

The One-Page Business Plan

Writing a one-page business plan helps the new or small business owner focus on the main components that make up the company. A business plan is a good option to write even for a single-employee business. It brings professionalism through defining the business, setting goals provides a roadmap for success.

This is NOT the business plan you will use to solicit funds from a bank or investor. Its purpose is to inform people and to create interest. Investors will require more detailed financial information and a more formal business plan.

This plan is intended to get you started. Here are the key elements:

Vision

- This is where you describe what you envision for your company. The hopes, the dreams, why you're getting into this business in the first place. Want to revolutionize the renewable energy industry? Tell us why here.

Mission Statement

- Now that you've laid out why you want to get into this business, use the mission statement to explain what the business does, and who the customers/clients will be.

Marketing Strategies

- Once you've explained the *why*, and the *how* we need to know the *what*. What will you do to get this business going? What is your marketing strategy? What are your plans once the business has begun? What do you intend to do to find and keep business?

Timelines

- Detail the dates leading up to, and including, the launch of your company. If you intend to market heavily prior to launch, indicate when that begins. When you will be hiring additional staff, and when you intend to secure a location (if necessary) for the business.