

One Page Start-Up Jumpstart Business Plan

Business Name: _____

Date Prepared: _____

Who is your ideal client? Describe him/her. (Target market)

What pressing problem do you solve for this ideal client? (Identifiable need)

How do you solve this problem? (Products or services)

Who else is solving this problem for your ideal clients? (Competitors)

How is the way you solve this problem in a different than the way others in the marketplace solve this problem?
(Unique sales proposition/brand/message)

How do you plan to get the word out to your ideal client about how you can help them solve their problem?
(Marketing strategy)

What do you plan to charge for your goods/services? What are your expenses? How much in gross monthly revenue will you need to break even? How many clients/customers will you need per month to achieve your monthly revenue goals? (Financial projections)