PRACTICAL RESOURCE / STARTUPCOACH

One Page Business Plan

startupcoach.cc

Your One-Page Business Plan

A working draft, not a promise. Use plain language.

1. Customer + Situation

Who is this for, and when does the problem happen?

Evidence I have:

Assumptions I am making:

2. The Problem

What is hard to do? How is it handled today?

Exact language I have heard:

3. First Offer

I help [customer] with [problem] by delivering [work].

Included:

Not included:

Inputs / access / approvals needed:

4. First Customer Route

One relevant audience:

One channel or relationship:

A useful next action:

5. Delivery

Steps:

Owner:

Review point:

Dependencies:

6. Working Estimates

Proposed price (not revenue):

Estimated delivery effort:

Tools and other direct costs:

Uncertainties to check:

7. Next Test

The question:

The action:

What I will observe:

Review date:

Continue / revise / pause decision:

After the test: what happened, what changed, and what is still uncertain?

Educational template. Adapt to your circumstances; no business outcome is guaranteed.