THE ONE-PAGE BUSINESS PLAN

Your whole business on a single page: who you serve, what you sell, how you make money and what comes next.

TYPE: TEMPLATE REVIEWED: NOVEMBER 2026 TIME: 45 MINUTES LEVEL: BEGINNER

AT A GLANCE

- A **one-page plan** forces you to be clear. If you can't explain the business on one page, you're not ready to explain it to a lender or investor.
- Page 2 is a **fillable template**. Type in each box, save it, and update it every few months.
- Keep each answer to two or three short sentences.

Why it matters

Long business plans take weeks and rarely get read. A one-page plan takes an afternoon, keeps you focused, and is easy to share with mentors, partners, lenders and the Project Underdogs team. It's also the backbone of a pitch deck later. See **R-18 Building a Pitch Deck**.

What goes in each box

Box	What to write
Business name and one-line description	"I help [customer] who [problem] by [what you do]."
The problem	What's painful or costly for your customer today.
Your customer	Who they are, and where you'll find them. See **I-02 Who Is Your Customer?**.
What you sell	Your product or service, and what makes it different.
Competition	Who else serves them, and why customers will choose you. See **I-05 Checking Out the Competition**.
How you make money	Prices, and how customers pay.
How you'll reach customers	Your main marketing and sales channels.
Proof so far	Sales, pre-orders, users, interviews, reviews.
Key numbers	Price, margin, break-even and monthly sales. See **M-08 Costs, Margins and Break-Even**.
Team	Who's involved, and who you still need.
Money needed	How much you need and what it's for. See **R-25 Use-of-Funds Plan**.
Next 90 days	Your three most important goals.

Example: one-line descriptions

> EXAMPLE
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> - "Rosa's Cleaning Co. gives busy families the same trusted, bilingual cleaner every visit, booked by text."
> - "Sofia's app cuts no-shows for small clinics with deposits and automatic reminders."
> - "Lina's Bakery brings fresh Lebanese pastries to the north side, starting with weekend markets and holiday pre-orders."

Tips

- **Write simply.** If a 15-year-old couldn't follow it, simplify.
- **Use numbers** wherever you can.
- **Be honest about what you don't know yet.** It's a plan, not a promise.
- **Update it** every 3 months, or when something big changes.

> TIP
>
> The template works in **Adobe Acrobat Reader** (free) and most PDF apps. If you prefer, print it and fill it in by hand.

Where to go next

- **R-18 Building a Pitch Deck**
- **I-06 Testing Your Idea Before Spending Big**
- **M-08 Costs, Margins and Break-Even**

IMPORTANT
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ONE-PAGE BUSINESS PLAN

Two or three short sentences per box. Update it every 3 months.

Business name	
Date	

One-line description: I help [customer] who [problem] by [what you do]

The problem

Your customer

What you sell, and what makes it different

Competition, and why customers choose you

How you make money (prices, how customers pay)

How you'll reach customers

Proof so far (sales, pre-orders, users, reviews)

Key numbers (price, margin, break-even)

Team: who's involved, who you still need

Money needed, and what it's for

Next 90 days: your three most important goals