



# The One-Page Business Plan

Answer each question with one or two short sentences.

## OVERVIEW

What will you sell?

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Who will buy it?

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How will your business idea help people?

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## KA-CHING

What will you charge?

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How will you get paid?

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How else will you make money from this project?

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## HUSTLING

How will customers learn about your business?

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How can you encourage referrals?

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## SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

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*or*

Annual net income

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*(or other metric)*

## OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

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Proposed solution to concern #1

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