**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| **VALUE PROPOSITION** | **WHATdo we do?** |  | *Describe the value you provide to your customers. What makes your product/service unique?* |
| **HOWdo we do it?**  |  | *How do you make your products/services unique?* |
| **WHOdo we serve?** |  | *What does your ideal customer look like? Where are they located?* |
| **WHY** | **DEFINE CUSTOMER PROBLEM** |  | *Why does your customer need your product/service? What does your customer value?* |
| **DEFINE SOLUTION PROVIDED** |  | *Why is your product/service better that the alternatives?* |
| **REVENUE** | **PRICING STRATEGY** |  | *How much do you think you will sell and how much is it going to cost you to make your product or deliver your service?* |
| **INCOME STREAMS** |  | *Where will your sales come from? How will you generate revenue?* |
| **MARKETING** | **CUSTOMER REACH STRATEGY** |  | *What are your sales channels? How will you attract more customers?* |
| **MARKETING TACTICS** |   | *Social Media? Advertising? Trade Shows?*  |
| **COMPETITION** | **TOP COMPETITORS** |  | *Who are they? Where are they located?* |
| **OUR COMPETITIVE ADVANTAGE** |  | *How are you different?* |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** |  | *What is one of your major goals for the next 6 months? The next year? Sales target?* |
| **SUCCESS MILESTONE MARKER 2** |  | *Consider goals for number of customers (repeat customers), sales per month, positive cash flow.* |
| **SWOT Analysis** |  | **INTERNAL FACTORS – characteristics within your business that are an advantage or disadvantage** |
| **STRENGTHS ( + )** |  |   | **WEAKNESSES ( – )** |
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|  | **EXTERNAL FACTORS – external influences on your business – may include market trends, economy**  |
| **OPPORTUNITIES ( + )** |  |   | **THREATS ( – )** |
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