

The One-Page Business Plan

for the Indian solopreneur · nine rooms, one page

<p>I Who do I serve? <i>the served</i></p> <p>Two sentences. Age, city, what they already buy.</p> <hr/> <hr/> <hr/> <hr/>	<p>II What problem? <i>the trouble</i></p> <p>Plain language. What makes them sigh.</p> <hr/> <hr/> <hr/> <hr/>	<p>III What I sell · price <i>the offer</i></p> <p>1-3 offers · GST-inclusive or 'no GST'.</p> <hr/> <hr/> <hr/> <hr/>
<p>IV How they find me <i>the channel</i></p> <p>1-2 channels you can post on weekly.</p> <hr/> <hr/> <hr/> <hr/>	<p>V How they pay <i>the payment</i></p> <p>UPI · card · bank · cash · who owns the account.</p> <hr/> <hr/> <hr/> <hr/>	<p>VI Monthly cost <i>the cost</i></p> <p>Rent · stock · marketing · subs · tax + 15%.</p> <hr/> <hr/> <hr/> <hr/>
<p>VII Break-even <i>the threshold</i></p> <p>Monthly cost ÷ per-unit margin = ____</p> <hr/> <hr/> <hr/> <hr/>	<p>VIII 90-day milestone <i>the season</i></p> <p>One number. One date.</p> <hr/> <hr/> <hr/> <hr/>	<p>IX Weekly metric <i>the gauge</i></p> <p>The number you check every Saturday.</p> <hr/> <hr/> <hr/> <hr/>

One page. Nine rooms. A whole enterprise.