



D-SRC One-Page Business Plan Guide



Use the following prompts to develop a comprehensive business plan in the Fillable Business Plan Template.

I. Executive Summary

The Company, the Founders, and Products and Services	Introduce the company by name. What does the company do and represent?
	Introduce the owners. Why did they start this company? What is their long-term goal? What transformative impact are they aiming to have in the market?
	Summarize your unique offerings. What special product/service do you sell?
The Customer and the Market Opportunity	Who do you primarily sell to? Who makes a purchase more than anyone else?
	Why are your special offerings important or necessary? What desire or pain point do your offerings fulfill? How do your offerings enhance your market or industry?
Current and Future Operations Summary	Describe how and where products are currently developed and sold. By whom? How many people are currently employed by the company?
	How will your company change in the next 12 months? Will you add or change your offering, hired talent, suppliers, and/or location?
Current Needs and Purpose	What is the total "Startup Cost" associated with Future Plans? How much owner equity is/will be invested? How much external funding do you seek? How much have you secured thus far? How much is still needed to fully execute future plans?
	What goals do you hope to achieve? What critical partnerships do you seek? Why? Which Funders do you seek capital from? How much capital is needed from each?

II. Ownership and Management

Ownership Structure

- Who founded the company, where, and why?
- When and how did the owners begin selling?
- How is the company incorporated?
- Who are the current partners involved and what is the ownership percentage of each?

Management Team

- Who manages the company's operations?
- Describe the professional qualifications and industry experience of owners/managers. What degrees, trainings, certifications, accreditations, and/or licenses are held by each?

III. Operations Strategy

Summarize your current and future operations strategies. Need help? Download D-SRC 'Operations Plan' for step by step instructions on writing an operations plan and summary.

IV. Sales, Profits, and Projections

Current Sales and Profits - Balance Sheets

- Describe the company's current finances. What are the total revenues and expenses per week? Per month? What is your profit margin? Need help? Download [D-SRC 'Balance Sheets'](#).
- Evidence your need for change/growth. How is the company maximized in its current state?

Projected Sales and Profits - Financial Projections

- Describe projected revenues and expenses. How will profit margins change? Need help? Download [D-SRC 'Projections Workbook'](#).
- Evidence the opportunity to scale. What will your company accomplish with capital resources that it cannot accomplish in its current state?

V. Market Strategy

Market Analysis

- Analyze market conditions that create opportunities for your business. Need help? Download [D-SRC 'Market Testing Guide'](#)

Marketing Plan

- Describe how your market analysis informs your marketing strategies. How does the company's digital marketing strategy influence sales? Need help? Download [D-SRC 'Marketing Plan\(s\)'](#).

VI. The Appendix

DSOURCE Templates

- [Complete Market Test](#)
- [Operations Plan](#)
- [Marketing Plan](#)
- [Balance Sheets & Financial Projections](#)

Company Files

- Product Samples
- Business License/Incorporation Documents
- Management Team Resumes
- Industry or Operational Permits