

ONE-PAGE BUSINESS PLAN TEMPLATE

FundBiz (fundbiz.co.uk)

Keep it to one page. A plan a lender or a partner can read in two minutes beats a 40-page document nobody opens. Replace the prompts in [brackets] with a sentence or two each.

1. THE BUSINESS IN ONE LINE

[What you do, for whom, and why they pick you. One sentence.]

2. THE PROBLEM / THE NEED

[What problem do your customers have that you solve?]

3. THE OFFER

[Your products or services and the price. What exactly do people pay for?]

4. THE MARKET

[Who are your customers, how many are there, and how do you reach them?]

5. THE COMPETITION AND YOUR EDGE

[Who else does this, and why do customers choose you over them?]

6. THE TEAM

[Who runs it, and what experience makes you the right people?]

7. THE NUMBERS (last year / this year / next year)

Turnover: [] / [] / []

Gross profit: [] / [] / []

Operating profit: [] / [] / []

[One line on the trend and the main assumption behind next year.]

8. THE ASK AND THE USE OF FUNDS

[How much funding you want, what you will spend it on, and what it delivers, e.g. "£50,000 for a second van and a hire, to serve a signed contract worth £180,000 a year".]

9. THE PLAN FOR REPAYMENT

[How the funding gets repaid: from which revenue, over what period.]

How a lender reads this: sections 7, 8 and 9 are the ones that get funding decisions made. Be specific about the use of funds and the repayment source. Pair this with the cash flow forecast, profit and loss and balance sheet templates at fundbiz.co.uk/templates/.