

*Ope Michael*

# ONE-PAGE BUSINESS PLAN TEMPLATE



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# THE ONE PAGE BUSINESS PLAN

*Unless you're pitching investors, a 40-page business plan is a thing of the past. A good plan should always be evolving and easy to edit. With that said, it's important to get clear on an overall go-to-market strategy that will guide your decision making along the way.*

*Don't worry if you don't have all of the answers right now. You need to start somewhere and your original responses can always change. For now, go with your gut.*

## **YOUR VISION**

Describe the mission, ethics and values behind your company in one sentence.

What do you see for the future of your company? (in one sentence)

## **TARGET MARKET**

Write a one-sentence description of your ideal customer. (Get specific.)

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Where is this person hanging out online? (i.e. Social media, podcasts, blogs, forums, etc.)

What is your customer's main problem (that relates to your product)? (in one sentence.)

**COMPETITIVE ADVANTAGE**

What is your solution to that problem? (in two sentences.)

Name 3-5 brands out there who are trying to solve a similar problem.

How are you different from similar products out there? (in two sentences.)

**BUSINESS MODEL**

Where do you sell your product? (in one sentence.)

How do you sell your product? (Ecommerce, direct-to-consumer, wholesale, etc.)

**FINANCIAL SUMMARY**

Begin to think about your costs by estimating your product and overhead costs.  
Come back to this section and update it as you go.

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**Interested in a free review of your business plan?**

Meet with Ope Michael for a free 10-15 minute call about your business plan. You'll receive feedback and help from an experienced fashion brand owner himself.

*Book your free session*

*Send me a message on IG [@theopemichael](#)*