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| **One (or Two) Page Business Plan (Put your Business Name Here)** |
| **Problem Worth Solving** | **Your Solution** |
| This is a short summary of what you do and what need(s) you are fulfilling.  | Describe how your business solves the problem(s) in the first box. |
| **Target Market** | **The Competition** |
| Who are your customers? Try and be as specific as possible. | How do customers solve their problem today? Are there alternatives? |
| **Sales Channels** | **Marketing Activities** |
| How will you sell your solution to your customers? | Describe your key marketing activities, how you will let people know you are in business. |
| **Revenue** | **Expenses** |
| Describe the key ways that you’ll make money. | List your primary expenses. You don’t need to go into a lot of detail with this plan model. |
| **Milestones** |
| These are the key achievements that you hope to accomplish. Be specific. Try to include a timeline. |
| **Team and Roles** | **Partners and Resources** |
| Who is going to help you implement the plan? | What else do you need to turn your plan into a business? |