



The 1- page business plan

Answer each question with one or two short sentences.

Project title:

Overview

What will you sell?

Who will buy it?

How will your business idea help people?

Finances

What will you charge?

How will you get paid?

insert

How else will you make money from this project?

Networking

How will customers learn about your business?

How can you encourage referrals?

Success (The project will be successful when it achieves these metrics)

Number of customers:

or

Annual net income (or other metrics):

Obstacles/ Challenges/ Questions/ Competition

Specific concern or question:

Proposed solution to concern:

Name at least two competitors:

What are your unique selling propositions?

What are your team's core competences?

For investors

Why do you need investors (how much money or what kind of partnership):

What will you use the money for:

What do you offer in return:

Do you have any existing investors: