

One-Page Business Plan Template

A Practical Framework for Early-Stage Businesses

(With Complete Example)

Most business plan templates are overwhelming—30+ pages of projections, market analysis, and sections that don't apply to early-stage businesses. This creates two problems:

- Founders procrastinate because the task feels massive
- Even when completed, the plans are too complex to actually use

This template solves both problems. It focuses on the five components that matter most in the early stages:

- Executive Summary - What your business is and why it exists
- Market Analysis - Who buys and why
- Financial Projections - How money flows through the business
- Milestones - What success looks like over time
- Risk Assessment - What could go wrong and how to mitigate it

Each section includes:

- The blank template with guiding questions
- A completed example showing exactly how to fill it out

The example business is GreenClean Co., a residential cleaning service using eco-friendly products. This demonstrates how to adapt the template to a service business—but the framework works equally well for products, software, or other business models.

PART 1: THE TEMPLATE

Use this section to create your own business plan. Answer each question thoughtfully and specifically.

1. Executive Summary

This is the most important section. It should fit on one page and answer five essential questions clearly.

Business Name and Description

Business Name: _____

One-sentence description: What do you do?

The Problem

What specific problem do you solve? (Be concrete—describe the pain point as customers experience it)

The Customer

Who is your ideal customer? (Be specific—demographics, situation, constraints)

The Solution

How do you solve the problem? (Describe your product/service in simple terms)

Why is your solution better than alternatives? (What makes you different/better?)

Revenue Model

How do you make money? (What do customers pay for and how often?)

Pricing: _____

Why This Will Work

Why will customers choose you? (Evidence of demand, your advantages, why now?)

2. Market Analysis

Target Customer Profile

Demographics: (Age, income, location, occupation, etc.)

Psychographics: (Values, priorities, pain points, behaviors)

Market Size

How many potential customers exist in your target market?

What portion can you realistically reach?

Current Solutions & Competition

How do customers currently solve this problem?

Who are your main competitors?

What are their strengths and weaknesses?

Your Competitive Advantage

Why will customers choose you over alternatives?

3. Financial Projections

Startup Costs

What one-time expenses do you need to launch?

Equipment/Tools: \$ _____

Legal/Registration: \$ _____

Initial Marketing: \$ _____

Website/Technology: \$ _____

Initial Inventory/Supplies: \$ _____

Other: \$ _____

Total Startup Costs: \$ _____

Monthly Operating Expenses

Fixed Costs (same every month regardless of sales):

Rent/Location: \$ _____

Insurance: \$ _____

Software/Subscriptions: \$ _____

Salaries (if any): \$ _____

Loan Payments: \$ _____

Other Fixed: \$ _____

Variable Costs (change with sales volume):

Materials/Supplies per unit: \$ _____

Marketing/Advertising: \$ _____

Transaction Fees: \$ _____

Labor (hourly/project): \$ _____

Other Variable: \$ _____

Total Monthly Operating Costs: \$ _____

Revenue Projections

Price per unit/service: \$ _____

Expected sales volume:

Month 1-3: _____ units/clients = \$ _____

Month 4-6: _____ units/clients = \$ _____

Month 7-9: _____ units/clients = \$ _____

Month 10-12: _____ units/clients = \$ _____

Break-Even Analysis

How many units/clients do you need monthly to cover costs?

When do you expect to break even? Month: _____

Funding Requirements

How much capital do you need to reach break-even?

\$ _____

How will you fund this? (Personal savings, loan, investors, etc.)

4. Key Milestones

Define specific, measurable goals with target dates. These create accountability and help you track progress.

Month 1:

Month 3:

Month 6:

Month 9:

Month 12:

5. Risk Assessment

Critical Assumptions

What assumptions must be true for this business to succeed?

1.

2.

3.

Major Risks

Risk 1:

Mitigation strategy:

Risk 2:

Mitigation strategy:

Risk 3:

Mitigation strategy:

PART 2: COMPLETE EXAMPLE

This section shows a completed business plan for GreenClean Co., a residential cleaning service. Use this as a reference for filling out your own plan.

1. Executive Summary

Business Name and Description

Business Name: GreenClean Co.

One-sentence description: We provide eco-friendly residential cleaning services for health-conscious homeowners who want a clean home without toxic chemicals.

The Problem

Most cleaning services use harsh chemicals that leave residue, create strong odors, and pose health risks—especially for families with children, pets, or allergies. Homeowners want their homes clean but are increasingly concerned about chemical exposure. Traditional cleaning products also harm the environment, conflicting with the values of eco-conscious consumers.

The Customer

Our ideal customer is a dual-income household (ages 30-50) with children or pets, earning \$80,000+ annually, living in suburban areas within 15 miles of our service area. They value health and sustainability, are willing to pay premium prices for quality service, and prefer regular recurring service over one-time deep cleans.

The Solution

GreenClean Co. provides professional residential cleaning using only certified eco-friendly, non-toxic products. Our cleaning teams are thoroughly trained, background-checked, and insured. We offer flexible scheduling, consistent quality, and a 100% satisfaction guarantee. Clients can book online, communicate via app, and receive before/after photos of each cleaning.

What makes us different: Unlike traditional services, we specialize exclusively in eco-friendly cleaning, not as an add-on but as our core expertise. We provide transparency about every product used, educate clients about green cleaning, and guarantee chemical-free results. Our cleaners are employees (not contractors), ensuring consistency and accountability.

Revenue Model

We generate revenue through recurring monthly subscriptions:

- Standard Clean (2x monthly): \$240/month
- Premium Clean (4x monthly): \$440/month
- One-time deep clean: \$200-350 depending on home size

Average customer value: \$300/month. We focus on subscription retention rather than one-time services.

Why This Will Work

Market research shows growing demand for eco-friendly home services. Our target demographic actively seeks chemical-free alternatives and is willing to pay 15-20% premium for green services. We validated demand through 25 customer interviews, 60% of whom expressed immediate interest. Two existing cleaning services in our area charge \$180-220 monthly but don't specialize in eco-friendly products, showing room for differentiation. The founder has 8 years of experience in residential cleaning and has built relationships with 50+ former clients who expressed interest in this new service.

2. Market Analysis

Target Customer Profile

Demographics:

- Age: 30-50 years old
- Household income: \$80,000-150,000
- Location: Suburban neighborhoods within 15-mile radius of downtown
- Home: Own 3-4 bedroom homes (1,500-2,500 sq ft)
- Family: Dual-income households with children and/or pets

Psychographics:

- Values: Health-conscious, environmentally aware, quality-focused
- Pain points: Time-starved, concerned about chemical exposure, want reliable service
- Behaviors: Shop at Whole Foods, buy organic products, willing to pay premium for values-aligned services
- Priorities: Convenience, consistency, trustworthiness, transparency

Market Size

Within our 15-mile service radius:

- Total households matching profile: ~8,500
- Current cleaning service penetration: ~25% (2,100 households)
- Potential market interested in eco-friendly option: 40% of 2,100 = 840 households

Realistic first-year target: Capture 5% of potential market = 42 recurring clients, generating ~\$12,600 monthly revenue.

Current Solutions & Competition

How customers currently solve this:

- Clean themselves (time-consuming, inconsistent)

- Hire traditional cleaning services (chemical concerns)
- Request "green" add-on from regular services (inconsistent, not specialized)

Main competitors:

1. SparkleClean (traditional service):

- Strengths: Established (10 years), large team, competitive pricing (\$180-200/month)
- Weaknesses: Uses conventional chemicals, high turnover, inconsistent quality

2. Merry Maids (franchise):

- Strengths: Brand recognition, insurance/bonding, online booking
- Weaknesses: Generic service, higher prices (\$250-280/month), no eco-focus

3. Individual cleaners (informal):

- Strengths: Personal relationships, flexible, lower cost
- Weaknesses: No backup coverage, limited accountability, no standardized methods

Your Competitive Advantage

- **Exclusive focus on eco-friendly cleaning** (not an add-on)
- **Expertise and education** (we teach clients about green alternatives)
- **Consistency** (employees, not contractors; same team each visit)
- **Technology** (online booking, service app, before/after photos)
- **Founder credibility** (8 years experience, existing client relationships)

3. Financial Projections

Startup Costs

Equipment/Supplies (vacuum, tools, initial products): \$2,500

Legal/Registration (LLC, insurance, licenses): \$1,200

Initial Marketing (website, brochures, local ads): \$2,000

Website/Technology (booking system, domain): \$800

Vehicle signage/branding: \$600

Training materials: \$300

Total Startup Costs: \$7,400

Monthly Operating Expenses

Fixed Costs:

Insurance (liability, workers comp): \$450

Software/Subscriptions (booking, scheduling): \$75

Vehicle expenses (gas, maintenance): \$300

Phone/Internet: \$100

Marketing (ongoing): \$200

Variable Costs:

Eco-friendly cleaning supplies: ~\$12 per clean

Labor (cleaner wages): \$25/hour × 2 hours per clean = \$50

Transaction fees (payment processing): 2.9% of revenue

Total variable cost per clean: ~\$62

Fixed costs: \$1,125/month

Revenue Projections

Average revenue per client: \$300/month (2-4 cleans)

Expected client growth:

Month 1-3: 5 clients = \$1,500/month revenue

Month 4-6: 15 clients = \$4,500/month revenue

Month 7-9: 25 clients = \$7,500/month revenue

Month 10-12: 35 clients = \$10,500/month revenue

Break-Even Analysis

To cover \$1,125 monthly fixed costs, we need:

$\$1,125 \div (\$120 \text{ average revenue per clean} - \$62 \text{ variable cost}) = \sim 20 \text{ cleans/month}$

At 2.5 cleans per client average = 8 recurring clients minimum

Expected break-even: Month 4 (when we reach 15 clients)

Funding Requirements

Capital needed to reach break-even:

- Startup costs: \$7,400
- 3 months operating expenses (before break-even): \$3,375
- Buffer for unexpected costs: \$2,000

Total funding needed: \$12,775

Funding source: \$10,000 personal savings + \$3,000 small business line of credit

4. Key Milestones

Month 1: Complete business registration, secure insurance, finalize website, recruit first 2 cleaners, acquire first 5 clients

Month 3: Reach 10 recurring clients, establish service consistency, implement customer feedback system, launch referral program

Month 6: Reach 20 clients, achieve positive cash flow, hire 1 additional cleaner, achieve 90%+ customer satisfaction rating

Month 9: Reach 30 clients, expand service area by 5 miles, establish partnerships with 3 local eco-friendly businesses for cross-promotion

Month 12: Reach 40 clients generating \$12,000 monthly revenue, achieve 85% client retention rate, maintain 4.5+ star reviews, prepare for second market expansion

5. Risk Assessment

Critical Assumptions

1. Customers are willing to pay 20% premium for eco-friendly cleaning
2. We can acquire 5 new clients monthly through referrals and local marketing
3. We can maintain 80%+ client retention with consistent quality service

Major Risks

Risk 1: Difficulty recruiting and retaining quality cleaners who share our eco-friendly values

Mitigation: Pay above market rate (\$18/hour vs. \$15 industry average), provide benefits after 6 months, create positive work culture, offer training and advancement opportunities

Risk 2: Customers may not perceive sufficient value difference to justify premium pricing

Mitigation: Offer first clean at 50% discount to demonstrate value, provide education about chemical dangers and green alternatives, emphasize health benefits for children/pets, showcase before/after results, guarantee satisfaction

Risk 3: Established competitors could add eco-friendly options, eliminating our differentiation

Mitigation: Build strong customer relationships and brand loyalty early, establish reputation as eco-cleaning experts (not generalists), create content marketing around green cleaning education, develop proprietary cleaning methods, move quickly to capture market before competition responds

Risk 4: Cash flow challenges if client acquisition is slower than projected

Mitigation: Maintain \$2,000 buffer in reserves, secure line of credit before launch, offer one-time deep cleans to generate immediate revenue while building subscription base, keep fixed costs minimal in first 6 months, delay hiring additional cleaners until client volume justifies it

How to Use This Template

Step 1: Fill Out Part 1

Work through each section methodically. Don't rush—thoughtful answers reveal gaps in your thinking and force clarity. If you struggle to answer a question, that's valuable information indicating where you need more research or refinement.

Step 2: Be Specific

Avoid vague answers like "everyone" or "various industries." The more specific your plan, the more useful it becomes. Notice how the GreenClean example names exact dollar amounts, timelines, and target metrics—this specificity makes the plan actionable.

Step 3: Base Projections on Research

Your financial projections should come from real data: competitor pricing, market research, actual quotes from suppliers, realistic time estimates. Optimism is natural, but unfounded optimism is dangerous. Ground every number in evidence.

Step 4: Review and Revise

Your first draft won't be perfect. Review your completed plan and ask: Does this make logical sense? Do the numbers add up? Are there internal contradictions? Are my assumptions realistic? Revise until you have a plan you can defend.

Step 5: Use It Actively

Don't file this away. Review it monthly. Track progress against milestones. Update projections as you learn. Use it to guide decisions. A business plan is only valuable when it's actively used as a decision-making tool.

Step 6: Update as You Learn

When assumptions prove wrong, update the plan. When circumstances change, revise projections. The value isn't in having a perfect prediction—it's in having a framework that helps you recognize when reality deviates from expectations and adjust accordingly.

Final Thought

This template represents the minimum viable business plan—everything you need without unnecessary complexity. Completing it thoughtfully will take 4-8 hours. Those hours will save you months of misdirection and thousands of dollars in avoidable mistakes. The clarity you gain from this exercise is worth far more than the time invested.