

# ONE-PAGE BUSINESS PLAN TEMPLATE

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1 – 2 SENTENCE MAX PER RESPONSE

<b>WHAT + HOW + WHO</b>	WHAT do we do?	
	HOW do we do it?	
	WHO do we serve?	

<b>WHY</b>	DEFINE CUSTOMER PROBLEM	
	DEFINE SOLUTION PROVIDED	

<b>REVENUE</b>	PRICING + BILLING STRATEGIES	
	INCOME STREAMS	

<b>MARKETING</b>	CUSTOMER REACH STRATEGY	
	REFERRAL GENERATION STRATEGY	

<b>COMPETITION</b>	TOP COMPETITORS	
	OUR COMPETITIVE ADVANTAGE	

<b>METRICS</b>	SUCCESS MILESTONE MARKER 1	
	SUCCESS MILESTONE MARKER 2	

<b>SITUATIONAL ANALYSIS (SWOT)</b>	<b>INTERNAL FACTORS</b>	
	STRENGTHS ( + )	WEAKNESSES ( - )
	<b>EXTERNAL FACTORS</b>	
	OPPORTUNITIES ( + )	THREATS ( - )

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