**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12399&utm_source=template-word&utm_medium=content&utm_campaign=One-Page+Business+Plan-word-12399&lpa=One-Page+Business+Plan+word+12399)One-Page Business Plan Template**

Business Identity

|  |  |
| --- | --- |
| **Mission -** What is the core purpose of your business?  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO |  |
| **Vision -** What does long-term success (three to five years) look like? |  |
| **Core Offering -** What product or service do you provide? |  |
| **Target Segments -** Who are your primary customer types or markets? |  |

Strategy and Execution

|  |  |
| --- | --- |
| **Customer Problem -** What key challenge or pain point does your customer face? |  |
| **Solution & Value Proposition -** How does your business solve that problem better than others? |  |
| **Revenue Model -** Describe your pricing approach and how you generate revenue. |  |
| **Marketing Channels -** Which platforms or methods will you use to reach customers? |  |
| **Sales Approach -** How will you convert interest into sales? |  |

Milestones and Metrics: Quarterly Goals

|  |  |
| --- | --- |
| **Q1**  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO |  |
| **Q2** |  |
| **Q3** |  |
| **Q4** |  |

Key Performance Indicators

|  |  |
| --- | --- |
| **Q1**  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO |  |
| **Q2** |  |

Success Markers

|  |  |
| --- | --- |
| **Marker**  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO | Description |
| **Marker** | Description |

Situational Analysis (SWOT)

**Internal Factors**

|  |  |
| --- | --- |
| **Strengths**  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO | Description |
| **Weaknesses** | Description |

**External Factors**

|  |  |
| --- | --- |
| **Opportunities**  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO  NO | Description |
| **Threats** | Description |

|  |
| --- |
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