**One-Page Business Plan Template**

Business Identity

|  |  |
| --- | --- |
| **Mission -** What is the core purpose of your business?NONONONONONONONONONONONONONONONONONONONONONONONO |  |
| **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**NONONONONONONONONONONONONONONONONONONONONONONONO |  |
| **Q2** |  |
| **Q3** |  |
| **Q4** |  |

Key Performance Indicators

|  |  |
| --- | --- |
| **Q1**NONONONONONONONONONONONONONONONONONONONONONONONO |  |
| **Q2** |  |

Success Markers

|  |  |
| --- | --- |
| **Marker**NONONONONONONONONONONONONONONONONONONONONONONONO | Description |
| **Marker** | Description |

Situational Analysis (SWOT)

**Internal Factors**

|  |  |
| --- | --- |
| **Strengths**NONONONONONONONONONONONONONONONONONONONONONONONO | Description |
| **Weaknesses** | Description |

**External Factors**

|  |  |
| --- | --- |
| **Opportunities**NONONONONONONONONONONONONONONONONONONONONONONONO | Description |
| **Threats** | Description |

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