YOUR QUICK TOUR

Clarity before complexity

A one-page plan is a living set of choices and assumptions, not a prediction carved in stone.

Meet Maya and the giant document 3

See the nine planning blocks 4

Define customer and problem 5

Shape value and offer 6

Choose channels and relationships 7

Map revenue and costs 8

Plan delivery and partners 9

Add assumptions and measures 10

10 business ideas with first tests 11

Your seven-day plan sprint 13

Your one-page worksheet 14

YOUR FINISH LINE

One readable page showing who you serve, what you solve, how value moves, how money works and what you will test next.

01 / MEET YOUR GUIDE

Maya replaces 40 pages with one clear test

Fictional example: Maya, her lunch service and all details are invented.



THE GIANT PLAN

Maya writes a long plan for a city-wide lunch service, including an app, several menus and delivery staff she cannot yet afford.

THE ONE-PAGE RESET

She narrows the customer to small office teams, offers one preorder menu, uses one building as a channel and lists the biggest cost and assumption.

THE LESSON

The page does not prove the business will work. It exposes what Maya must test before investing: weekday demand, reliable delivery and enough margin.

02 / SEE THE WHOLE BUSINESS

Nine blocks fit on one page

Keep each block short. If a sentence is unclear, the decision behind it is probably unclear too.

DESIRABILITY

1 Customer / 2 Problem / 3 Value + offer. Why should a specific person care?

MARKET PATH

4 Channels / 5 Relationships. How will people discover, buy, receive help and return?

MONEY

6 Revenue / 7 Costs. What do customers pay, when do they pay and what does delivery consume?

DELIVERY

8 Key activities + resources / 9 Partners. What must happen well and who helps?

USE PENCIL, NOT INK

Date every version. Highlight guesses. Update the page when evidence changes a decision.