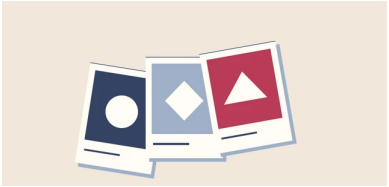
Pilot offer design



We specify a paid pilot with entry criteria, success measures and a conversion decision.

Who it helps

Founders and managing directors

The problem to solve

A pilot can consume delivery time without producing a usable commercial decision if entry and success conditions are vague.

Working through the brief

1. **Define the pilot buyer**

   Gather the agreed inputs. Current offers, selling prices, buyer evidence and delivery constraints.

2. **Set entry and success criteria**

   Track “Entry criterion” and “Success measure” together so the reviewer can connect the source information to the result.

3. **Agree the decision at completion**

   Use the pilot design to agree what evidence will justify a broader offer.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

Define what early adopters receive, what the team wants to learn and what observation would justify a wider launch.

Read the service scope / STR-012

Sparkle Solutions Group Ltd.

info@sparklesolgroup.com +44 20 3307 6468 sparklesolgroup.com

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom