

One-Page Business Plan

Your Company Name

Your Business 3-minute Elevator Pitch	Provide a concise statement in 3 minutes detailing who you are, what you do, who your customers are, the specific problem you solve, your unique solution and value proposition, your sales and marketing strategy, and your call-to-action.	< 20 sentences < 3 minutes
One-Pager Business Plan		
The Problem	What specific problem or need are you solving that your competitors have not addressed	2 sentences
Your Solution	Clearly state how you will meet this need or solve the problems (use bullet points)	2 sentences
Your Customers	Describe your ideal customers; include at least 3 pain points you are solving for each using your solution.	3 sentences
Your Competitors	Who else is fighting for your customers' attention? In which areas are they strong? In which areas are they weak?	3 sentences
Your Sales and Marketing Strategy Your Progress Milestones	Briefly Outline Your Strategy: Market Approach, Lead Generation, and Sales Closing, as well as Progress Milestones.	3 sentences
Your Team	Identify the key individuals responsible for various business functions and their roles in achieving the company's objectives.	1 sentence
Your Budget and Financial Projections	Provide an Estimate for Capital and Operating Costs, as well as Projected Revenue from Sales Efforts; you can also include ROI estimate	3 sentences