



One-Page Business Plan Template

Company Name: _____ DATE: _____

Vision – What are you building?

Mission – Why does this business exist?

Products / Services Provided - What are you selling?

Benefits – What is the outcome of experiencing your product or service? What do customers get out of it?

Unique Value Proposition – What makes your business stand out?

Ideal/Target Customers – Who do you serve? Be specific.

Pricing – How much will you get paid? (Price ranges are okay.)

Payment Policies - How will you handle deposits, cancellations, refunds...?

Objectives – What will you measure, to know you've been successful?

Marketing – How will you and acquire customers?

Strategies – What will make this business successful over time?

Action Plans – What is the work to be done?