**MODÈLE DE PLAN D’AFFAIRES LEAN D’UNE PAGE**

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| **VUE D’ENSEMBLE DE L’ENTREPRISE/DU SECTEUR**NONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |   |
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| **PRODUIT OU SERVICE** |
| **PRODUIT OU SERVICE PROPOSÉ**INCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONINCONNUNONOUIINCONNUNONOUIINCONNUNONOUIINCONNUNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONOUINONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNONNON |   |
| **LE PROBLÈME QU’IL RÉSOUT** |   |
| **LA SOLUTION QU’IL FOURNIT** |   |
| **ALTERNATIVES** |   |
| **PROPOSITION DE VALEUR UNIQUE** |   |
|  |  |  |  |  |  |
| **PLAN MARKETING ET COMMERCIAL** |
| **NOS CLIENTS** |   |
| **COMMENT ILS ENTENDRONT PARLER DE NOUS** |   |
| **COMMENT NOUS LEUR FOURNIRONS NOTRE PRODUIT OU SERVICE** |   |
|  |  |  |  |  |  |
| **OBJECTIFS PRINCIPAUX ET INDICATEURS DE RÉUSSITE** |
| **OBJECTIF** | **INDICATEUR DE RÉUSSITE** |
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|  |  |  |  |  |  |
| **PLAN FINANCIER** |
| **STRUCTURE DES COÛTS** | **SOURCES DES RECETTES** | **STRATÉGIE TARIFAIRE** |
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**Échéancier des jalons**

Début

8/02

Jalon 2

16/02

Jalon 4

23/02

Jalon 6

03/03

Jalon 1

11/02

Jalon 3

20/02

Jalon 5

01/03

**EXCLUSION DE RESPONSABILITÉ**

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