Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Reusable working template

1 · Define the decision and test

> Define one country–segment, offer and route. Agree evidence and decision conditions before the test. Record failures, exclusions, costs and changes. Review with sales, delivery and finance.

Decision, country–segment, offer and proposed route

Critical assumption and evidence that could overturn it

Permitted tasks, owners, dependencies and cost limit

Evidence plan, baseline, eligible cases and review timing

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.

Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Reusable working template

2 · Record evidence and apply the gates

Buyer evidence: numerator, denominator, missing and contrary cases

Delivery and cost evidence; identify included/excluded items

Pre-agreed proceed / adapt / pause conditions

Version changes, assumptions revised and reasons

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.

Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Reusable working template

3 · Make the next commitment conditional

Decision and reasons, including evidence against the preference

Next actions: owner, approval, cost and acceptance evidence

What this pilot cannot establish

Reader and field-validation record

Adapted guidance: Trade Commissioner Service, Marketing and sales; HM Treasury, Test and Learn (15 May 2026). Sources and applicability limits in the accompanying article. This charter is an original Tibyan working aid.

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.

Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Completed hypothetical example — all facts and figures invented

1 · Define the decision and test

> Define one country–segment, offer and route. Agree evidence and decision conditions before the test. Record failures, exclusions, costs and changes. Review with sales, delivery and finance.

Decision, country–segment, offer and proposed route

Fictional industrial monitoring supplier; one private-manufacturing segment in a chosen Arab country; referral/service arrangement. Decision: whether to design a bounded live pilot, not whether to scale the whole market.

Critical assumption and evidence that could overturn it

Assumption: the arrangement can reach relevant buyers and coordinate a feasible installation. Contrary evidence could include irrelevant introductions, absent service capacity or unaffordable support. Country-specific requirements remain to verify.

Permitted tasks, owners, dependencies and cost limit

Sales seeks permitted discovery; operations reviews two simulated installation attempts; finance checks actual cost assumptions. Illustrative preparation budget cap:25,000 CU. No customer promise or legal permission is implied.

Evidence plan, baseline, eligible cases and review timing

Track 12 target accounts, contact and response status, discovery completion, service-simulation evidence and actual costs. Keep uncontacted and missing cases visible. Set timing to the task/buying cycle; no universal 90-day standard.

> Why scope matters: the team is testing a defined arrangement. A local connection or a meeting count alone does not establish buyer demand, legal feasibility or capacity.

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.

Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Completed hypothetical example — all facts and figures invented

2 · Record evidence and apply the gates

Buyer evidence: numerator, denominator, missing and contrary cases

12 targeted;8 contacted;5 responded;3 completed discovery.4 not contacted;3 contacted without response;2 responders without completed discovery.3/8 describes this bounded activity only; it is not a representative market conversion estimate.

Delivery and cost evidence; identify included/excluded items

Two simulated installation attempts:1 met the task criteria;1 required escalation. Actual preparation cost 18,000 CU against a 25,000 CU cap:72% used. Budget usage is not ROI; neither simulation is a live customer outcome.

Pre-agreed proceed / adapt / pause conditions

Illustrative gates set beforehand: proceed to design a live pilot only with relevant buyer evidence, feasible service ownership, credible costs and permitted scope. Adapt when a fixable delivery gap remains; pause when an essential obligation has no feasible owner.

Version changes, assumptions revised and reasons

This teaching example has no actual version history. In real use, record date, old/new scope or method, why it changed, who approved it and how the change limits comparisons.

> Why the denominator stays visible: uncontacted accounts are not rejections. The service failure cannot disappear behind three meetings, and a favorable spend ratio does not prove commercial value.

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.

Market-Entry Pilot Charter and Decision Log

Test the critical assumption before increasing a market-entry commitment.

Completed hypothetical example — all facts and figures invented

3 · Make the next commitment conditional

Decision and reasons, including evidence against the preference

Adapt the preparation; do not scale. Investigate the missing installation capability and full support costs before deciding whether a tightly limited live pilot is feasible. Keep buyer relevance and contracting questions open.

Next actions: owner, approval, cost and acceptance evidence

Operations specifies escalation coverage; finance reviews cost and payment assumptions; sales confirms buyer-owned next evidence steps. Leadership approves only the next defined scope when essentials are supported, with a new cost limit and review date.

What this pilot cannot establish

No demand forecast, representative conversion rate, repeatability, cash return or causal revenue effect is established. Any future outcome claim needs a suitable evaluation design and context.

Reader and field-validation record

No field cases, intended-reader tests or human practitioner/bilingual reviews have occurred for this aid. Record user difficulties, factual corrections, missing evidence, failures and revisions separately from business-impact evidence.

> A useful pilot can reveal a reason to adapt or stop. Preserve those findings instead of redefining success after seeing the results.

Adapted guidance: Trade Commissioner Service, Marketing and sales; HM Treasury, Test and Learn (15 May 2026). Sources and applicability limits in the accompanying article. This charter is an original Tibyan working aid.

Original Tibyan working aid, not a validated assessment. Reader testing, field validation and human practitioner/bilingual review have not been completed. Do not enter sensitive information in a shared copy.