

# One-Page Business Plan Template

## How to use this template?

Edit this Google Doc version of the one-page business plan template directly. This copy is yours.

## What's included?

- **Detailed instructions:** Expert guidance and prompts will help you think through, and clearly convey your overarching vision.
- **A completed one-page plan:** Our sample plan will help you see exactly what you're building.
- **Pro tips:** Drawing from our experience helping over a million business owners write their business plans, these tips will help you write a one-page business plan to reach your goals.
- **Next steps:** At the end of this template, you'll find next steps to help you achieve your goals faster.
- **Special offer:** Access [an exclusive offer for LivePlan](https://start.liveplan.com/premium-free-trial?utm_source=liveplan&utm_medium=download&utm_campaign=2023_one-page_business_plan_template&utm_content=ad), the #1 rated business plan builder.

[https://start.liveplan.com/premium-free-trial?utm\\_source=liveplan&utm\\_medium=download&utm\\_campaign=2023\\_one-page\\_business\\_plan\\_template&utm\\_content=ad](https://start.liveplan.com/premium-free-trial?utm_source=liveplan&utm_medium=download&utm_campaign=2023_one-page_business_plan_template&utm_content=ad)

# Your Business Name Here

<b>Identity</b> What does your company do or offer and to whom?	
<b>Problem worth solving</b> What challenges does your company solve?	<b>Our solution</b> How does your company solve those challenges?
<b>Target market</b> Who makes up your target audience? Who are your ideal segments, personas, or customers?	<b>Competitive landscape</b> Who are your competitors? What makes them successful in your industry?
<b>Sales channels</b> How will you get your product/service to customers?	<b>Marketing activities</b> How will you get your product/service in front of potential customers?
<b>Revenue</b> What goods/services will drive revenue?	<b>Expenses</b> What items will cost you money?
<b>Milestones</b> What projects or tasks must be completed in order to reach your goals?	
<b>Team and roles</b> Who is a critical part of your internal team (name/role)?	<b>Partners and resources</b> Who else is supporting your venture/business?

# Garrett's Bike Shop

<b>Identity</b> We offer high-quality biking gear for families and regular people, not just gearheads.	
<b>Problem worth solving</b> It's hard to buy a good bike in this town without being an "insider" cycling expert.	<b>Our solution</b> Garrett's is a snob-free zone where regular people can get top-notch gear and expert advice.
<b>Target Market</b> <ul style="list-style-type: none"><li>• Young families</li><li>• College students</li><li>• Commuters</li></ul>	<b>Competition</b> <ul style="list-style-type: none"><li>• Other local bike shops</li><li>• Big-box retailers</li><li>• Online retailers</li></ul>
<b>Sales Channels</b> We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store and at special events.	<b>Marketing Activities</b> <ol style="list-style-type: none"><li>1. Partner with Travel Northwest</li><li>2. Advertise in local publications</li><li>3. Grand Opening w/deals, contests</li><li>4. Host social media pages and website</li><li>5. Attend outdoor enthusiast trade shows</li></ol>
<b>Revenue</b> <ol style="list-style-type: none"><li>1. Bikes</li><li>2. Accessories</li><li>3. Clothing</li><li>4. Service and repair</li></ol>	<b>Expenses</b> <ol style="list-style-type: none"><li>1. Payroll</li><li>2. Rent</li><li>3. Utilities</li><li>4. Insurance</li><li>5. Marketing</li></ol>
<b>Milestones</b> <ul style="list-style-type: none"><li>• Develop Q1 budget (Garrett, Dec. 15)</li><li>• Scout locations (Garrett, Jan. 12)</li><li>• Build website (Jill, Jan. 20)</li><li>• List potential advertising publications (Tom, Feb. 22)</li></ul>	
<b>Team &amp; roles</b> <ul style="list-style-type: none"><li>• Garrett: Owner</li><li>• Jill Bloom: Shop Manager</li><li>• Tom McKey: Advisor</li><li>• Heather Gibson: Investor</li></ul>	<b>Partners &amp; resources</b> <ul style="list-style-type: none"><li>• Johnson &amp; Cohen: Accountants</li><li>• The Great Outdoors</li><li>• Travel Northwest</li><li>• Cycle Parts R Us</li></ul>