## One-Page Business Plan

### Your Big Idea

**What will you sell?**

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**Why will people buy it?** (What’s the need or problem that your business will solve? Unique benefits your product/service will offer?)

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### Money Matters

**How much will you charge?**

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**How much money will you need to get your business started?** (Include expenses to produce the product or service)

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**How will you cover those startup and ongoing expenses until your business is profitable?**

___________________________________________________

### Your Business

**Will you need a company name or product names?** (If so, what will they be?)

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**Will legal documents will you need to file?** (E.g., Doing Business As with the state, LLC if you want to form a limited liability company)

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**Who will be important resources for your company’s success?** (Business partners, local business networks, suppliers, etc.)

___________________________________________________

### The Key to Your Business: Your Customers

**Who will buy what you sell?**

___________________________________________________

**How will you find and market to them?**

___________________________________________________

### Success

**When will you consider the company a success?** Number of customers reached? Annual net income? Other?

___________________________________________________

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