cash-at-risk

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 04 • Build lab

- Use fictional shop/store/product IDs; never record a real API key.
- Trace category access → paid status → sourcing list → connection → sync → verification.
- Audit an imported-price example and record unresolved risks before any real publication.

Fictional shop/store/product IDs
Connection and product status checkpoints
Imported price, stock/quantity and category checks
Go / fix / stop decision and support question

Exit check

Which step may charge a funded wallet immediately?

Why must retail price and stock be checked after sync?

Take-home action

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

Workshop 05 • Sell a job, a rental or a journey

Week 1 • M4 • Curriculum lessons 12–14

By the end, you can

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

• Describe safe handover and completion evidence.

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

Key ideas

A service quote has a defined scope

Break out charges: Inspection/call-out, materials, labour and any agreed extras. State boundaries: What is included, excluded and subject to inspection. Confirm changes: Agree a revised quote before performing additional work.

Rentals need dates and condition evidence

Before: Record availability, agreed rate/deposit, accessories and condition. Handover: Use the agreed collection/return time and a condition checklist. After: Compare condition fairly; explain any deduction using the agreed terms and evidence.

Discuss this case

A plumber quotes labour only, then adds materials after the visit. What should the original quote have stated?

My answer and the evidence or reasoning I would use

Evidence to save

Track-specific extension to E2 and E3

Workshop 05 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Choose the service, rental or ride/parcel scenario most relevant to you.
- Define scope, availability, price components and exclusions.
- Prepare a sample quote, agreement or trip-readiness sheet.

Selected track and customer request

Scope, timing and exclusions

Charges, deposits and cancellation conditions

Readiness and safety gaps

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 05 • Build lab

- Role-play enquiry → agreement → handover/completion → follow-up.
- Identify a scope change, damaged item or delayed handover.
- Write the evidence and customer message needed to resolve it fairly.

Completion/handover evidence
Exception or damage scenario
Customer update and fair next step
Changes to my E2/E3 drafts

Exit check

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

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

Take-home action

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

Workshop 06 • Understand your money and prepare KYC

Week 2 • M5 • Curriculum lessons 15–18

By the end, you can

• Separate a sales payment from settlement and withdrawable funds.

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

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

Key ideas

Follow the money through its states

Paid: An official transaction record confirms the buyer's payment. Settled / available: The provider's current rules determine when funds become available. 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.

Discuss this case

A customer sends a payment screenshot, but the seller's official transaction record does not confirm payment. Should the order be treated as paid?

My answer and the evidence or reasoning I would use

Evidence to save

E5 • Private readiness status and a sample settlement record

Workshop 06 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Complete the readiness checklist privately—record status, not ID numbers.
- Check that legal identity and payout-account holder information are consistent.
- Write one provider/support question and a next action for missing documents.

Account readiness: ready / fix / unsure

Identity/name consistency: status only

Required documents: status only

Private next action and official support question

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 06 • Build lab

• Use the fictional settlement scenario to separate gross receipts, fees, refunds and net amount.

• Identify pending versus available funds and evidence required for a dispute.

• Save only an anonymised readiness summary and sample ledger.

Sample transaction reference (fictional)
Gross amount, fee and refund entries
Expected net amount and status
Reconciliation difference and evidence needed

Exit check

Why can paid, settled and withdrawable be different states?

Which information must never appear in a shared KYC worksheet?

Take-home action

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

Workshop 07 • Deliver reliably and recover trust

Week 2 • M6 • Curriculum lessons 19–21

By the end, you can

• Map acceptance, preparation, handover and completion checks.

• Prepare packaging/proof appropriate to your track.

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

Key ideas

Four checkpoints, four promises

Accept + prepare: Confirm capacity and timing; prepare the correct order or agreed scope. Handover: Check contents/condition and collect permitted pickup evidence. 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.

Discuss this case

“My order arrived late and the size was wrong.” What should the public reply acknowledge, and what belongs in private support?

My answer and the evidence or reasoning I would use

Evidence to save

E6 • Fulfilment SOP and customer-response scripts

Workshop 07 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Map one order, booking, rental or trip through four checkpoints.
- Define stock/scope confirmation, packaging/preparation and handover evidence.
- State when the customer should receive an update.

Order/booking checkpoints

Preparation and packaging checklist

Permitted handover/completion evidence

Late or unavailable fulfilment message

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 07 • Build lab

- Role-play a delayed rider or an incorrect size.
- Write a short public acknowledgement and a private support follow-up.
- Request an honest review without pressure, payment or invented ratings.

Complaint scenario and customer need
Public response (no private details)
Private next step and promised update time
Honest review request and SOP change

Exit check

When is it fair to mark an order complete?

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

Take-home action

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

Workshop 08 • Promote an offer you can fulfil

Week 2 • M7 • Curriculum lessons 22

By the end, you can

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

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

• Story-board a concise product or service demonstration.

Key ideas

A good offer has a business reason

Value: Solve one buyer problem; a bundle or useful service can be better than a blanket discount. Terms: State price, dates, stock/slots and exclusions clearly. 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.

Discuss this case

A discount increases orders but makes every order lose money. Which offer changes could improve value without hiding the loss?

My answer and the evidence or reasoning I would use

Evidence to save

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

Workshop 08 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Choose one buyer, one offer and one campaign objective.
- Check the discounted/bundled price against costs and capacity.
- Write a message with a truthful benefit, terms and a clear next step.

Buyer, offer and campaign objective

Offer price, cost check and capacity

Terms, end date and exclusions

Draft message and intended channel

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 08 • Build lab

- Plan a 20-second evidence-led video with a hook, proof and next step.
- Audit the proposed store/DB-Card link destination and contact method.
- Draft the campaign only; do not send messages, publish or buy ads in the exercise.

Video hook / proof / next step
Proposed link and destination checklist
Consent/permission and claims check
One metric and review date

Exit check

What makes an offer financially safe?

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

Take-home action

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

Workshop 09 • Use numbers to choose your next move

Week 2 • M8 • Curriculum lessons 23

By the end, you can

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

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

• Choose one measurable improvement without inventing missing data.

Key ideas

Four numbers, one consistent period

Discovery: Listing views, where available; record the source and definition. Purchase behaviour: View-to-order proxy and repeat-customer rate. Order value: Net item revenue ÷ completed orders, excluding delivery/tax.

Use definitions you can repeat

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

Discuss this case

You have 200 listing views and 10 completed orders. What is the view-to-order proxy? What can it not prove about unique buyers?

My answer and the evidence or reasoning I would use

Evidence to save

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

Workshop 09 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Use the sample dataset or anonymised records for one consistent period.
- Calculate the defined metrics and label missing values N/A.
- Compare like-for-like definitions and periods.

Period and source of each count

Views, completed orders and net item revenue

Customer count and returning-customer count

Calculated rates/AOV and missing-data notes

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 09 • Build lab

- Reconcile cash in/out and pending money separately.
- Choose one bottleneck and a small, measurable experiment.
- Check the practical-project evidence checklist and fill gaps.

Opening cash, actual cash in/out and closing cash
Pending receipts/commitments kept separate
One experiment, expected signal and review date
Capstone evidence still to complete

Exit check

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

Why can revenue grow while available cash falls?

Take-home action

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

Workshop 10 • Show your work and plan the next quarter

Week 2 • M8 • Curriculum lessons 24

By the end, you can

• Present a complete, track-appropriate practical project.

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

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

Key ideas

Your project is evidence of a capability

Explain the offer: Who it serves, what is included and how it is positioned. Show the controls: Pricing, availability, sourcing decision, payments preparation and fulfilment. 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.

Discuss this case

A trainee completes the practical project and scores 70% on the quiz but has 70% attendance. Are the agreed certificate conditions all met?

My answer and the evidence or reasoning I would use

Evidence to save

E9–E10 • 90-day plan and project presentation

Final session: 10-minute recap + 25-minute project clinic + 40-minute review + 15-minute evidence audit/plan = 90 minutes training; then 13-minute small-group showcase + 25-minute quiz + 2-minute close = 40 minutes practical workshop. No scheduled break.

Workshop 10 • Guided lab

Workshops 1–9: the 25-minute guided lab is within the 90-minute training block; the build lab is within the 40-minute practical workshop. Use the final-session agenda on Day 10.

- Finish the final project checklist and mark drafts/simulations clearly.
- Present in a small breakout group using a three-minute format.
- Receive one concrete peer improvement and record it.

Offer and buyer in one sentence

Price/cost logic and one risk control

Evidence list and one peer improvement

Project submission status

Partner check

Can your partner explain your decision? Record one correction without collecting their private information.

One correction I will make

Workshop 10 • Build lab

- Set controllable actions for post-training Days 30, 60 and 90.
- Identify support needs and a realistic review routine.
- Complete the final quiz independently under the instructor's instructions.

Day 30 actions and evidence
Day 60 actions and evidence
Day 90 actions and evidence
Support needs and next review date

Exit check

Can you explain your price without saying "because competitors charge it"?

What will you do next that is within your control?

Take-home action

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

Pricing worksheet • Show the assumptions

Use one consistent currency and one unit/job/time block. Examples and percentage fees are illustrative, not current platform quotations.

Fixed cost-to-serve component	Amount
Goods/materials and allocated labour/time	
Packaging and handling	
Delivery share paid by your business	
Fixed per-order charges	
Other stated fixed costs	
Total fixed cost-to-serve (C)	

Parameter	Value / evidence source
Target contribution margin (m)	
Percentage-of-price fee (f), if applicable	
Selling price P = C ÷ (1 − m − f)	
Whole-currency-unit minimum: round up	
Discounted price and resulting contribution	

Check the denominator

Markup = (P − C) ÷ C. Simple margin = (P − C) ÷ P. With a percentage fee, contribution = P − C − fP. Do not count the same delivery/fee twice, and do not forget unmodelled overhead/taxes.

Illustration: C = ₦14,200; target 25% margin; no percentage fee → ₦18,933.33, or ₦18,934 rounded up. Adding 25% instead gives ₦17,750 and 20% simple margin.

Simulated sourcing and sync-verification log

Use fictional identifiers. Real keys must never be written here. A production sync can create active listings and update retail price/stock.

Checkpoint	What to record in a simulation	Go / fix / stop
Access	Category tree, price/currency, allowance, duration and paid/entitled state.	
Source selection	Product ID, MOQ, selected quantity, tier price and shipping assumptions.	
Connection	Fictional Threeni shop and MC store IDs; matching ownership/link status. No key.	
Sync selection	Chosen unsynced rows and required shipping options.	
Imported identity	Correct MC store and product mapping; title/photo/category agreement.	
Commercial checks	Retail price, variants, units, stock/availability and listing status.	
Refresh risk	Whether a subsequent import could replace manual price or stock.	

Stop conditions

• Unexpected payment, wrong shop/store, exhausted/expired access, missing shipping options or unexplained price.

• An apparent success without the intended product in the intended store.

• Unapproved production import/publication or exposed credentials.

Default access duration in reviewed code is six months, but it is configurable. Record the account's actual duration and entitlement, never assume perpetual access.

Weekly metrics and cash-flow worksheet

Use one consistent period and scope. Record the source/definition of every count. If a denominator is zero or unavailable, use N/A.

Input / metric	Your record
Period and source	
Listing-view events (not unique people)	
Completed orders / net item revenue	
Ordering customers / customers with ≥2 completed orders	
View-to-order proxy = orders ÷ views × 100	
Repeat-customer rate = repeat customers ÷ ordering customers × 100	
AOV = net item revenue ÷ completed orders	

Cash, not just revenue

Cash record	Amount
Opening cash + actual cash received − actual cash spent	
Closing cash (reconciled)	
Pending settlement and unpaid commitments, recorded separately	

One experiment

Bottleneck, planned change, signal to review and date

Net item revenue excludes delivery and tax for this course's AOV. A view-to-order event ratio is a proxy, not a unique-buyer conversion rate.

Your 90-day plan • After the live course

These checkpoints start after Workshop 10. They are not extra two-week Zoom sessions and do not delay a qualifying course-completion certificate.

Checkpoint	Actions I control	Evidence / review date
Day 30	Readiness and offer improvement	
Day 60	Consistent records and one tested improvement	
Day 90	Sustainable operations and next-quarter plan	

My first three actions
My highest-priority support need
My review routine and who will hold me accountable

Set realistic track-specific targets. Optional business outcomes may inform your plan, but sales, income and provider approvals are not guaranteed.

Final submission • Ready to explain your business

Present in three minutes: offer/buyer/evidence; price/operations/risk control; metrics insight/next experiment/support need.

E1–E10 evidence locations or submission checklist
One useful peer question and my response
One improvement made after feedback
My next action and review date

Certificate reminder

At least 80% live attendance + completed practical project + at least 60% final quiz (12/20). Certificate issuance costs ₦7,500; training and enrolment are free. Ask the organiser about any missing requirement; do not share private documents as proof of course completion.

Need help?

Class timing, attendance, project and quiz: course organiser. Account eligibility, platform errors and payment/provider reviews: the official platform/provider support route. Share a redacted issue description, not a key or ID.

You have a reusable method: be clear about the offer, honest about evidence, careful with money and consistent in your records.