

## The One-Page Business Plan

Writing a one-page business plan helps the new or small business owner focus on the main components that make up the company. A business plan is a good option to write even for a single-employee business. It brings professionalism through defining the business, setting goals provides a roadmap for success.

This is NOT the business plan you will use to solicit funds from a bank or investor. Its purpose is to inform people and to create interest. Investors will require more detailed financial information and a more formal business plan.

This plan is intended to get you started. Here are the key elements:

### Vision

- This is where you describe what you envision for your company. The hopes, the dreams, why you're getting into this business in the first place. Want to revolutionize the renewable energy industry? Tell us why here.

### Mission Statement

- Now that you've laid out why you want to get into this business, use the mission statement to explain what the business does, and who the customers/clients will be.

### Marketing Strategies

- Once you've explained the *why*, and the *how* we need to know the *what*. What will you do to get this business going? What is your marketing strategy? What are your plans once the business has begun? What do you intend to do to find and keep business?

### Timelines

- Detail the dates leading up to, and including, the launch of your company. If you intend to market heavily prior to launch, indicate when that begins. When you will be hiring additional staff, and when you intend to secure a location (if necessary) for the business.

## The Two-Page Business Plan

If you've gotten this far and have documented your vision, mission statement, marketing strategies, and timelines, you might as well take the last step and determine what your funding requirements will be to make your plan a reality.

Most new companies don't start making money from day-one and need to have sufficient money on hand to not only get started but to operate for a period of time. How much you will need is very much a function of the type of business you want to start. You will want enough money so that you can run the business for six-months without any income. That doesn't mean that you won't have any income for six months, but you need to be prepared for any dry spells that might happen.

Use the form on page 3 to determine what your startup funding requirements might be. It's better to be conservative with your estimates.

Don't let the numbers scare you. They are your reality check as to the financial viability of your business idea. If you don't see yourself making more money than it is going to cost you, don't do it. Most companies will struggle for the first 18-24 months before they get out of the financial gray zone.

An Excel spreadsheet version of the worksheet is available for the asking.

## Finally

Your plan is not cast in stone and should be reviewed quarterly and adjusted to take in the realities of your performance to date. If conditions or assumptions change, tweak the plan to take the changes into consideration. Remember, your business plan is your roadmap to business success.

## Start-up Funds Requirement Worksheet

**Total Funds Required = Startup Expenses + Initial Asset Purchases + Six Months of Fixed Expenses**

Expense Items		
<b>One-time Startup Expenses:</b>	<b>Amount</b>	
Business registration or incorporation		
Website design		
Legal Fees and Accounting Set-up Costs		
Licenses and Permits		
Other		
<b>One-time Startup Expense Sub-total</b>		

Initial Asset Purchases:		
	<b>Amount</b>	
Beginning Inventory		
Tools & Equipment		
Deposits on Rental Property and Utilities		
Fixtures and Equipment (plus installation)		
Purchase of Land and Building		
Other		
<b>Initial Asset Purchases Sub-Total</b>		

Monthly Fixed Expenses:		
	<b>Monthly</b>	<b>6 Months</b>
Salaries		
Rent		
Telephone & Utilities		
Office Supplies		
Insurance		
Website hosting		
Bookkeeping/Accounting		
Marketing and Advertising		
Maintenance		
Vehicle(s)		
Miscellaneous		
Loan repayment		
Other		
<b>Monthly Fixed Expenses Sub-total</b>		

<b>Total Estimated Startup Funds Needed:</b>	
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