

# One-Page Business Plan

Your entire business on a single page. Built for clarity, not for length.

## Company & Vision

*One sentence: what your company does and the world you want to build. Example: 'Acme helps freelance designers get paid 80% faster with embedded invoicing.'*

## The Problem

*The specific, painful problem your customer has today. Quantify when possible (hours lost, \$ wasted, conversion gap).*

## Your Solution

*What you've built (or are building) and why it solves the problem better than the current alternative. Avoid feature dumps — focus on the outcome.*

## Target Customer

*Who they are (role, company size, behavior), where you find them, and how they buy today. Be specific — 'SMBs' is not a segment.*

## Unique Value Proposition

*One sentence: why a customer chooses you over the next-best option. The 'unfair' part that competitors can't easily copy.*

## Revenue Model & Pricing

*How you make money: subscription, transaction fee, one-time, ads, marketplace take-rate. Include current or planned price points.*

**Go-to-Market Channels**

*Top 3 channels you'll use to acquire customers in the next 90 days. Rank by expected CAC and time-to-traction.*

**Key Metrics (next 12 months)**

*The 3–5 numbers that prove the business works. Examples: MRR, paid customers, activation rate, retention, CAC payback, gross margin.*

**Cost Structure**

*Top 3 cost categories (people, infra, paid acquisition, COGS). Include monthly burn estimate.*

**Team & Unfair Advantage**

*Founders + key roles. What you uniquely know, who you uniquely know, or what you've uniquely built that makes you the right team.*

How to use this template: keep every section to 1–3 sentences. If you can't fit it, the answer isn't sharp enough yet. Re-read in 30 days — what changed proves you're learning.