



Apps
That Deliver.

One Page Business Plan

Answer each question with one or two sentences

PROBLEM

What problem will your business solve?

PROMOTION

How will your target customers learn about your business?

SOLUTION

What will your business provide to solve that problem?

COMPETITIVE ADVANTAGE

What will your business do better than the competitors?

BUSINESS MODEL

How will your business make money?

FINANCIAL PROJECTIONS

How much money do you need to start? How much will you earn every month? And how much will you spend every month?

TARGET CUSTOMERS

What type of people will purchase your products or services?

FUNDING REQUIRED

How much money do you need to start the business?