PRACTICAL TOOLKIT / B01

One-Page Sport Business Plan

Put a business idea on one page so that you can test its customer, offer and practical assumptions before committing substantial resources.

What you will complete

A clear business hypothesis and one low-cost test with a decision date.

How to use this document

1. Describe a specific customer and the problem you think they experience. Separate what you know from what you assume.
2. Outline the offer, delivery resources, costs and possible income. Identify what must be checked locally.
3. Choose a small test and decide what evidence would justify changing, continuing or stopping the idea.

Ready-to-use check

[ ] The customer and problem are specific.

[ ] Assumptions are not presented as facts.

[ ] A low-cost test comes before major spending.

Original educational planning aid. All sample names, organisations and figures are fictional. Blank pages are printable write-in templates; no automatic calculations or form fields are included. Verify local tax, accounting and commercial requirements before use; this is not personalised financial or legal advice.

Further reading - consulted 15 October 2026

US Small Business Administration - Plan your business

US Small Business Administration - Manage your business

WORKED EXAMPLE / FICTIONAL

One-Page Sport Business Plan

Planning block	Fictional example: Touchline Kit Printing
Customer / need	Local community clubs that need small batches of clearly labelled training bibs
Offer	Simple approved-name printing on suitable bibs, with agreed quantities and lead times
Value to test	Convenient small orders and clear communication
Sales route	Direct conversations with club administrators; sample quotation
Resources	Suitable equipment, materials, workspace, skills and supplier arrangements
Income / costs	Income per completed order; material, labour, delivery and monthly operating costs
Key assumptions	Clubs need the service; they accept the tested price; delivery can be reliable
First test	Interview five club decision-makers before buying equipment

Decision rule

Continue to a small, costed pilot only if conversations reveal a recurring problem and a feasible way to serve it. Interest is not a confirmed order.

YOUR WRITE-IN TEMPLATE

One-Page Sport Business Plan

Template sheet 1 of 1 | Name / project: _____ Date: _____

Business idea; owner; date; currency where relevant

Planning block	My notes / evidence
Customer and problem	
Evidence collected / assumption to test	
Offer and value to the customer	
Sales and customer contact channels	
Resources, partners and delivery	
Main costs and possible income	
Key risks / local requirements to verify	
Small test, cost limit and success measure	
Decision date; continue / change / stop	