



Short Form Business Plan Template

Define your mission, market, and momentum—all on one page.

1. Mission Statement

What do we exist to do? Who do we serve, and why does it matter?

2. Vision Statement

What will success look like 3–5 years from now?

3. Core Values

What values will guide your team's decisions and culture?

4. Target Market

Who is your ideal customer? Describe demographics, needs, and buying behavior.

5. Value Proposition

Why do people choose you over competitors? What unique problems do you solve?



6. Marketing & Outreach

How will you attract and engage your target audience?

7. Revenue Strategy

What are your income streams, pricing model, and sales process?

8. Key Goals (Next 12 Months)

List your top 3 measurable goals with timelines.

9. Team & Roles

Who is responsible for what? What additional help do you need?

10. Prayer & Faith Commitments

How will you invite God into this business journey?
