

# One-Page Business Plan

## Your Big Idea

What will you sell?

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Why will people buy it? (What's the need or problem that your business will solve? Unique benefits your product/service will offer?)

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## Your Business

Will you need a company name or product names? (If so, what will they be?)

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Will legal documents will you need to file? (E.g., Doing Business As with the state, LLC if you want to form a limited liability company)

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Who will be important resources for your company's success? (Business partners, local business networks, suppliers, etc.)

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## Money Matters

How much will you charge?

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How much money will you need to get your business started? (Include expenses to produce the product or service)

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How will you cover those startup and ongoing expenses until your business is profitable?

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## The Key to Your Business: Your Customers

Who will buy what you sell?

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How will you find and market to them?

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## Success

When will you consider the company a success? Number of customers reached? Annual net income? Other?

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