**One-Page Business Plan Template**

**Company Name**

**Executive Summary**

* **Mission:** Briefly state your company's mission and purpose, highlighting its unique value proposition in the Jersey
* **Vision:** Outline your long-term goals and aspirations, emphasising how your startup will contribute to the growth of Jersey's digital economy.

**Problem Statement –** Clearly outline what problem your business solves.

**Target Market:**

* **Primary Target Market -** Define your primary target audience, including demographics, interests, and behaviours.
* **Secondary Target Market -** Identify any secondary target markets that may receive help from your offering.

**Marketing and Sales Strategy**

* **Branding and messaging –** Briefly outline strategy, include logo, colour scheme and key messages

**Financial Projections**

* **Revenue Streams -** Identify your primary and secondary revenue sources.
* **Cost Structure -** Outline your fixed and variable costs, including development, marketing, and operational expenses.
* **Profit and Loss Statement -** Provide a projected profit and loss statement for the next time period, e.g., 12 months.
* **Cash Flow Statement -** Forecast your cash inflows and outflows to ensure sufficient cash reserves.

**Team –** Briefly introduce core team members

**Funding Requirements –** Specify amount of funding needed and how you plan to use funds

**Milestones & Timelines** – Outline key milestones and a timeline for achieving them.

**Conclusion** – Summarise key points of your business plan and your vision

**Key tips when writing a one-page business plan:**

1. **Keep it concise -** A one-page business plan should be clear and to the point.
2. **Focus on the key points -** Highlight the most important aspects of your business.
3. **Use visuals -** Incorporate charts, graphs, or images to enhance understanding.
4. **Proofread carefully -** Ensure your plan is free of errors and typos.
5. **Be flexible -** Be prepared to adapt your plan as your business evolves.