

Solutions

2.1

- It checks whether an idea can work in practice, for example demand, costs, skills, or suppliers.

2.2

- Money needed to begin a venture before sales arrive.

2.3

- A prototype or sample service gives evidence about what works.
- It can reveal a problem before the entrepreneur spends heavily.

3.1

- “Everyone” is not a defined target market.
- A same-day puncture service identifies a specific urgent customer problem.
- This helps the entrepreneur design price, promotion, and resources.

3.2

- Interview likely customers or run a small repair test first.
- This tests demand and the exact problem before spending start-up capital.
- **Recommendation:** gather evidence first because it reduces the risk of buying tools for a service nobody needs. (E1)