

One-Page Business Plan Template

Your blueprint for a clear, actionable business strategy.

1. Problem

What problem does your business solve?

- Who is your target audience?
 - Why does this problem matter to them?
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2. Solution

What product or service will you offer?

- How does it solve the problem you identified?
 - What makes your solution unique?
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3. Target Audience

Who are you serving?

- Age, location, income level, job title?
 - What do they care about most (pain points, desires)?
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4. Revenue Model

How will your business make money?

- Is it product-based, service-based, subscription, or one-time fee?
 - What is your pricing strategy?
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5. Marketing & Sales Channels

How will you attract and convert customers?

- Social media? Ads? Word-of-mouth?
 - Will you sell online, in-person, or both?
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6. Tech Stack

Here's where you can start small with free or low-cost options, but ultimately consider using more powerful, all-in-one tools as your business scales (TechLauncher tools, of course). Here are some starting points:

- **Website:** Start with a basic, free website builder (e.g., Wix or a free version of Carrd), but keep in mind that TechLauncher can help you build a professional site that grows with you.
- **CRM:** For now, you can use free CRMs like HubSpot's free plan, but as your business grows, you'll want to consider TechLauncher's all-in-one CRM system to manage leads, automate tasks, and track client interactions seamlessly.
- **Email Marketing:** Start with Mailchimp's free plan or a basic MailerLite account. But, when you're ready, TechLauncher can handle your email campaigns, reactivation campaigns, and more—automating outreach and improving conversion rates.
- **Automation & Texting:** Use simple tools like Zapier's free version, but TechLauncher offers powerful automation tools to streamline your business processes and even integrate texting for client communication—helping you stay connected and drive conversions more effectively.
- **Client Reviews & Feedback:** For now, you can ask for reviews manually via email or text. However, TechLauncher offers a system for automating review requests, follow-ups, and even voicemails for a more professional approach that builds trust and credibility.

Next Steps:

- Set 1 Goal for the Next 30 Days: Focus on the first step toward launching.
- Evaluate Your Progress: Every month, revisit this plan to see if any adjustments are needed.
- TechLauncher Growth: As your business grows, consider upgrading your tools and processes with TechLauncher to save time, improve efficiency, and scale without the hassle.