**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| 1–2 SENTENCES MAX PER RESPONSE |  |  |  |  |
| **WHAT + HOW + WHO** | **WHATdo we do?** |  |   |
| **HOWdo we do it?**  |  |   |
| **WHOdo 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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**How to Fill this Out:**

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| **1–2 SENTENCES MAX PER RESPONSE** |  |  |  |  |
| **WHAT + HOW + WHO** | **WHATdo we do?** |  | Put in your mission statement. * Our mission is to strengthen the Black business community of Washoe County by providing educational and financial support.
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| **HOWdo we do it?**  |  | Explain how you meet your mission statement. * We provide financing, microloans and fiscal sponsorship.
* We offer Business and Finance Literacy Courses
* We host business focused events
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| **WHOdo we serve?** |  | Describe a few characteristics of your typical customer. * Black between the ages of 24 and 55
* Approx. $50,000 annual income
* Either starting a business or looking to expand a small business
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| **WHY** | **DEFINE CUSTOMER PROBLEM** |  | Our customers typically lack access to low interest financing options.  |
| **DEFINE SOLUTION PROVIDED** |  | **Describe what you offer that no one else does.** * **We offer low interest microloans**
* **We provide curriculum developed to meet the needs of Black business owners**
* **We provide events that enrich Black business owners around business and finance**
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| **REVENUE** | **PRICING + BILLING STRATEGIES** |  | **Keep this simple. Focus on your primary services only. No more than three.*** For microloans we charge 5% + prime interest monthly
* For fiscal sponsorship its 10% of the total funding awarded
* Classes and Events are free
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| **INCOME STREAMS** |  | **Describe where your businesses money comes from? Use the items in pricing and billing strategy and ball park a percentage.** * 80% grant finding
* 10% interest from microloans
* 10% from fiscal sponsorship fees
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| **MARKETING** | **CUSTOMER REACH STRATEGY** |  | **Describe how you advertise and promote your business.*** Internet
* Word of mouth
* TV
 |
| **REFERRAL GENERATION STRATEGY** |  | **Describe how you will acquire new customers and explain why your target market will prefer your product or service to another.**  |
| **COMPETITION** | **TOP COMPETITORS** |  | **List any competitors you may have in this business.** |
| **OUR COMPETITIVE ADVANTAGE** |  | **What makes your business better?** * Think of something your business does better than your competitors.
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| **METRICS** | **SUCCESS MILESTONE MARKER 1** |  | **Write no more than 3 goals for your business in the next 1 to 5 years.*** **Be sure its specific, measurable, has a time frame and is relevant to your business.**
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| **FUNDING REQUIRED** |  |  |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** |
| **STRENGTHS ( + )** |  |  | **WEAKNESSES ( – )** |
| Describe 3 to 5 strengths of your business.  |  |  | Describe 3 to 5 areas where your business can improve.  |
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|  | **EXTERNAL FACTORS** |
| **OPPORTUNITIES ( + )** |  |  | **THREATS ( – )** |
| Describe 1 to 5 areas where you are confident your business will improve.  |  |  | Describe 3 to 5 things that could cause your business to fail.  |
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