**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| 1–2 | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do we do?** | |  |  | | | | |
| **HOW do we do it?** | |  |  | | | | |
| **WHO do we serve?** | |  |  | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  |  | | | | |
| **DEFINE SOLUTION PROVIDED** | |  |  | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  |  | | | | |
| **INCOME STREAMS** | |  |  | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  |  | | | | |
| **REFERRAL GENERATION STRATEGY** | |  |  | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  |  | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  |  | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  |  | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  |  | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
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|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
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