

Simple 2-Page Business Plan Template for Accessing Finance

[Insert Your Business Logo Here]

1. The Problem

What is the problem or need that your business solves? How will your product or service help people?

2. The Product/Solution

How does your business solve the problem? What is your product or service? How is it unique?

3. The Business Model

How much will you charge? How will you price your product or service?

How will your business make money?

4. The Target Market

Who is your target customer?

How many customers are there? (How big is the market?)

Why will a customer choose you over someone else?

How will your customers know about you?

5. The Team

Who is in your management team and what are their responsibilities?

6. Financials

How much money do you need?

What will your main expenses be?

What are your cost of goods? How much does your product or service cost to make?

How much revenue do you expect to make in the next year?

How many customers do you expect to serve?

7. Goals

What do you expect to achieve and by when? (SMART Goals)

What are the obstacles or challenges you expect to face?