**One-Page Business Proposal Template**

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|  |  |  |  |  |
| **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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