**ONE-PAGE BUSINESS PLAN TEMPLATE**

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| 1–2 SENTENCES MAX PER RESPONSE | | | | |  |  |  |  |
| **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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**How to Fill this Out:**

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| **1–2 SENTENCES MAX PER RESPONSE** | | | | |  |  |  |  |
| **WHAT + HOW + WHO** | **WHAT do 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. | | | | |
| **HOW do 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 | | | | |
| **WHO do 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 | | | | |
| **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** | | | | |
| **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 | | | | |
| **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 | | | | |
| **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. | | | | |
| **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.** | | | | |
| **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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