One-Page Business Plan Template

Answer each question with one or two short sentences

The Business Opportunity

What problem are you solving? What pain points will you resolve for your customers?

Product / Service

What will you sell?

Target Market

Who are your ideal customers who will buy it?

Competitive / Industry Analysis

Who are your local competitors? What is your competitive advantage? What are the key factors (magic) to being successful in your industry?

Marketing Plan

How will customers learn about your business? Which channels will you use to attract and convert your target audience? How can you encourage referrals?

Positioning Statement

What is your business positioning statement? Complete using the structure below

We offer [PRODUCT/SERVICE] for [TARGET MARKET] to [VALUE PROPOSITION].
Unlike [THE ALTERNATIVE], we [KEY DIFFERENTIATOR].

Financial Plan

What will you charge? How will you get paid? What are the other revenue streams for this project?

Success Story

What will be the success story for this project? Number of customers, Number of products/services sold & Annual net income