

One Page Business Plan Template

WHAT + HOW + WHO

- WHAT: Describe the product or service you offer.

- HOW: Explain how you deliver your product or service.

- WHO: Identify your target audience or customers.

WHY

- DEFINE CUSTOMER PROBLEM: Detail the problem your product or service solves.

- DEFINE SOLUTION PROVIDED: Explain how your product or service addresses this problem.

REVENUE

- PRICING + BILLING STRATEGIES: Describe your pricing model and how customers will be billed.

- INCOME STREAMS: List the various sources of income for your business.

MARKETING

- CUSTOMER REACH STRATEGY: Explain how you will reach and attract customers.

- REFERRAL GENERATION STRATEGY: Outline your plan for generating referrals from satisfied customers.

COMPETITION

- TOP COMPETITORS: Identify your main competitors in the market.

- OUR COMPETITIVE ADVANTAGE: Describe what sets your business apart from the competition.

METRICS

- SUCCESS MILESTONE MARKER 1: Specify a key milestone that signifies progress.

- SUCCESS MILESTONE MARKER 2: Identify another significant milestone to measure your success.

| SITUATIONAL ANALYSIS (SWOT) |

INTERNAL FACTORS	EXTERNAL FACTORS
- STRENGTHS (+): List the internal strengths that benefit your business.	- OPPORTUNITIES (+): Highlight external opportunities that can benefit your business.
- WEAKNESSES (-): Identify internal weaknesses that may pose challenges.	- THREATS (-): Acknowledge external threats that your business may face.