

ONE-PAGE BUSINESS PLAN TEMPLATE

Answer these questions to get clear on the purpose of your new business and how to make it successful.

1. IS THERE A MARKET NEED?

2. HOW WILL YOU SOLVE THE MARKET NEED?

3. WHICH PRODUCTS OR SERVICES WILL YOU OFFER?

4. WHAT'S YOUR BUSINESS MODEL?

5. WHO'S YOUR COMPETITION, AND HOW WILL YOU BEAT THEM?

6. WHAT'S YOUR COMPETITIVE ADVANTAGE?

7. WHO'S YOUR TARGET MARKET?

8. WHAT MARKETING STRATEGIES WILL YOU USE?

9. HOW WILL YOU COVER YOUR COSTS?

10. WHO DO YOU NEED TO SCALE AND SUCCEED?
