




Creating a One Page Business Plan

Want to quickly capture and share the most important details about your business? Try our one-page business plan template.

Designed to be simple and easy to use, the one-page business plan is a great place to start developing your overall strategy. It includes the key components of a more detailed traditional plan but is streamlined and much more focused. The format makes it easy for others to understand the heart of your business goals and strategies.

Need a more detailed plan? Use your one-page plan as a building block.

THE OPPORTUNITY What problem are you solving? What are your customers' pain points and challenges?	YOUR SOLUTION What does your company do? How will you resolve your customers' challenges? (Clearly summarize in a sentence or two.)
PRODUCT What core products or services will you be offering?	PRICING What is the price of your main products/service and how much will you make on a sale?
FUNDING NEEDS What amount of funding will you need? What will the funds be used for?	COMPETITION Who are your main competitors?
SALES CHANNELS What places will you use to sell your product/service to your customers? (i.e. store front, website, social media, etc)	MARKETING ACTIVITIES Which key channels and platforms will you use to reach and convert your target customers?
REVENUE SOURCES What will your primary revenue sources be? (Use your main product/service categories.)	EXPENSES What key expenses will you have?
TEAM & KEY ROLES Who is involved in your business? What will their roles be? What do they bring to the business?	TARGET MARKET Who are you targeting? Who are the most likely potential customers for your product/service?
SUPPLIERS & PARTNERS Which businesses, subcontractors, or suppliers will you be working with to run your business?	



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