

ONE PAGE *Business Plan*

Name: _____ Owner: _____

Why?

How?

What?

- Why you do what you do?
- How you do what you do?
- What you do?

Customer problem?



Solutions offered?

Target market?



Position or concentration?

Competitive Advantage?

Income Streams?

Price Strategy?

Top Three Competitors?

Notes:



ELEVATOR PITCH *Template*

For [target customers] who are dissatisfied with [the current market alternative], our product is a [new product category] that provides [the product's key problem-solving capability]. Unlike the product alternative], our product [describe what the product does, its key features].

FOR	Target Customers
WHO ARE DISSATISFIED WITH	The current market alternative
OUR PRODUCT IS	New product category
THAT PROVIDES	The product's key problem-solving capability
UNLIKE	The product alternative
OUR PRODUCT	Describe what the product does, its key features

Notes
