

# One Page Business Plan

Now that you've got a bit of an idea of what you're doing with your business, it's time to start fleshing it out. Let's consider who your customers will be, how you will make money and what could hold you back.

Take your time and go through all of the boxes on the other page, writing one or two short sentences under each heading. If there is anything you are unsure about or want some more help with, make sure you check in with your Entrepreneurship Facilitator who can help you understand the question, clarify your thinking and help you start the business strong.

## Killer Assumptions

You are in the planning stage of your business, which means that a lot of the decisions you're making are based on assumptions. When businesses are running, they can learn from what their customers are actually doing but, at this stage, you have to use a little guesswork. These guesses are (often) backed up with logic; you have thought it through carefully and believe that your guesswork is reasonable. These guesses are called assumptions, and they start from assuming you will have customers in the first place through to the smallest detail.

Most assumptions are made around things that you believe will happen, but it's important you take a moment to think about what could stop the business from starting and getting going. These are called 'Killer Assumptions' where, instead of using 'What If?' to think about the good that will happen, you think about what could bring down the business. Think about the absolutely fundamental assumptions you have made, the ones that would cripple your business if they didn't go to plan. In the one page plan, we are asking you to think of three.

But it's not all negative. After calling out three Killer Assumptions, think about how you have worked hard to reduce the impact of these assumptions, or use logic to talk through why this will not bring the downfall of your business. This is important as it shows you are prepared for success, have acknowledged Killer Assumptions but also have a plan to reduce the impact.

As an example;

- **Killer Assumption:** No customers will come to the coffee shop in our local area.
- **Killer Solution:** Run a market stall at the school fair to test the service, meet prospective customers and get a sense of their interest.

## Overview

What problem does your business address?

What are you selling?

Who will buy it?

## Dollars & Sense

What will you charge, and for what?

How will you get paid?

How else will you make money?

## Getting It Out There

How will customers learn about your business?

How will you keep customers coming back time and time again?

## Focused on Success

When do you feel the business is a success?

How many customers do you want to have?

Is there something else you'd like to set as a goal?

## Killer Assumptions

Assumption 1:

Assumption 2:

Assumption 3:

## Killer Solutions

Solution 1:

Solution 2:

Solution 3: