

ONE-PAGE BUSINESS PLAN TEMPLATE

BUSINESS OVERVIEW

YOUR VISION	
YOUR MISSION	
WHAT SERVICE WILL YOU PROVIDE	

MARKET ANALYSIS

TARGET MARKET	
WHAT PROBLEM IS YOUR BUSINESS SOLVING	
WHO ARE YOUR COMPETITORS	
WHAT IS YOUR COMPETITIVE ADVANTAGE	

MARKETING AND SALES PLAN

MARKETING CHANNELS	
MARKETING MATERIALS	
CUSTOMER INCENTIVES (REFERRALS, DISCOUNTS, ETC.)	

KEY OBJECTIVES AND SUCCESS METRICS

WHAT OBJECTIVES DO YOU PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE WILL MEASURE THEM

1	
2	
3	

Financial Summary

Cost Structure: What are your fixed and variable cost?

1	
2	

Revenue Streams: How will your business make money?

1	
2	

