

ONE PAGE SUMMARY

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One-page planning

Master Your Startup with a One-Page Business Plan!

DEFINITION

A one-page business plan is a concise document that outlines the key elements of a startup. It helps entrepreneurs clarify their vision and strategy in a simple format.

KEY CONCEPTS

Vision Statement

A brief description of what your startup aims to achieve in the long term.

Target Market

The specific group of customers your startup intends to serve.

Value Proposition

A clear statement of the unique benefits your product or service offers to customers.

Revenue Streams

The different ways your startup will generate income.

Key Metrics

The essential numbers that will help you measure your startup's success.

EXAMPLES

- Tech startup targeting remote workers with productivity tools.
- Food delivery service focusing on healthy meal options for busy professionals.
- E-commerce platform selling eco-friendly products to environmentally conscious consumers.

MEMORY TIPS

- ★ Use the acronym VTRKM: Vision, Target, Value, Revenue, Key Metrics.
- ★ Visualize your plan as a roadmap to keep your goals on track.
- ★ Think of your one-page plan as an elevator pitch for your business.

COMMON MISTAKES

- ✗ Overcomplicating the plan with too much detail.
- ✗ Neglecting to define a clear target market.
- ✗ Failing to update the plan as the business evolves.

QUICK RECAP

A one-page business plan is a streamlined tool for startups to outline their strategy. It includes key elements like vision, target market, and revenue streams, making it easier to communicate and adjust as needed.