

# ONE-PAGE BUSINESS PLAN TEMPLATE

INSTRUCTIONS: 1-2 SENTENCES MAX PER RESPONSE

DATE CREATED:

THE OWNER	WHO are you?				
	YOUR VISION			CORE VALUES:	
	BUSINESS NAME				
PROBLEM	DEFINE THE PROBLEM				
	DEFINE SOLUTION NEEDED				
SITUATIONAL ANALYSIS (SWOT)		Strength	Opportunities	Weaknesses	Threats
	Product/service offering				
	Brand/ Marketing				
	Staff				
	Finance				
	Operations				
	Market				
RESOURCES	CAPITAL NEEDED				
	SOURCE OF CAPITAL				
	OTHER RESOURCES NEEDED				
COMPETITION	TOP COMPETITORS				
	OUR COMPETITIVE ADVANTAGE				
MARKETING	PRICING				
	VALUE ADDITION				
METRICS	BREAK-EVEN POINT				
	OTHER SUCCESS MILESTONE MARKER				