

# One-Page Business Plan — reusable template

*A living, one-page plan you revisit and revise — not a document you write once and file away.*

|                                              |                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>What this is</b>                          | A fill-in planning dashboard built from two sources: the SCORE One-Page Plan template (the 12 boxes on the 'One-Page Plan' tab) and a SCORE webinar that reframes it as a "GPS plan" — a living document you steer by, with a 9-part self-assessment dashboard and a "What-If" risk playbook.                       |
| <b>How to use it</b>                         | Fill the yellow cells. Start with your best guesses — the plan is meant to change. Put a recurring review on your calendar (monthly or quarterly) and update the yellow cells each time. Copy this file to start a plan for a different venture.                                                                    |
| <b>The tabs</b>                              | 1) One-Page Plan — the 12 planning boxes.<br>2) GPS Dashboard — score how well you understand each area and how it's performing (1–10).<br>3) What-If (ERP) — pre-loaded risk scenarios; write your response to each.                                                                                               |
| <b>Legend</b>                                | Yellow cells = cells you fill in. Everything else is a label or a prompt — leave it as is.                                                                                                                                                                                                                          |
| <b>Worked example (One-Page Plan, box 1)</b> | Product or Service → "Mobile dog grooming that comes to the customer's home. Solves the problem that busy pet owners struggle to reach a groomer during business hours, and anxious dogs handle a familiar driveway better than a car ride and a crowded shop." ← that is the kind of answer each yellow box wants. |
| <b>Review cadence</b>                        | The webinar's advice: make it a standing meeting on the calendar (e.g. 'GPS plan review, first Friday, 8am'), and bring a truth-teller — a partner, advisor, or someone who'll tell you what you need to hear, not what you want to hear.                                                                           |

*Sources: SCORE 'One Page Plan Template' (GreaterAiken.SCORE.org) and the SCORE webinar 'The One-Page Business Plan: Kickstart Your Launch' (Brian Moran & Jocelyn Ring). Template built for reuse — not affiliated with or endorsed by SCORE.*

ONE-PAGE BUSINESS PLAN

|                                                                     |  |
|---------------------------------------------------------------------|--|
| Business / venture                                                  |  |
| Prepared by                                                         |  |
| Owner type (Small-business owner / Passionate owner / Entrepreneur) |  |
| Long-term goal (1–3 yrs)                                            |  |
| Goal this quarter                                                   |  |
| Date created / last updated                                         |  |

| YOUR IDEA                                                                                                   | YOUR CUSTOMER                                                                                       | HOW THE \$\$s WORK                                                                                   |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>1 · Your Product or Service</b><br>What customer problem, need or want does it address?                  | <b>5 · Ideal Customer / Business Type</b><br>What characteristics do your customers share?          | <b>9 · Costs</b><br>What are your major start-up, fixed and variable costs?                          |
|                                                                                                             |                                                                                                     |                                                                                                      |
| <b>2 · Customer Alternatives</b><br>How else can the customer meet this need? What competition do you have? | <b>6 · Your Elevator Speech</b><br>In a sentence or two: what you do, for whom, and why it matters. | <b>10 · Pricing &amp; Income Projection</b><br>What is your pricing plan? What sales do you project? |
|                                                                                                             |                                                                                                     |                                                                                                      |
| <b>3 · Competitive Advantage</b><br>Why would a customer buy yours instead?                                 | <b>7 · Marketing Plan</b><br>How will you reach your customers? How will you test the market?       | <b>11 · Important Relationships</b><br>What key business partners does the business depend on?       |
|                                                                                                             |                                                                                                     |                                                                                                      |
| <b>4 · Risks &amp; Challenges</b><br>What obstacles or hurdles do you anticipate?                           | <b>8 · Customer Retention</b><br>How will you collect customer info and build loyalty?              | <b>12 · Measurements</b><br>How will you quantify whether the business is viable?                    |
|                                                                                                             |                                                                                                     |                                                                                                      |
| Key Activities — What are the next tasks that need to be carried out?                                       |                                                                                                     |                                                                                                      |
|                                                                                                             |                                                                                                     |                                                                                                      |

# GPS DASHBOARD — where does the business stand right now?

Score each area 1–10, then update at every review. Understanding = how well you grasp the area. Performance = how the business is actually doing there. Low scores show where to focus. Yellow cells

Review date

| Component                             | What it means                                                                                          | Understanding (1–10) | Performance (1–10) | Notes / next action |
|---------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------|--------------------|---------------------|
| CORE FOUR — the foundation            |                                                                                                        |                      |                    |                     |
| Sales                                 | What you sell, to whom, at what cost — and which offerings are most profitable.                        |                      |                    |                     |
| Financials                            | Profitability and cash flow: whether the business funds itself and pays you.                           |                      |                    |                     |
| Branding                              | How the business shows up and what the market thinks of it; drives culture, marketing and offerings.   |                      |                    |                     |
| People & Team                         | Everyone who helps run it — employees, partners, 1099s, advisors. (Webinar's 4th 'Core Four' element.) |                      |                    |                     |
| FIVE THAT DRIVE — the platform on top |                                                                                                        |                      |                    |                     |
| Ecosystem                             | A 360° view of everyone and everything that can affect the business.                                   |                      |                    |                     |
| Research                              | Ongoing intelligence on your market, industry and supply chain.                                        |                      |                    |                     |
| Competition                           | Who else is chasing your customers — their weaknesses, your strengths.                                 |                      |                    |                     |
| Marketing                             | How you reach customers in line with the brand; your USP and customer personas.                        |                      |                    |                     |
| Networking                            | Relationships and referrals; the few words others use to describe you.                                 |                      |                    |                     |

Average score

# THE WHAT-IF GAME — Emergency Response Playbook (ERP)

Write down what you'd do BEFORE it happens, so a setback knocks you down but not out. Do it with someone else, review it on a regular cadence, and add your own scenarios at the bottom. Yellow cells = fill in.

| # | Scenario                                                                                                           | Likelihood | Impact | Your response plan | Who owns it | Last reviewed |
|---|--------------------------------------------------------------------------------------------------------------------|------------|--------|--------------------|-------------|---------------|
| 1 | You (the owner) are disabled or seriously ill for 3–6 months — who runs the business?                              |            |        |                    |             |               |
| 2 | Your building or workspace is destroyed (fire, flood) — is the right insurance in place, and are contents covered? |            |        |                    |             |               |
| 3 | You lose your largest customer.                                                                                    |            |        |                    |             |               |
| 4 | Your star salesperson or a key employee leaves.                                                                    |            |        |                    |             |               |
| 5 | Your business partner becomes disabled.                                                                            |            |        |                    |             |               |
| 6 | Your largest customer suddenly triples their order — can you resource it?                                          |            |        |                    |             |               |
| 7 | You get hacked or suffer a data breach.                                                                            |            |        |                    |             |               |
| 8 | A location or key hire you've had your eye on becomes available unexpectedly.                                      |            |        |                    |             |               |
| 9 | A major customer can't pay on time because their own business was disrupted (watch receivables).                   |            |        |                    |             |               |
|   |                                                                                                                    |            |        |                    |             |               |
|   |                                                                                                                    |            |        |                    |             |               |
|   |                                                                                                                    |            |        |                    |             |               |