

3-1 The OnePager business frame

Closing the “Introduction” part of your thesis work you are asked to shortly describe the business idea. No more than 1-2 pages are needed - besides being short and concise this is important to build a good structure and select content sentences carefully.

The OnePager is NOT a sales brochure. NOT a media message. NOT a commercial leaflet. And: differs from the well-known „Elevator Pitch” – which is practically only a support to an oral presentation. Of course, this is useful to compose an **Elevator Pitch sentence** like in this exhibit:

Elevator Pitch sentence structure:
FOR (target customer), WHO HAS
(customer need), (product name) IS A
(market category) THAT (one key benefit).
UNLIKE (competition), THE
PRODUCT (unique differentiator).

As you see in a F2F situation you have to be ready for a sentence, which they will remember for. Instead empty phrases "My company writes mobile device applications for other businesses" you have to be very straightforward and precise, like „*We develop smart mobile apps that businesses use to train their staff remotely – users report it shows a big increase in efficiency for managers.*” You understand that all words count – plus presenting a „unique selling proposition” (USP) can be a winning situation as follows:

„95 percent of our clients are happy with the first beta version of their app.”

You NEED capital, other resources, market, channel, manpower – have a clear focus!

The aim with presenting a „OnePager paragraph” in your Thesis is to prove: you are ready to show how to build business relationship, where factual data and decision support is a must. The OnePager is a short document for 5 minutes to read over: text, data, diagrams, contact info; a short company history, logo, product info, positive future plans – a vision and a moderate message to your main buyers / suppliers. Give a page in your “**Part A) Introduction**” to present this summarized description of your business idea.

- ☐ **START** with your actual, focused problem to solve – **CLARIFY**, why is it a problem, **TO WHOM** will it be a solution
- ☐ **THE TARGET** (described in the Thesis), main and sub-target rationale
- ☐ **STATUS**: Prior research, development project, team, **name**, references; the product, basic market situation (3-4 sentences, data, diagram)
- ☐ **EXPECTED** business results: business model, volume, price model, revenue stream, targeted markets
- ☐ **COMPETITORS**: why our product /service is better, faster, more unique, etc.
- ☐ **PARTNERS** who have been and who would be working with us (and: why, how)
 - ☐ **FORGET**: more images, long history, team portraits, doublespeaking, etc.

SEE SOME KEYWORDS ON THE NEXT PAGE

Name (company / product):

planned email:

planned website (domain):

The current problem to solve:

About the company, the product:

The market need, customer segment:

Competitors, and how to compete with them:

Partners (suppliers, main buyers, way of cooperation):

History, references, prior results:

Explanation (technology, others – for those not being professional):

Alternatives to develop / to start / to grow the business (size of capital, other resources, timing, manpower, etc.):