

W1 - The "One Page" Business Plan

Company Information

Company Name: _____ Start Date: _____

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 Product/Service</u>	<u>Description</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

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 Social Media Retail Location Seminars/Speaking Email
 Promotions Discounts Rewards Billboards Radio TV Print Media
 Directories Other _____

Management/Employees and Outside Advisors/Services

Managers/Employees _____

Accountant/Bookkeeper _____

IT Support _____

Insurance _____

Marketing _____

Legal _____

Banker _____

Funding Requirements

Needed \$ _____ for equipment \$ _____ for inventory \$ _____ advertising
\$ _____ for operating \$ _____ for buildout \$ _____ real estate