

# One Page Business Plan

1-8 recommended order to complete

adapted from Alex Osterwalder & Ash Maurya Business Model Canvas

<p><b>Problem</b></p> <p><b>2</b></p> <p>List top 3 problems you are addressing</p>	<p><b>Solution</b></p> <p><b>3</b></p> <p>Top 3 features....that solve the 3 problems you are addressing</p>	<p><b>Unique Value Proposition</b></p> <p><b>4</b></p> <p>Single, clear compelling message that states why you are different and worth buying.</p> <p>What is the product's tagline?</p> <p>What is your elevator pitch?</p> <p>What value to you create for your customer</p>	<p><b>Channels</b></p> <p><b>5</b></p> <p>Path to customers</p> <p>List all channels you can use to reach customers – FREE and PAID</p> <p>How do you reach customers?</p>	<p><b>Customer Segments</b></p> <p><b>1</b></p> <p>Who are the customers you are targeting ?</p> <p>Who will be the users ?</p> <p>Can these be further segmented and broken down even further.....be politically incorrect.....</p> <p>Check out VALS</p> <p>Do up a separate Canvas for each customer segment</p> <p>How costly is each segment?</p>
<p><b>Cost Structure</b></p> <p><b>7</b></p> <p>List ALL your fixed and variable costs</p> <p>Is Pricing</p> <ul style="list-style-type: none"> <li>- Cost driven</li> <li>- Competition driven</li> <li>- Value driven</li> </ul>		<p><b>Revenue</b></p> <p><b>6</b></p> <p>Identify as many different ways that you can make money as possible (Revenue model)</p> <p>E.G.</p> <p>Monthly retainers</p> <p>One-off products</p> <p>Product bundles</p>		