



One-Page Business Plan

Answer each question with one or two sentences

PROBLEM

What problem will your business solve?

SOLUTION

What will your business provide to solve that problem?

BUSINESS MODEL

How will your business make money?

TARGET CUSTOMERS

Who will purchase your products or services?

PROMOTION

How will your target customers learn about your business?

COMPETITIVE ADVANTAGE

What will your business do better than the competitors?

FINANCIAL PROJECTIONS

How much money do you need to start? Spend every month? Earn every month?

FUNDING REQUIRED

How much money do you need to start and operate the business?
