

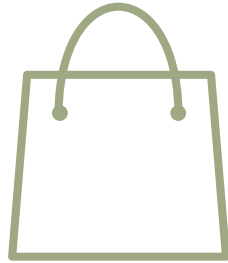
# My One-Page Business Plan

## Product/Service & Customers

*What will I sell?* \_\_\_\_\_

*Who will buy it?* \_\_\_\_\_

*Why will they buy it?* \_\_\_\_\_



## Pricing & Payments

*What will I charge?* \_\_\_\_\_

*How can customers pay me?* \_\_\_\_\_



## Marketing & Marketplace

*Where will I sell?* \_\_\_\_\_

*How will customers find me?* \_\_\_\_\_



## Defining Success

*I will consider my business a success when I have \_\_\_\_\_ customers or \$\_\_\_\_\_ in annual revenue.*

