**Toolkit**

**One Page Business Plan – Template**

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| **Identity** - Who are you and what do you do? |
| **Problem/needs to be addressed** – what does your service plan to solve? | **Solution** – how will you address the needs you have identified? How will you solve the problem?  |
| **Target market** – who will you work with?Who is your target market? Try to be specific!* Ageing communities?
* Young people?
* BAME?
 | **Competition** – are there any other projects running similar activities?Be honest, is there another project offering the same service or working with the same target audience? |
| **Activities/Services** – what will the activities and/or services be? How will you ‘sell’ the solution to your target market?  | **Marketing/Promotion** – how will you advertise the project and services? |
| **Revenue** – how will you generate an income/revenue?* Selling services
* Funding
 | **Expenses** – what costs do you need to cover?* Overheads
* Room hire
* Resources
* Voluntary expenses
 |
| **Milestones and Targets** – list key achievements you would like to achieve, giving actions and dates to help you stay focussed.  |
| **Team** – roles and responsibilities.Who will help you to implement your plan?  | **Partner Organisations** – who re you going to work with? What else do you need to the plan into a reality? |
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| **Problem/needs to be addressed?** | **Solution**  |
| **Target market**  | **Competition**  |
| **Activities/Services**  | **Marketing/Promotion**  |
| **Revenue**  | **Expenses**  |
| **Milestones and Targets**  |
| **Team**  | **Partner Organisations**  |