



# One Page Business Plan – Answer each question in 1-2 sentences

1

## Who We Are

*Why does your business exist (purpose/mission)?*

*What makes you uniquely qualified to run your business?*

2

## What We Sell/Why It's Needed

*What do/will you sell?*

*What challenge/problem/unmet need does it solve for your customer?*

3

## Who We Sell To

*Who does/will buy what you sell? Who are they – where do they live, what age range, what do they look like?*

*How do customers learn about your business?*

4

## How Much Money (\$)

*How much (in \$) do you project to sell by the end of this year?*

*How much money do you need to start/grow your business?*