

## One Page Business Plan Components

Producing a one-page business plan is a great way to kick-start the formulation of your business idea and will help facilitate a more comprehensive plan as you progress within the Moonshot Tracks. The components of a one-page plan are explained below. Each of these components should be addressed with no more than 2-3 sentences.

### Company Overview Includes:

#### Company Information

Describe your company. Give the name, year established if applicable and an overview of what your company does. A vision or mission statement is also applicable here.

#### Company Team Members

List the people actively involved with the company and their titles if applicable. If no titles have been assigned, state the overall responsibility of each; Finance, Marketing, Operations, Logistics, Research, and Development, etc.

### Explanation of Product or Service Includes:

#### The Problem

State the problem discovered that prompted the need for your company's product(s) or service(s).

#### The Solution

State the solution to the problem discovered and how your company contributes to that solution.

#### The Product(s) or Service(s)

A brief list and description of your company's product(s) or service(s).

### Market Analysis Includes:

#### Market Research

An explanation of what tools you used to research your company's market or industry. Include a sentence regarding the strength and level of competition.

#### Customer Demographic

Describe your customer demographic. This is a more detailed description; women ages 27-42 with an annual household income of over 50k and a post-secondary education, etc.

#### Marketing Strategies

Explain how your company will interact with and advertise to your target market.

### Financial Projections Includes:

#### Expenses

Provide a total dollar amount per specific time frame for your company's expenses; \$1,200 per month or \$27,000 per year, etc. All expenses should be counted, including loan repayment if applicable, payroll and owner's draw.

#### Revenue

Provide a total dollar amount of expected revenue per the same time frame used for expenses. All revenue sources should be included.

#### Growth Projections

Indicate the percentage of revenue growth per year and for how many years. Give an account of expense growth in relation to revenue growth for each of these years. State when you believe your company will be profitable (when revenue will exceed expenses, including any financing).

#### Financing

Finally, state any financing requirements. Describe how much is needed and how the funds will be used.

# One Page Business Plan

## Company Overview

## Market Analysis

## Financial Projections