Guide 25: Finish your business canvas and appendix

Your goal

Bring your work together so it shows your current idea, evidence, and decisions. Explain what changed as you learned.

The final project should represent your best thinking. You do not need to pretend every test supported your original idea or that success is certain.

What to produce

Your final business canvas and appendix, for submission to your teacher. Each student completes their own project, including students who worked in teams.

The canvas may contain up to **1,000 words**. You can use bullet points, notes, sentences, or another clear structure. The appendix contains a research data visualisation, a pitch, and an actual or projected income statement.

Follow your teacher's instructions for file format and submission. The Business Canvas Project itself is not submitted to the AP Program for scoring.

Key terms

- **Desirability:** whether customers want the product and value what it offers.
- **Feasibility:** whether the business can obtain resources and deliver the product.
- **Viability:** whether the business can continue financially under its conditions.
- **Appendix:** supporting material kept with the main document.
- **Hypothesis:** a testable prediction or assumption.

Step 1: Check every canvas area

Use your teacher's template and the CED deliverable list on printed page 147. Check that your work includes:

- **Customer:** the identified and tested problem, need, or want; target profile; relationship plan and sales tactics; preference findings; marketing campaign with digital tools; customer KPIs.
- **Product:** the product idea and problem-solution fit; an MVP used to assess product-market fit; value proposition; branding.
- **Organisation:** vision, mission, skills assessment, and a strategic decision using PACED.
- **Operations:** supply chain and production process, marketing channels, and operations KPIs.
- **Market:** competitive advantage plan, PESTEL analysis, competitive research, market KPIs, and Porter's Five Forces and/or SWOT analysis.
- **Finance/accounting:** pricing strategy and price, startup costs, potential funding sources, revenue projection, and finance KPIs.

The list is a completeness check, not a request to add a separate essay for every bullet.

Step 2: Show how testing affected decisions

Check that your canvas records hypothesis testing for the customer problem, product fit, customer profile, customer preferences, MVP, branding, pricing, and marketing campaign.

For each test, make the connection clear: what you expected, how you tested it, what evidence you obtained, and how it affected the decision.

Describe limits. A small test may guide your next step without proving what every customer will do. If evidence is missing, explain the gap and ask your teacher how to address it. Do not invent results to fill it.

Example: Ready Pouch

Ready Pouch is our fictional example business. Its proposed product is a small pencil pouch for students.

This is a fictional example of how to describe a revision, not research you can use for your project.

Suppose a team first planned a pouch with many pockets. A permitted prototype test then suggested that its participants found the design too large for their bags. The team could explain why it removed extra pockets and planned another size test.

The useful part is the evidence-to-decision connection. “Customers loved our idea” would hide both the problem and the learning. Do not claim the smaller design works until it has been checked.

Step 3: Check the appendix

Research chart: include a clearly labelled bar chart, stacked bar chart, line graph, or pie chart based on your actual market or customer research. State what is measured, units, categories, and the source. Use a suitable chart; do not copy the fictional example data.

Pitch: use no more than 200 words, intended for a 60-second delivery. Include the product, target customer profile, problem, need, or want, and customer value. The AP Program does not require a recorded oral pitch.

Income statement: cover year one. Label it actual or projected. Include revenue, COGS or COS, gross profit, operating expenses, and pretax income. Explain the main assumptions and use the same currency and period consistently.

Step 4: Check consistency

A change to the product can affect materials, price, production, sales, and profit. Trace important changes through the whole project.

Check that prices and customer groups agree across the pitch, canvas, research, and financial statement. Distinguish a plan from an action already completed. Count the canvas words and check the appendix items open correctly.

Your turn

Review your final work using the checks below. Use the teacher rubric on CED page 182, or the rubric your teacher provides, to identify areas needing revision.

Check your work

- Every required component is present in my own project.
- The canvas is within 1,000 words and the pitch within 200 words.
- Genuine evidence supports my research and decisions.
- My chart and financial calculations are accurate.
- Changed decisions are consistent across the project.
- Sources, labels, and file organisation are clear.

Next: Explain your own decisions

Submit the project as your teacher directs. Then practise explaining your product, tests, evidence, revisions, and remaining challenges in your own words. The exam-day validation question asks about your project work; memorising a polished story cannot replace understanding it.

Independent guidance based on the AP Business with Personal Finance CED, printed pages 147-149 and 177-178. This is not an official College Board resource.