

## The One-Page Business Plan

Answer each question with one or two short sentences.

OVERVIEW What will you sell?	<b>HUSTLING</b> How will customers learn about your business?
Who will buy it?	How can you encourage referrals?
How will your business idea help people?	<b>SUCCESS</b> The project will be successful when it achieves these metrics:
KA-CHING	Number of customers
What will you charge?	
	or
How will you get paid?	Annual net income
How else will you make money from this project?	(or other metric)
	OBSTACLES / CHALLENGES / OPEN QUESTIONS Specific concern or question #1
	Proposed solution to concern #1