

1-Page Lean Business Plan Template

1. Vision & Purpose (Why you're doing this)

What problem are you solving? Why does it matter to you and others?

2. Target Market (Who you're serving)

Who is your ideal customer? Be specific.

- Age:
- Gender:
- Location:
- Needs/Desires:

3. Your Offer (What you're selling)

What product or service are you providing? Why is it valuable?

4. Unique Edge (What makes you different)

Why will people choose you over someone else?

5. Revenue Streams (How you'll make money)

List 1–3 ways you'll earn from this business.

- 1.
- 2.
- 3.

6. Marketing Strategy (How you'll reach people)

What channels will you use to get the word out?

- Instagram?
- WhatsApp?
- Word of mouth?
- Website?

7. Key Resources Needed (To launch or grow)

What do you need to get this going or scale?

- People:
- Tools:
- Money:
- Time:

8. Next 3 Action Steps (What you'll do this week)

- 1.
- 2.
- 3.

☒ Keep it simple. Take bold action. You don't need a 20-page plan—you need clarity and courage.

You've got this.

— The Founder Files



