

One Page Business Plan

Team/Venture Name: _____ Team Leader Name: _____
Team Leader Phone: _____ Email: _____
Division: _____

Product/Service. Please enter a brief description of your product or service offering, in 100 words or less.

The Market Demand. Remember, if you're selling sheepskin car seat covers, your market is not every car in the world. Be specific-think about HOW you are defining the market for your offering. Describe the market demand in 150 words or less.

Product/Service Benefit (or Customer Pain). It is a well-known fact that consumers don't switch brands or try something new in the absence of REAL motivation. What motivation do your potential customers have to buy your product or use your service? 150 words or less.

Marketing Strategies. How are you going to market this product/service? Include product features/benefits; competitors; pricing strategies; placement; and advertising strategies. 150 words or less.

Management Team. Include the motives, the expertise and the capabilities of the new venture team. 150 words or less.

The Raise. How much money do you need (and why that amount)? How are you going to raise it? How are you going to use it? Can you answer the question, 'What would you do if we gave you \$X today'? 150 words or less.