

One-Page Business Proposal Template

WHAT + HOW + WHO	What do we propose?	
	How will we deliver it?	
	Who is this for?	
NEED + SOLUTION	What is the client's need?	
	What are we offering to solve it?	
VALUE PROPOSITION	Core Benefit	
	Expected Results	
SCOPE + TIMELINE	What will we deliver?	
	How long will it take?	
INVESTMENT + TERMS	Total Cost And Investment	
	Payment Terms And Conditions	
WHY US + NEXT STEPS	What sets us apart?	
	Recommended Action	
STRATEGIC SNAPSHOT	INTERNAL FACTORS	
	STRENGTHS (+)	WEAKNESSES (-)
	EXTERNAL FACTORS	
	OPPORTUNITIES (+)	THREATS (-)

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