GENERAL

one page business plan sample

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Introduction: Why a One Page Business Plan Matters

When you're launching a startup, every minute and every dollar counts. Investors, partners, and even your own team need a clear snapshot of your vision, strategy, and financial outlook. A **one page business plan sample** delivers that snapshot in a concise, compelling format. It cuts through the noise, keeps focus sharp, and makes it easier to communicate your idea to stakeholders who may not have the time to read a multi chapter document.

This article walks you through the essential elements of a one page business plan, how to craft it, and why it can be a powerful tool in your entrepreneurial arsenal. By the end, you'll have a practical template you can adapt to any industry and a deeper understanding of how to present your business with clarity and confidence.

What Is a One Page Business Plan?

A one page business plan is a distilled version of a traditional business plan. Instead of dozens of pages, it condenses the core components—problem, solution, market, business model, traction, financials, and team—into a single, easy to read sheet. It's often used for quick pitches, internal alignment, or as a living document that evolves alongside the business.

Unlike a standard business plan that can be 20–30 pages long, the one page format forces you to prioritize information, remove fluff, and focus on what truly matters. This brevity can be a strategic advantage, especially when you need to capture the attention of busy investors or secure a quick partnership.

Core Sections of a One Page Business Plan

While every business is unique, a solid one page plan typically includes the following sections. Each section is concise but complete, providing enough detail to convey your vision without overwhelming the reader.

1. Executive Summary

What it is: A one sentence elevator pitch that encapsulates the essence of your business.

Why it matters: It's the first thing readers see, so it needs to hook them immediately.

2. Problem Statement

What it is: A clear description of the pain point your product or service addresses.

Why it matters: Demonstrates that you understand your market's needs.

3. Solution

What it is: A concise explanation of how your offering solves the problem.

Why it matters: Shows the value you bring and differentiates you from competitors.

4. Market Opportunity

What it is: Key statistics about market size, growth, and target customer segments.

Why it matters: Validates the potential for scale and revenue.

5. Business Model

What it is: A brief overview of how you'll generate revenue—pricing, sales channels, and cost structure.

Why it matters: Provides a snapshot of profitability and sustainability.

6. Traction & Milestones

What it is: Current achievements (users, sales, partnerships) and upcoming milestones.

Why it matters: Demonstrates momentum and future growth trajectory.

7. Financial Snapshot

What it is: A few key financial metrics—revenue forecast, gross margin, and burn rate.

Why it matters: Gives investors a quick sense of financial health.

8. Team

What it is: Names, roles, and relevant expertise of core team members.

Why it matters: Shows you have the right people to execute the plan.

9. Funding Ask

What it is: Amount of capital you're seeking, and how you'll use it.

Why it matters: Directly addresses investor needs and clarifies the use of funds.

How to Build Your One Page Business Plan

Building a one page business plan is less about speed and more about clarity. Follow these steps to ensure you capture every essential detail without sacrificing brevity.

Step 1: Define Your Value Proposition

Before you start writing, answer these questions:

- What problem does your product solve?
- Who experiences this problem?
- Why is your solution better than existing alternatives?

Your value proposition will guide the language in the executive summary and solution sections.

Step 2: Gather Data Quickly

Use market research reports, industry blogs, and competitor analyses to pull in key statistics. Keep the numbers to a few, but choose the most compelling ones—market size, CAGR, or TAM (Total Addressable Market).

Step 3: Draft Each Section One at a Time

Start with the executive summary. Write it first to anchor your entire plan. Then move through the sections in order, ensuring each paragraph is no longer than two sentences. Use bullet points for lists to keep the page uncluttered.

Step 4: Use Clear, Action Oriented Language

Replace passive verbs with active ones. For example, instead of “Our service is designed to help,” say “We empower users to.”

Step 5: Review and Revise

After drafting, step away for a day. Return with fresh eyes and trim anything that doesn’t add value. Aim for a final word count of 400–600 words; this keeps the page readable and memorable.

Sample Layout of a One Page Business Plan

Below is a visual representation of a typical one page business plan. Copy this structure into a word processor or design tool and replace the placeholders with your data.

1. Header: Company name, logo, and tagline.
2. Executive Summary (1 sentence).
3. Problem (1–2 sentences).
4. Solution (1–2 sentences).
5. Market Opportunity (bullet points).

6. Business Model (1–2 sentences).
7. Traction & Milestones (bullet points).
8. Financial Snapshot (table or key figures).
9. Team (names, titles, key skills).
10. Funding Ask (amount and use).

Examples of One Page Business Plan Samples

Below are two fictional one page business plan samples—one for a SaaS startup and another for a consumer goods company. Feel free to adapt the format to your industry.

Example 1: SaaS Startup – “TaskFlow”

Company Name: TaskFlow Inc.
Tagline: “Simplify Your Work, Amplify Your Team.”

Executive Summary: TaskFlow delivers AI powered task management to reduce project bottlenecks by 30% for mid size tech teams.

Problem: Project teams spend 25% of their time on manual task allocation and status tracking.

Solution: An intuitive platform that automates task assignment, predicts delays, and provides real time analytics.

Market Opportunity:

Global project management software market: $7B 2024, CAGR 12%
Target segment: 10,000+ mid size tech companies in North America

- Beta launched with 12 clients, 3,000 active users
- Achieved $150K ARR in Q1 2025
- Upcoming: Integrate with Jira and Asana by Q3 2025

Metric	2025	2026
Revenue	$1.8M	$4.5M
Gross Margin	80%	82%
Burn Rate	$200K/month	$250K/month

- Jane Doe – CEO, ex Google product manager
- John Smith – CTO, AI specialist, PhD in Machine Learning
- Amy Lee – COO, former Atlassian operations lead

Example 2: Consumer Goods – “EcoCup”

Company Name: EcoCup Co.
Tagline: “Sustainable Cups for Everyday Life.”

Executive Summary: EcoCup produces biodegradable coffee cups that decompose in 90 days, targeting eco conscious cafés and office spaces.

Problem: Single use plastic cups contribute to 1.5 million tons of waste annually in the U.S.

Solution: A line of compostable cups made from corn starch and sugarcane bagasse, certified by the USDA.

Market Opportunity:

US single use cup market: $3B, 8% CAGR
Target: 5,000 cafés and office spaces in major metros

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