

One-Page Business Plan Template

Business Name:
Date:
Mission & Vision
What problem are you solving, and what change do you want to create?
Target Customers
Who are you serving? Define your ideal customer clearly.
Value Proposition
Why will customers choose you instead of alternatives?
Revenue Model
How will you make money? (Sales, subscriptions, services, etc.)
Marketing & Sales Strategy
How will you reach customers and persuade them to buy?

What people, tools, or assets are required to execute your plan? Milestones & Next Steps What are the immediate goals for the next 30, 60, 90 days?	
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	Milestones & Next Steps
	What are the immediate goals for the next 20, 60, 00 days?
Success Metrics	what are the immediate goals for the next 30, 60, 90 days:
Success Metrics	
	Success Metrics
How will you measure progress and know if you're winning?	How will you magazing programs and by our if you're winning?
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