

The 1 Page Business Plan

*The Softer Side
of Success*

Your Business Entity

Business Name:

Owners:

Type of Entity: Sole Partners LLC S Corp

Products

Products/Services:

Point(s) of Differentiation:

Frequency of Purchase: repeat or 1 time use

The Market Opportunity

Target Market: (geographic area, gender, age, interests, education, special interests, etc.)

Estimated Market Size:

Competitors:

Operations

Staffing Requirements (positions & duties):

Cost to produce (deliver) the product (service):

Marketing

Pricing Strategy:

Sales Channels:

Promotions:

Goals

Revenue Goals:

Funding Requirements:

Profit Goals: