

ONE-PAGE BUSINESS MODEL

Fill in every box in plain words. If you cannot fill one, that is the next thing to work on.

CUSTOMER

Who exactly are you selling to?

PROBLEM

What do they need solved, in their words?

SOLUTION

What do you offer that solves it?

PRICE

What do you charge, and how (per job, monthly, per unit)?

HOW YOU DELIVER IT

Who does the work, where, how long does it take?

HOW YOU GET CUSTOMERS

Where do they find you, and what does a customer cost to win?

WHY THEY CHOOSE YOU

Beyond "quality and service".

WHAT IT COSTS TO RUN

Main costs each month, in short.

MONEY IN

How many sales per month do you need? (see Break-Even Calculator)

BIGGEST UNKNOWN

What must be true for this to work?