

**THE
ONE
PAGE
PLAN**

Hello there,



Congratulations! You are about to embark on an exciting new journey called entrepreneurship!!!! As an entrepreneur who has led two multi-million dollar revenue generating companies and won several awards for my business proficiency and next generation leadership, I am well acquainted with the strategies and resources business owners need to play at

a higher level. I am eager to learn more about your plans and the impact that you intend to make in this world. As you begin laying the basic foundation of your plan please keep this definition in mind:

Entrepreneurship is simply the pursuit of opportunities to create value for others.

This template is designed to help you explain that value. This is a basic guide for you to follow. The first two pages consist of definitions for each of the sections that you will complete. Once you review the definitions, you can move forward with completing the one page plan. There is no right or wrong way to complete this template and this is only the beginning. Let's get started.

In your corner,
Sirena Thomas

THE ONE PAGE PLAN EXPLANATION

IDENTITY:

Describe your business in one sentence. What do you do and who do you do it for? For example, a bikeshop's identity might be: "We offer high-quality biking gear for families and regular people, not just gearheads." Your identity is what sets you apart from the competition. It's how you define who you are as a business.

PROBLEM WORTH SOLVING:	YOUR SOLUTION:
Describe the problems that your potential customers have. Why do they need your products or services?	What is your product or service? Describe it here and how it solves your customer's problem.
TARGET MARKET:	THE COMPETITION:
Who are your customers? Describe your ideal customer here and, if you know, how many of them there are.	What other products and services do your potential customers use today to solve their problems? How are you better than the competition?
SALES CHANNELS:	MARKETING ACTIVITIES:
Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.	What are the primary ways you will reach your customers? If you will be advertising or using PR, describe those activities here.

REVENUE:	EXPENSES:
What are your primary revenue streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue	List your major expenses here. There's no need to go into a lot of details in the early stages. Just list the areas that you expect to spend the most money on.

<p>TEAM AND KEY ROLES:</p>	<p>PARTNERS AND RESOURCES:</p>
<p>If you have business partners or need to hire key people to help you launch the business, list those people and positions here.</p>	<p>Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here.</p>
<p>MILESTONES:</p>	
<p>List your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to take your business from idea to reality?</p>	

THE ONE PAGE PLAN

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PROBLEM WORTH SOLVING:	YOUR SOLUTION:
TARGET MARKET:	THE COMPETITION:
SALES CHANNELS:	MARKETING ACTIVITIES:

REVENUE:	EXPENSES:
TEAM AND KEY ROLES:	PARTNERS AND RESOURCES:
MILESTONES:	

IN 2020 I WILL...

List 4 “Check-of-able” Goals for your New Year.
Ex. I will identify two business partners.

1.

2.

3.

4.
