BUILDER TOOLKIT

One-page business plan

Your idea, customer, offer and first steps on a single page.

Use it: When an idea keeps coming back and you want to test it properly.

Idea

Problem sentence

e.g. [Who] struggles to [do what] because [why]

Positioning sentence

e.g. I help [who] [get result] by [how], without [pain]

Why you?

e.g. Skills, access or story that make you the right builder

Customers and offer

First customers (names or places)

e.g. Five people or groups you can talk to this week

The offer

e.g. What they get, in one sentence

Price and how they pay

e.g. One clear price; payment link or invoice

Plan

The MVP (one job, done reliably)

What result in 30 days would tell you it's working?

e.g. 10 paying customers, 50 sign-ups, 3 repeat users

Next three actions

e.g. With dates

Costs to start

e.g. Tools, domain, materials

Fill it in with AI

Help me fill in a one-page business plan. Ask me about my idea, customer and offer one question at a time. Then challenge my plan: what's the riskiest assumption, what's the cheapest way to test it this week, and what would you cut?

https://digitalbuilders757.com/university/study/toolkit/one-page-business-plan