



## One-Page Business Plan Template

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

### Mission & Vision

*What problem are you solving, and what change do you want to create?*

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### Target Customers

*Who are you serving? Define your ideal customer clearly.*

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### Value Proposition

*Why will customers choose you instead of alternatives?*

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### Revenue Model

*How will you make money? (Sales, subscriptions, services, etc.)*

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### Marketing & Sales Strategy

*How will you reach customers and persuade them to buy?*

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## Key Activities

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*What are the most important things you must do to deliver value?*

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## Resources Needed

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*What people, tools, or assets are required to execute your plan?*

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## Milestones & Next Steps

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*What are the immediate goals for the next 30, 60, 90 days?*

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## Success Metrics

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*How will you measure progress and know if you're winning?*

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