

The One-Page Business Plan

Answer each question with one or two short sentences.

OVERVIEW

What will you sell?

Who will buy it?

How will your business idea help people?

KA-CHING

What will you charge?

How will you get paid?

How else will you make money from this proj?

HUSTLING

How will customers learn about your business?

How can you encourage referrals?

SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

or

Annual net income

(or other metric)

OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

BUSINESS PLAN TEMPLATE

Business Name: _____ Launch Date: _____

<p>PROBLEM List your top 1-2 problems.</p>	<p>SOLUTION Outline a possible solution for each problem.</p>	<p>UNIQUE VALUE PROPOSITION Single, clear, compelling message that states why you are different and worth paying attention to.</p>	<p>UNFAIR ADVANTAGE Something that cannot easily be bought or copied.</p>	<p>CUSTOMER SEGMENTS List your target customer and users.</p>
<p>EXISTING ALTERNATIVES List how these problems are solved today.</p>	<p>KEY METRICS List the key numbers that tell you how your business is doing.</p>	<p>HIGH-LEVEL CONCEPT List your X and Y analogy, e.g. YouTube = Flickr for videos.</p>	<p>CHANNELS List your path to customers (inbound and outbound).</p>	<p>EARLY ADOPTERS List the characteristics of your ideal customers.</p>
<p>COST STRUCTURE List your fixed and variable costs.</p>		<p>REVENUE STREAMS List your sources of revenue.</p>		

New York StartUP! 2013 Business Plan Competition Company Profile

Company Name:
Year Founded:
Contact Name:
Address:
City
State
Zip:
Email:
p:
f:
URL:
Industry:
Employees:
One Line Pitch:

Management Team:

Business Description

Product/Services:

Target Market:

Customer Problem:

Sales/Marketing Strategy:

Business Model:

Major Competitors:

Competitive Advantage:

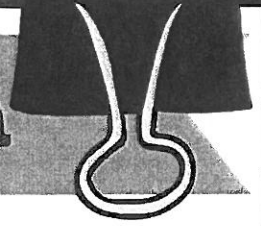
FINANCIALS

Financials *	2013	2014	2015	2016
Revenues				
Expenditures				
Net				

* In Thousands (000) of USD

<p>PROBLEM</p> <p>What are the top 1-3 frustrating problems your audience faces every day? What problems are they already paying to solve?</p>		<p>ELEVATOR PITCH</p> <p>In one powerful sentence, combine your audience, problem, solution, and differentiator.</p> <p>For example: "I help <audience> with <problem> by <solution>. Unlike <competitors>, I <differentiator>".</p>	<p>SOLUTION</p> <p>What does the perfect solution to your audience's problem look like? How will you solve the problem your audience has for them? What are the benefits your audience will get from your solution?</p>	
<p>AUDIENCE</p> <p>Who is your ideal customer? How old are they? Where do they live? What do they do? What do they care deeply about? What are their future goals or aspirations?</p>	<p>CHANNELS</p> <p>Where does your ideal customer hang out? Online? Offline? What social media networks do they use frequently? What kinds of things do they share most often? Least often? How often will you communicate with your mailing list? What kinds of content will you send to your mailing list subscribers?</p>	<p>DIFFERENTIATOR</p> <p>What's different or unique about your solution? How will you stand out from your competitors? What puts you ahead of the pack?</p>	<p>COSTS</p> <p>What will it cost to build and sell your solution? Are these costs monthly? Yearly? One-time? Do you need additional contractors or employees to build the solution? Do you need to pay yourself for household expenses, rent, etc? Is the cost of running your business more than the revenue?</p>	<p>REVENUE</p> <p>What will you sell to your audience that solves their problem? How much will you charge for it?</p>
<p>COMPETITORS</p> <p>What are 3-5 competing businesses you can find that serve the same audience? What do they do well? What do they do badly?</p>		<p>PERSONAL FIT</p> <p>Does this business feel like you? Is it the kind of lifestyle and responsibility you want? Will you get tired of it, or do you get energized thinking about it?</p>		<p>BUSINESS BOOSTERS</p> <p>What unfair advantages do you have over the competition? Do you have existing relationships you can leverage? How is your solution not easily copied?</p>

My Business Plan



BUSINESS IDEA:

What is your big idea?

Is it a product or a service?

What makes your idea different?

How will your products/services stand out from the competition?

Why will people want to buy?

BUSINESS NAME:

What does this name say about your business? Is it unique? Memorable? Easy to pronounce?

TARGET MARKET & DEMOGRAPHICS:

Who will your customers be?

Other Kids? Teenagers? Men? Women?

Where do they live? What is your target market passionate about?

MARKETING:

How will you get the word out about your business?

Online? Posters? Through the Newspaper? By Email?

Where will you sell your products or services?

PRICING:

How much will you charge?

What are your competitors charging?

PROFIT:

How much will you make on each sale after you subtract your expenses? Profit = Income - Expenses

Sale price of item:

Cost of item:

Profit:

What will you do with the money you make? Reinvest in the business? Save for college? Donate?

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