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COURSE

Small Business Bootcamp

A 6-module course from idea to your first 100 customers

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For Nigerian small businesses

Small Business Bootcamp
A 6-module course from idea to your first 100 customers

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How to take this course

Welcome to the Small Business Bootcamp. This course is designed to be **done**, not just read. Each module has:

- **Lessons** — short explanations with Nigerian examples.
- **Exercises** — tasks you complete in the worksheets file or your notebook.
- **A quick check** — a few questions to confirm you've understood (answers at the end).
- **A milestone** — something concrete you should have finished before moving on.

Suggested schedule

Week	Module	Time needed
1	Module 1 — Choose and test your idea	4–6 hours
2	Module 2 — Design your business model	3–4 hours
3	Module 3 — Numbers, pricing and profit	4–5 hours
4	Module 4 — Brand and offer	3–4 hours
5	Module 5 — Sales and marketing	5–6 hours
6	Module 6 — Operations and your 90-day plan	3–4 hours

You can go faster or slower. What matters is completing each milestone.

What's in your download

- **Course workbook** (this PDF) — all lessons, exercises and quizzes.
- **Worksheets** (PDF) — printable pages to fill in by hand.
- **Cash-flow & break-even spreadsheet** (Excel/Google Sheets) — enter your numbers and the formulas do the maths.

> 💡 **TIP**
>
> Find an "accountability partner" — a friend also starting a business. Meet or call weekly, share what you finished, and push each other to hit your milestones.

MODULE 1

Choose and test your idea

Lesson 1.1: Start from problems, not products

Strong businesses solve a problem people already feel. Look around you and list problems you notice:

- Things people complain about (unreliable deliveries, poor-quality repairs, long queues).
- Things people pay for but are unhappy with.
- Things people would like but can't find nearby.

Then ask: *which of these could I solve, with my skills and money?*

Lesson 1.2: Score your ideas

Score each idea from 1–5 on: how often customers buy, how fast you get paid, how little money you need to start, how easily you can reach customers, and how well you can deliver. Ideas scoring 18+ out of 25 are worth testing.

Lesson 1.3: Talk to customers

Speak to at least ten potential customers. Ask about their current behaviour, not opinions about your idea:

- "How do you solve this today? What does it cost?"
- "What's the most annoying part?"
- "When did you last buy/pay for this?"

Lesson 1.4: Run a cheap test

Before investing, try to get **paid orders or deposits**:

- Post samples on WhatsApp status and take pre-orders.

- Offer your service to three people at an introductory price.
- Set up a simple listing on a marketplace and see if enquiries come.

📘 **EXAMPLE**

Seyi's idea test. Seyi wanted to start a laptop repair and upgrade service for students in Ibadan. Instead of renting a shop, she posted an offer in three student WhatsApp groups: "SSD upgrade — make your laptop 3× faster, ₦X including installation, done in 24 hours." Eleven students asked questions; five paid. She learned students cared most about speed and data safety — and built her service around that.

✍️ **YOUR TASK**

Exercise 1 (Worksheet 1): list five problems, score three ideas, interview ten people and run one test. Record how many people paid.

✅ **QUICK CHECK**

1. What is the strongest proof that people want your product?
2. Why should you ask about past behaviour instead of "Would you buy this?"
3. An idea needs ₦4 million and you have ₦300,000. Is it a bad idea?

Milestone: at least three paying customers (not close family), or a clear decision to test a different idea.

MODULE 2

Design your business model

Lesson 2.1: The one-page business model

A business model explains how your business creates value and makes money. Fill in these nine boxes (Worksheet 2):

Box	Question
Customers	Who exactly are you serving?

End of the free sample

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