

One-Page Business Plan

Answer each question with one or two sentences.

1

Problem + Market Opportunity

What specific customer pain point are you solving?

5

Marketing + Customer Acquisition

How will you reach and convert customers?

2

Solution + Value Proposition

How does your solution uniquely solve this problem?

6

Competitive Edge

Why will customers choose you over competitors?

3

Business Model + Revenue Strategy

How will your business make money and grow?

7

Financial Projections

What are your expected costs and returns?

4

Target Customer Profile

Who is your ideal customer?

8

Funding + Resources

What do you need to launch and grow?

