

**Two Page Business Plan**

**BUSINESS OVERVIEW**

1. What will your business sell (product and/or service)?

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1. What problem does your business solve?

“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute solving it,” Albert Einstein said. [Read more](https://hbr.org/2012/09/are-you-solving-the-right-problem) about how to define a problem.

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**YOUR CUSTOMER**

(Video: [Finding Your Who](https://www.youtube.com/watch?v=UC4A2aimQaE) with Seth Godin)

1. Who is your [target customer](https://www.entrepreneur.com/encyclopedia/target-market)?

Follow [these 5 steps](https://quickbooks.intuit.com/r/marketing/how-to-identify-your-target-audience/) to identify your target audience

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1. How will you get your first customers?

Read [this article](https://stripe.com/guides/atlas/starting-sales) before answering.

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1. Who are your main competitors (how does your target customer currently solve this problem)?
Video: [How to conduct a Competitive Analysis](https://www.youtube.com/watch?v=0KyCAcV_y7o&t=63s)

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1. What is your [competitive advantage](https://www.investopedia.com/terms/c/competitive_advantage.asp#:~:text=Error%20Code%3A%20100013)-,What%20Is%20a%20Competitive%20Advantage%3F,compared%20to%20its%20market%20rivals.)? Why will people choose to pay you rather than one of your competitors?

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**HOW WILL THE MONEY WORK**

1. What are your major [startup, fixed, and variable cost](https://www.investopedia.com/ask/answers/032515/what-difference-between-variable-cost-and-fixed-cost-economics.asp)s?

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1. How will you price your [product](https://www.shopify.com/blog/how-to-price-your-product) or [service](https://www.business.com/articles/set-price-services/)?

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**SUCCESS**

1. How will you determine whether the [business is viable](https://lonelyentrepreneur.com/10-ways-to-determine-the-viability-of-your-business-idea/)?

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1. The project will be successful when it achieves these metrics (choose 1):

Number of customers:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Or annual net income:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Or another metric:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**NEXT STEPS**

1. Specific concern or question #1

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1. Proposed solution to concern #1

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1. Write 3 Stretch Goals that are SMART [using this proven technique](https://www.youtube.com/watch?v=XpSOb5q1cRo).

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