**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12385&utm_source=template-word&utm_medium=content&utm_campaign=One-Page+Business+Proposal-word-12385&lpa=One-Page+Business+Proposal+word+12385)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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