

One page business plan

Write concise answers and keep this plan to one readable page.

Business and decision

[Business name, owner, review date and the decision this plan supports.]

Customer and problem

[Name a specific buyer, their problem and the evidence you still need.]

Offer and alternatives

[Describe the deliverable, price, scope and the alternatives customers use.]

Marketing and sales

[State the channel, qualified leads, conversion assumption and paid-sales target.]

Delivery and capacity

[List who delivers, hours per job and practical hours after non-delivery work.]

Monthly financial target

[Price, variable cost, fixed costs and owner pay. Check whole required jobs against capacity.]

Cash and funding

[Separate setup cash, opening cash, actual collection timing and payments. Name the funding source.]

Risks and next review

[Name the largest risks, evidence to collect, action owner and next review date.]
