One-Page Business Plan

Business name: _____ Date: _____

1. Problem

What problem do your customers have, in their words?

_____

2. Customer

Who exactly will you serve first? How do they solve the problem today?

_____

3. Offer

What will you sell, and what outcome does the customer get?

_____

4. Pricing

How will you charge (one-off, subscription, project, retainer) and how much?

_____

5. Channels

How will customers find you and buy? Choose no more than two to start.

_____

6. Competition and difference

Alternatives (including doing nothing): _____

Why customers will choose you: _____

7. Key numbers

Monthly fixed costs: _____

Price per sale: _____ Direct cost per sale: _____

Contribution per sale (price minus direct cost): _____

Break-even sales per month (fixed costs / contribution): _____

8. Milestones (next 12 months)

- ☐ _____ by _____
- ☐ _____ by _____
- ☐ _____ by _____

Review

Review this page every quarter. Cross out what was wrong and write what you learned.

Guide: www.flexyblogs.com/blog/how-to-write-a-one-page-business-plan