



ONE-PAGE BUSINESS PLAN TEMPLATE

A Quick Easy Way to Get Started with Your Business Plan
1-2 sentences MAX per response

WHAT ♦ HOW ♦ WHO

WHAT
do we do?

HOW
do we do it?

WHO
do we serve?

WHY

DEFINE Customer Problem
(what issue do we solve?)

DEFINE Solution
(How do we solve it?)

REVENUE

Pricing & Billing
Strategies

Streams of Income

MARKETING

Customer Reach Strategy
(how will we get customers?)

Referral Generation
Strategy

COMPETITION

Top 5 Competitors

Our Competitive
Advantage

SITUATIONAL ANALYSIS (SWOT)

INTERNAL FACTORS

Strengths

Weaknesses

EXTERNAL FACTORS

Opportunities

Threats

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