Fictional example · AI draft

Pilot plan for a new proposition

Your input

Which new proposition do you want to test?	A maintenance subscription for electric vans, including a replacement vehicle.
For which customers or market?	Installation firms with ten to fifty vans.
What needs to be true for it to succeed?	Firms would rather pay a fixed monthly fee than pay per repair.
How much time and budget do you have for the pilot?	Six weeks, and two days a week from one account manager.
What do you want to decide after the pilot?	Whether to offer the subscription widely in the autumn.

Pilot proposal

> What you're testing
>
> Installation firms with ten to fifty vans choose a fixed monthly fee if a replacement vehicle is included.

How to test it

Present the subscription with an indicative price to ten firms in your network. Ask whether they will sign a letter of intent for a trial period.

When it counts as a success

A success if at least three of the ten sign. Stop or adjust if nobody signs, or if the replacement vehicle isn't the reason they choose it.

First step this week

This week, choose the ten firms and write a one-page proposal with the indicative price.

What could skew the result

Existing customers say yes more readily than new ones. Note for each conversation whether it's an existing customer.

Check first

It isn't confirmed that you can arrange replacement vehicles within six weeks. Check with the workshop before you offer it.

This is an AI draft based on your input. AI hasn't looked anything up or checked anything. Review it before you use it.