



One Page Business Plan template

1. Executive Summary

- Business Name, Location, and Legal Structure
- Business Description
- Mission and Vision
- Objectives and Goals
- Brief Financial Summary

2. Problem & Solution

- Define the Problem or Market Gap
- Describe Your Product/Service
- How it Solves the Problem Better than Alternatives

3. Market Research

- Target Market and Customer Profile
- Market Trends and Opportunities
- Competitive Analysis
- Market Size and Share Projection

4. Marketing & Sales Strategy

- Brand Positioning and Message
- Marketing Channels (Social Media, SEO, etc.)
- Pricing Model
- Sales Funnel and Customer Journey

5. Operations Plan

- Location and Facilities
- Operational Workflow
- Technology and Tools
- Suppliers and Vendors
- Legal and Licensing Requirements

6. Financial Plan

- Startup Costs and Capital Required
- Revenue Projections
- Break-even Analysis
- Ongoing Expenses
- Funding Request and Usage

7. Go to Market Strategy

- Value Proposition
- Sales Channels
- Marketing Channels & Tactics
- Customer Acquisition Plan

8. Milestones & Goals

- Launch Timeline
- Short-term Goals (3–6 months)
- Long-term Goals (1–3 years)
- Key Performance Indicators (KPIs)

