

Business plan template (one-pager)

Executive summary

(Here, you can write a small introduction to your company and what is your mission statement)

Problem statement

(Describe the problem that you are trying to solve in detail. Include data to show the scale of the problem)

Solution

(How do you propose your product will solve the problem)

Unique sales proposition (USP)

(Why do you think people will use your product and services to solve their needs)

Competitive landscape

(Describe your direct and indirect competitors, try to broaden your view, and consider other factors)

Revenue model

(How will you make money from your product?)

Target customer segment

(Be specific about your target segment and make it deeper than demographics. Use examples of what they use today and who they are)

Total addressable market (TAM)

(Also referred to as the total available market, it is the overall revenue opportunity that is available for a product or service if 100 percent market share is achieved)

Financial projection

(Finally, it's time to showcase your financial projection. Try to create a 5-year plan with as accurate figures as possible on investment, cost, and ROIs)

The ask

(What and how much are you looking for when pitching the idea?)

Please note: if you use this template for a start-up, you will also have to give an exit strategy in your business plan