ONE PAGE SUMMARY

Entrepreneurship & Startup › Startup Foundations › Business Planning

One-page planning

Master Your Startup with a One-Page Business Plan!

DEFINITION

> A one-page business plan is a concise document that outlines key elements of a startup's strategy. It helps entrepreneurs clarify their vision and communicate it effectively.

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 and satisfy.

Revenue Streams

The various ways your startup plans to generate income from its products or services.

Value Proposition

A clear statement that explains how your product solves customers' problems or improves their situation.

Key Metrics

The critical numbers that will help you measure the success of your business.

EXAMPLES

→ A tech startup focusing on mobile apps for fitness enthusiasts.

→ A food delivery service targeting busy professionals in urban areas.

→ An eco-friendly product line aimed at environmentally conscious consumers.

MEMORY TIPS

★ Use the acronym VTRM (Vision, Target, Revenue, Metrics) to remember key components.

★ Visualize your plan as a map guiding your startup journey.

★ Think of your one-page plan as an elevator pitch for your business.

COMMON MISTAKES

✗ Overloading the plan with too much detail instead of keeping it concise.

✗ Neglecting to update the plan as the business evolves.

✗ Failing to validate assumptions about the target market.

QUICK RECAP

A one-page business plan succinctly outlines your startup's vision, target market, and revenue strategies. It serves as a roadmap for success and should be regularly updated to reflect changes in the business landscape.