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THE FOUNDER'S CLARITY TOOL

# The One-Page Business System

IF YOUR BUSINESS DOESN'T FIT ON ONE PAGE, YOU DON'T HAVE CLARITY YET. THIS TEMPLATE GIVES YOU THE CONSTRAINT THAT CREATES IT.

Deven Davis

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**5**

SECTIONS TO FILL

**1**

PAGE. WHOLE BUSINESS.

**30**

MIN TO COMPLETE

*On Instagram? DM me **SYSTEM** to get this sent to you automatically.  
Founder's Stack: Offer → Pitch → System → Becoming Investable*

# Your Business Has Too Many Moving Parts. That's Not a Growth Problem. It's a Clarity Problem.

Ask ten founders to describe their business and nine of them will talk for four minutes, mention three different offers, two different target customers, and still leave you unclear on what they actually do and who it's for. That's not a communication problem. It's a clarity problem. And clarity doesn't come from more planning. It comes from constraint.

If you're thinking "I already know what my business does" — the founders running three offers with four customer types all think that too. The test isn't whether YOU understand your business. It's whether a stranger can describe it back to you in 60 seconds. If they can't, you have familiarity. Not clarity.

The One-Page Business System is a constraint. Not a business plan. Not a strategy deck. One page with five sections. If your business fits on one page, you understand it. If your team can fit it on one page, they can run it without you for a day. If an investor can read it in two minutes, they can decide whether to fund it. Clarity is the competitive advantage most founders skip because they confuse complexity with sophistication.

**"If it doesn't fit on one page, it's too complicated. That's the lesson and the product."**

I spent the first 18 months of my business explaining what I did differently to everyone who asked — investors, potential clients, people at networking events. Each explanation was slightly different. It was a Tuesday night when I finally sat down with a blank page and gave myself one hour. The third time I tried to fit my second audience into Box 2, I stopped. I didn't have a business. I had three audiences, two offers, and no clarity about which one I was actually building. One page forced the decision I'd been avoiding for 18 months. Within 90 days of cutting to one offer, revenue from that single line grew significantly — because I finally knew what I was selling and who I was selling it to.

#### FROM THE FOUNDER COMMUNITY

*"I'd been in business for two years and couldn't explain it in under five minutes. This page forced me to cut. Two weeks later I had my first investor conversation — and for the first*

*time, it actually went somewhere.”*

— Founder from the community

*Founders who don't get clear don't suddenly figure it out. They're still explaining their business differently to every room they walk into — three years from now. Same revenue. Same confusion. Same conversations going nowhere. Clarity is not a phase. It's a decision.*

*This PDF is one piece of a four-part founder stack: your Offer clarity, your Pitch framework, your Business System, and your path to Becoming Investable. Founders who have all four don't struggle to raise capital. You're building the third piece right now.*

**PRINT THIS. PUT IT ON THE WALL.**

Once complete, this page belongs on your wall — not in a Google Drive folder. Physical visibility creates daily accountability to the decisions you made when you were thinking clearly. Every week you look at it: does your daily work match what's on the page? If not, something is misaligned. Fix the work or fix the page.

# The 5 Sections — What Goes In Each One

Each section has a specific job. Don't combine them. Don't skip them. Each one answers a question a founder, team member, or investor would ask.

## 1 OFFER

*What do you sell and what does it cost?*

One offer. Not your menu. Not your tiers. The core thing you sell to your primary customer. If you have multiple offers, list the flagship. You can have a second version for a second segment — but every founder needs to know which offer is the business.

**Write:** *Write: "We sell [product/service] that helps [customer] achieve [specific outcome] for \$[price]."*

**Example:** "We sell a 10-week coaching program that helps first-time founders build investor-ready businesses for \$2,997."

## 2 AUDIENCE

*Who specifically is your primary customer?*

One person. Not a demographic range. Not "entrepreneurs" or "small businesses." The one person who gets the most value from your offer, can afford it, and you can find consistently. This is your ICP — Ideal Customer Profile.

**Write:** *Write: "[Job title / life situation], [years of experience or context], who struggles with [specific problem] and wants [specific outcome]."*

**Example:** "A first-time founder with 1-3 years in business, \$50K-\$200K revenue, who struggles to explain their business to investors and wants to raise their first round."

## 3 DELIVERY

*How do you produce and deliver the result?*

The mechanism — the step-by-step process that takes a customer from purchase to outcome. Written at a high level. Three to five steps maximum. This is what you'd explain to a new employee on their first day: here's how we do what we do.

**Write:** *Write 3-5 steps: Intake → [Step 2] → [Step 3] → Result delivered.*

**Example:** Intake call → 10-week curriculum → weekly live sessions → final investor presentation. Each client gets 1-on-1 time plus group cohort access.

## 4 ACQUISITION

*How do people find out about you and decide to buy?*

The traffic and conversion system. Where do leads come from? What is the path from first touch to purchase? This section exposes the weakness in every founder's business — most can describe the offer but can't describe a repeatable acquisition system.

**Write:** *Write: Traffic source(s) → lead magnet or entry point → follow-up mechanism → conversion event.*

**Example:** Instagram content → DM keyword 'OFFER' → 5-email nurture sequence → strategy call → pitch program.

## 5 METRICS

*What are the 3 numbers that tell you if this is working?*

Not 15 KPIs. Three. The three numbers that would tell you on a Monday morning whether the business had a good week or not. These should directly measure your offer delivery, your acquisition, and your retention/revenue health.

**Write:** *Write: Primary metric / Secondary metric / Health metric.*

**Example:** Clients enrolled (primary) / New leads from Instagram (secondary) / Client completion rate (health).

# Fill This In Now

Don't overthink. Write your first honest answer. You can refine it. A complete imperfect page beats a perfect blank one.

## 1 OFFER

*We sell [product/service] that helps [customer] achieve [outcome] for \$[price].*

## 2 AUDIENCE

*[Job/situation], who struggles with [problem] and wants [outcome].*

## 3 DELIVERY

*Step 1 → Step 2 → Step 3 → Step 4 → Result delivered.*

## 4 ACQUISITION

Traffic source → Entry point → Follow-up → Conversion event.

  
  

## 5 METRICS

Primary: \_\_\_\_\_ / Secondary: \_\_\_\_\_ / Health: \_\_\_\_\_

  

### THE CLARITY TEST

**Could a smart person who doesn't know your industry read this page and explain your business back to you in 60 seconds?**

Yes — it's clear

Mostly — one section  
needs work

Not yet — I need to  
simplify

*Founders who can get their business on one page are a different category. They're not just clearer. They're ready for a different conversation — with investors, partners, and their own teams. You just did what most founders avoid. That matters.*

*Most founders never get here. You filled in the page. That's the prerequisite. Becoming Investable was built for exactly where you are right now.*

CLARITY IS THE FOUNDATION. BECOMING INVESTABLE IS WHAT YOU BUILD ON IT.

# A Clear Business Is One Thing. An Investable Business Is Another.

Picture sitting across from a potential investor — not pitching, not hoping, not explaining. You slide your one-page system across the table. They look up and say: "Okay. I understand what you're building." That's not luck. That's what investable infrastructure creates.

Becoming Investable builds the infrastructure around your one-page system: clean financials, documented processes, predictable acquisition, and the positioning that makes partners and investors say yes.

Turn your delivery system into a process that runs without you

Build the metrics infrastructure that investors read as credibility

Position your business for its next level — partner, capital, or acquisition

*The founders who can put their business on one page are ready for this. The ones who can't are still working on the foundation.*

*The founders raising capital this year started building their investable infrastructure months ago. This is that start.*

**DM ME INVESTABLE ON INSTAGRAM**

*@deven.r.davis — I'll send you the details directly. Free. No pitch.*

Deven Davis

devendavis.com | @deven.r.davis

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