

ONE-PAGE BUSINESS PLAN TEMPLATE

1-2 SENTENCES MAX PER RESPONSE

WHAT + HOW + WHO	WHAT do we do?	
	HOW do we do it?	
	WHO do we serve?	
WHY	DEFINE CUSTOMER PROBLEM	
	DEFINE SOLUTION PROVIDED	
REVENUE	PRICING + BILLING STRATEGIES	
	INCOME STREAMS	
MARKETING	CUSTOMER REACH STRATEGY	
	REFERRAL GENERATION STRATEGY	
COMPETITION	TOP COMPETITORS	
	OUR COMPETITIVE ADVANTAGE	
METRICS	SUCCESS MILESTONE MARKER 1	
	SUCCESS MILESTONE MARKER 2	
SITUATIONAL ANALYSIS (SWOT)	INTERNAL FACTORS	
	STRENGTHS (+)	WEAKNESSES (-)
	EXTERNAL FACTORS	
	OPPORTUNITIES (+)	THREATS (-)