

One-Page Business Plan Template

(Add responses in gray boxes)

The Business Opportunity

What problem are you solving? What challenges and pain points will you resolve for users?

Company Description

What does your company do? What challenge(s) does your company solve?

Industry Analysis

Who are your competitors? What are some key factors related to being successful in your industry?

Implementation Timeline

Briefly, how will you roll out the business? Which phases will be involved?

Financial Summary

What is your cost structure and what are your revenue streams? Describe your fixed variable costs and how will you make money? Consider your sales goals for the near future and long-term.

Team

Who is involved in this endeavor? Who is on your team and why are you the right person/ people to build this business?

Target Market

Who are you targeting? Who makes up your target audience? Who are your target segments, buyer personas, and ideal customers?

Marketing Plan

Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?

Funding Required

What amount of funding will you require from investors? Where will that funding go?