One-Page Business Plan

Business name _____ **Date** _____

Owner _____ **Plan period** [12 months]

VISION: WHAT WILL THE BUSINESS LOOK LIKE IN 3 YEARS?

WHY YOU: WHAT MAKES YOU DIFFERENT?

PROBLEM: WHAT CUSTOMER PROBLEM DO YOU SOLVE?

MARKETING: HOW WILL CUSTOMERS HEAR ABOUT YOU?

CUSTOMERS: WHO ARE THEY AND WHERE DO YOU FIND THEM?

MONEY: STARTUP COSTS, MONTHLY COSTS, REVENUE GOAL

OFFER: PRODUCTS OR SERVICES AND PRICES

TOP 3 GOALS FOR THIS PERIOD

Action step	Owner	Due date