BCP progress tracker

Unit 1: Businesses, competition, and new ideas

Name: _____ Class: _____

My business idea: _____

Tick Started when you begin. Tick Done after you save and check the output.
Keep real evidence and sources. Return to earlier tasks when your idea changes.

Task and output to save	Started	Done	Date
Task 1. Find a customer problem, need, or want A customer group and a clear description of its problem, need, or want.	☐	☐	_____
Task 2. Understand the market A first PESTEL analysis and a plan for competitive advantage.	☐	☐	_____
Task 3. Test the customer problem Interview evidence and a decision about the customer's problem, need, or want.	☐	☐	_____
Task 4. Develop a solution A product idea linked to customer research, with the resources it could need.	☐	☐	_____
Task 5. Test your solution A hypothesis, test findings, and a product decision about problem-solution fit.	☐	☐	_____
Task 6. Write your vision and mission A vision statement and a mission statement that fit the business.	☐	☐	_____
Task 7. Plan how to make and deliver your product A supply chain plan, including how to make the good or provide the service.	☐	☐	_____
Task 8. Choose your idea and update the market analysis A chosen idea, revised PESTEL analysis, and a plan for competitive advantage.	☐	☐	_____

My next steps

Use the full task guides and follow your teacher's instructions.

BCP progress tracker

Unit 2: Marketing

Name: _____ Class: _____

My business idea: _____

Tick Started when you begin. Tick Done after you save and check the output.
Keep real evidence and sources. Return to earlier tasks when your idea changes.

Task and output to save	Started	Done	Date
Task 1. Identify your target customer A target customer profile, with test evidence and the changes it supports.	☐	☐	
Task 2. Build customer relationships A customer relationship plan, including sales tactics that fit the customer.	☐	☐	
Task 3. Research customer preferences A preference hypothesis, research findings, and the decision they support.	☐	☐	
Task 4. Research the market and show a finding Competitive research and a clear chart based on genuine research data.	☐	☐	
Task 5. Build and test a simple product An MVP, product-market fit assessment, value proposition, and brand identity, with changes based on tests.	☐	☐	
Task 6. Choose and test a price A pricing strategy and price, supported by testing and a clear decision.	☐	☐	
Task 7. Choose how to reach customers Selected marketing channels, with evidence and reasons for the choice.	☐	☐	
Task 8. Create and test a marketing campaign Campaign materials, including digital tools, with a test and a decision about a digital tool.	☐	☐	

My next steps

Use the full task guides and follow your teacher's instructions.

BCP progress tracker

Unit 3: Business finance and accounting

Name: _____ Class: _____

My business idea: _____

Tick Started when you begin. Tick Done after you save and check the output.
Keep real evidence and sources. Return to earlier tasks when your idea changes.

Task and output to save	Started	Done	Date
Task 1. Estimate your startup costs An itemised startup-cost estimate and total, with sources and assumptions.	☐	☐	
Task 2. Find possible funding Potential funding sources, linked to the amount needed, conditions, and risks.	☐	☐	
Task 3. Develop your pitch A pitch covering the product, customer, need, and value. Final limit: 200 words for a 60-second delivery.	☐	☐	
Task 4. Forecast revenue and build an income statement A revenue projection and a year-one income statement, labelled actual or projected.	☐	☐	

My next steps

Use the full task guides and follow your teacher's instructions.

BCP progress tracker

Unit 4: Management and strategy

Name: _____ Class: _____

My business idea: _____

Tick Started when you begin. Tick Done after you save and check the output.
Keep real evidence and sources. Return to earlier tasks when your idea changes.

Task and output to save	Started	Done	Date
Task 1. Assess the skills your business needs An individual skills assessment, with strengths, gaps, and a realistic support plan.	☐	☐	
Task 2. Choose measures of business performance At least one KPI each for customer, market, operations, and finance goals, with benchmarks.	☐	☐	
Task 3. Make a decision with PACED A strategic decision showing the problem, alternatives, criteria, evaluation, and decision.	☐	☐	
Task 4. Review your competitive position Porter's Five Forces and/or SWOT analysis, used to update the canvas.	☐	☐	
Task 5. Finish your business canvas and appendix Your own canvas of up to 1,000 words, plus a research chart, pitch of up to 200 words, and year-one income statement.	☐	☐	

My next steps

Use the full task guides and follow your teacher's instructions.