**ONE-SHEET BUSINESS TEMPLATE**

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| 1–2 SENTENCES MAX PER RESPONSE |  |  |  |  |
| **WHAT + HOW + WHO** | **WHATdo we do?** |  |   |
| **HOWdo we do it?**  |  |   |
| **WHOdo we serve?** |  |   |
| **WHY** | **DEFINE CUSTOMER PROBLEM** |  |   |
| **DEFINE SOLUTION PROVIDED** |  |   |
| **REVENUE** | **PRICING + BILLING STRATEGIES** |  |   |
| **INCOME STREAMS** |  |   |
| **MARKETING** | **CUSTOMER REACH STRATEGY** |  |   |
| **REFERRAL GENERATION STRATEGY** |  |   |
| **COMPETITION** | **TOP COMPETITORS** |  |   |
| **OUR COMPETITIVE ADVANTAGE** |  |   |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** |  |   |
| **SUCCESS MILESTONE MARKER 2** |  |   |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** |
| **STRENGTHS ( + )** |  |   | **WEAKNESSES ( – )** |
|   |  |   |   |
|   |  |   |   |
|   |  |   |   |
|   |  |   |   |
|  | **EXTERNAL FACTORS** |
| **OPPORTUNITIES ( + )** |  |   | **THREATS ( – )** |
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