

# One-Page Business Plan

## BUSINESS NAME & VISION

Enter your business name and a concise vision statement.

## PROBLEM

Describe the problem your business solves.

## SOLUTION

Describe your product or service solution.

## TARGET MARKET

Define your ideal customers and main market.

## COMPETITIVE ADVANTAGE

What sets you apart from competitors?

## REVENUE STREAMS

How will the business make money?

## MARKETING & SALES

Outline your channels and strategies to reach customers.

## KEY ACTIVITIES

- 

Main operation 1

- 

Main operation 2

## KEY RESOURCES

- 

Important resource 1

-

Important resource 2

## EXPENSES & COST STRUCTURE

List your main anticipated costs.

## MILESTONES

•

Milestone 1

•

Milestone 2

•

Milestone 3

## TEAM

Briefly describe the founding team and key roles.