

SMARTFOUNDR AI

THE BEGINNER'S BUSINESS PLAN

Turn your idea into a real business in one afternoon.

PLAN IT. TEST IT. BUILD IT.

A simple fill-in-the-blank business plan for first-time entrepreneurs. No business degree required and no complicated spreadsheets.

Your goal isn't a perfect plan. Your goal is a plan good enough to test.

BEFORE YOU START

A business plan is not a prediction of the future. It's a set of assumptions you are willing to test.

Use this workbook to define a customer, problem, offer, price, customer-acquisition plan, numbers, and first 30 days.

Customer + Problem + Offer + Distribution + Profit = Business

My business name

My one-sentence business idea

1. MY BUSINESS IDEA

What am I selling?

What problem does it solve?

Why do I want to build this business?

2. MY CUSTOMER

Who is my ideal customer? Be specific.

What do they want most?

What problem, frustration, or expense am I helping them solve?

Where can I find these people?

3. MY OFFER

What exactly is included?

What result does the customer get?

Why should someone choose me instead of doing nothing?

4. MY COMPETITION

Who are 3 competitors or alternatives?

What do they charge?

What do customers like or dislike?

What can I do differently or better?

5. PRICING

My selling price: \$_____

Estimated cost to deliver one sale: \$_____

Estimated profit per sale: \$_____

Why is this price reasonable for the customer?

6. STARTUP COSTS

Equipment / inventory: \$_____

Software / tools: \$_____

Marketing: \$_____

Licenses / insurance / other: \$_____

Total estimated startup cost: \$_____

7. MY FIRST 10 CUSTOMERS

Where will I find them?

What will I say when I contact them?

What offer will I make?

How will I ask for the sale?

8. MY MARKETING PLAN

My primary customer-acquisition channel:

What content or message will attract attention?

How often will I market?

How will I collect referrals or repeat business?

9. THE NUMBERS

These are planning targets, not guarantees.

Monthly revenue goal	\$ _____
Average sale	\$ _____
Customers needed	_____
Estimated monthly expenses	\$ _____
Estimated monthly profit	\$ _____

10. MY BIGGEST RISKS

What could stop this business from working?

What's the cheapest way to test that risk?

11. MY FIRST 30 DAYS

Your first month should be about learning and getting customers—not making everything perfect.

WEEK 1 — VALIDATE

Talk to potential customers. Study competitors. Test your problem and offer.

WEEK 2 — BUILD

Create the minimum needed to sell and deliver. Set pricing and basic systems.

WEEK 3 — LAUNCH

Contact prospects, publish content, ask for referrals, and make offers.

WEEK 4 — IMPROVE

Review what happened. Keep what worked. Fix what didn't. Double down on demand.

My first 3 measurable goals

12. MY ONE-SENTENCE BUSINESS PLAN

I help _____ solve _____ by providing _____ for \$_____.

NOW BUILD IT.

You don't need another six months of planning. You need your first real customer.

Take your completed plan into the real world. Let customers show you what needs to change.

SMARTFOUNDR AI

Plan. Validate. Build. Grow.



SCAN TO START BUILDING

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