

Business Canvas Project — Exam-Day Validation Practice

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Six additional prompts modeled on FRQ 1 of the AP exam (Business Canvas Project Exam-Day Validation, 25 minutes, 15% of score). Use these to rehearse the project-pitch + hypothesis + viability-challenge structure under timed conditions.

HOW TO USE: Set a 25-minute timer. Apply each prompt to *your own* Business Canvas. Write your response in full. Then self-score using the rubric below — the rubric mirrors what the AP graders are looking for.

Prompt 1 — Pitch and Customer Problem

- In one to two sentences, pitch your product or service idea as you would to a stranger.
- Identify your target customer segment and the specific problem your offering solves for them.
- Cite one piece of evidence from your own discovery work (interview, survey, observation, or data) that confirms this customer segment actually has this problem.
- Connect your answer to **desirability**: why does this customer want what you're offering, in their words?

Prompt 2 — Hypothesis and Evidence

- Briefly state your value proposition.
- Describe one **hypothesis** you tested during the project. State it as a falsifiable claim.
- Describe how you tested it (interview count, fake landing-page conversions, price test, MVP, etc.) and what the data showed.
- Explain how the test result either **changed** or **confirmed** an entry in your canvas. Name the canvas block.

Prompt 3 — Viability Challenge

- State your revenue model in one sentence.
- State your cost structure (fixed vs. variable) in one to two sentences.
- Identify one **viability challenge** your business faces — a reason the unit economics or scaling story might not work.

d. Describe one specific action you would take in the next 90 days to test or address the viability challenge.

Prompt 4 — Channels and Customer Acquisition

- Pitch your product or service idea.
- Describe one channel you tested for reaching customers.
- Provide a number from your test: customer-acquisition cost, conversion rate, response rate, or leads generated.
- Connect your answer to **feasibility**: do you have the resources, partners, or activities required to actually use this channel at scale? Cite evidence.

Prompt 5 — Pivot or Persevere

- Identify one decision you made during the project where evidence pointed away from your original plan.
- Describe what the original plan was and what the evidence said.
- Explain whether you **pivoted** (changed the canvas) or **persevered** (kept the original entry but updated your evidence).
- Connect the decision to one of: desirability, feasibility, or viability.

Prompt 6 — Trade-Off and Recommendation

- Pitch your product or service idea.
- Identify one trade-off baked into your canvas — a choice you made that closed off another option (e.g., chose a price point that excluded a customer group; chose a channel that limited geography).
- Cite the evidence behind the trade-off.
- Recommend one thing the next version of your canvas would test to challenge that trade-off.

Self-scoring rubric (10 points)

For each prompt above, score yourself out of 10:

Pts	Criterion
1	Pitch is one to two sentences and clear to a stranger
1	Customer segment is specific (named group, not “everyone”)
1	Customer problem is concrete and not generic
1	At least one piece of evidence from your own discovery work is cited
1	Evidence is specific (number, count, quote) — not “many people said”
1	Hypothesis or trade-off is falsifiable (could have been wrong)
1	Test method is named (interview, survey, fake landing page, MVP, etc.)
1	Test result is named, with a specific outcome

Pts	Criterion
1	Decision is connected to a canvas block by name
1	Connection to desirability, feasibility, or viability is named explicitly
/10	

A response scoring 8 or higher is exam-strong. Below 7, identify the lowest-scoring criterion and rewrite that section first.

Common dings (avoid these)

- “**Many people**” or “**a lot of people**” said something — graders ignore this. Use a number.
- Pitching a product you’d “**like to build**” — the FRQ is about a project you actually executed. Speak in past tense about what you did.
- Forgetting to **name** desirability / feasibility / viability — even a great answer loses the connection point if the vocabulary is missing.
- Listing many small tests with no result — graders give credit for one well-described test with a specific outcome over five tests with no outcomes.