

# ONE-PAGE BUSINESS PLAN TEMPLATE

1-2 SENTENCES MAX PER RESPONSE

<b>WHAT + HOW + WHO</b>	WHAT do we do?	
	HOW do we do it?	
	WHO do we serve?	
<b>WHY</b>	DEFINE CUSTOMER PROBLEM	
	DEFINE SOLUTION PROVIDED	
<b>REVENUE</b>	PRICING + BILLING STRATEGIES	
	INCOME STREAMS	
<b>MARKETING</b>	CUSTOMER REACH STRATEGY	
	REFERRAL GENERATION STRATEGY	
<b>COMPETITION</b>	TOP COMPETITORS	
	OUR COMPETITIVE ADVANTAGE	
<b>METRICS</b>	SUCCESS MILESTONE MARKER 1	
	SUCCESS MILESTONE MARKER 2	
<b>SITUATIONAL ANALYSIS (SWOT)</b>	<b>INTERNAL FACTORS</b>	
	<b>STRENGTHS ( + )</b>	<b>WEAKNESSES ( - )</b>
	<b>EXTERNAL FACTORS</b>	
	<b>OPPORTUNITIES ( + )</b>	<b>THREATS ( - )</b>