

One-Page Business Plan

A concise working plan for your idea. Replace the bracketed text, then revisit it as you learn.

BUSINESS [Business name]	OWNER [Your name]	DATE [Month and year]
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01

The business and the customer

[Business name] helps [specific customer] achieve [result] through [product or service]. Customers currently rely on [alternative] and need [unmet need].

02

The offer and the advantage

We sell [offer] for [price or pricing model]. Customers will choose us because [specific difference]. Our evidence is [research, interviews, orders, or test results with dates].

03

How customers will find us

We will start with [one or two channels]. The path to a sale is [steps]. We will track [measure] and aim for [target] by [date].

04

How the business will run

[Owner or role] will deliver [capacity] using [people, tools, and partners]. Our biggest dependency is [item]; our backup plan is [action].

05

The essential numbers

Currency [Code]
 Average sale [Amount]
 Variable cost per sale [Amount]
 Monthly sales [Count]
 Fixed monthly costs [Amount]
 Startup spending [Amount]
 Available cash [Amount]

06

The next step and the biggest risk

In the next 30 days, [owner] will [action] by [date]. Success means [measure]. The biggest untested assumption is [assumption]; we will test it through [method].

QUICK CHECK Monthly operating result = sales × (average sale – variable cost per sale) – fixed costs. Confirm payment timing, tax, debt, and other cash needs separately.