

W1 - The "One Page" Business Plan

Company Information

Company Name: _____

Company Type: Sole Prop Partnership C Corp LLC S Corp

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Owner Names: _____

Primary Products and/or Services

| <u>Name of Prod/Service</u> | <u>Description</u> |
|-----------------------------|--------------------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Customer and Market Information

Type(s) Consumers Businesses Government Nonprofits Other

Brief Description _____

Sales and Marketing Methods

- Cold Calling Direct Mail Referrals Word of Mouth Website Sales People
 Networking Email Social Media Retail Location Seminars/Speaking
 Promotions Discounts Rewards Billboards Radio TV Print Media
 Directories Other _____

Management and Outside Advisors/Services

Key Manager(s) _____

CPA/Accountant _____

IT Support _____

Insurance Agent _____

Marketing _____

Attorney _____

Banker _____

Funding Requirements

I need: \$ _____ for equipment \$ _____ for inventory \$ _____ advertising
\$ _____ for operating \$ _____ for buildout \$ _____ real estate