

PROJECT PLAN ONE-PAGER

For Entrepreneurs — The Productive Founder | theproductivefounder.com

6 Steps to a Founder-Grade Project Plan

1. One-sentence goal	Define deliverable + deadline + budget. Example: 'Launch MVP to 100 customers in 120 days, \$25k budget.'
2. 4-6 phases	Discovery → Design → Build → Go-to-Market → Launch → Operations. Each phase ends with a demo-able milestone.
3. Task breakdown	Use WBS codes (1.1, 1.2, etc.). One owner per task. Max 2 weeks per task.
4. Timeline + dates	Set start/end for every phase and task. Buffer 20% between phases.
5. Budget tracker	Personnel + tools + marketing + 15% contingency. Update actuals weekly.
6. Risk register	List top 4 risks with probability, impact, and mitigation. Review weekly.

Project Plan Skeleton

Section	What to include	Founder tip
Project Info	Goal, budget, owner, timeline, success metric	Write the goal before anything else. If you cannot say it in one sentence, you are not ready.
Phases & Milestones	4-6 phases, each with a deliverable and a date	Keep phases sequential. No overlap, no gaps.
Task Breakdown	WBS-coded tasks with owners, dates, status	If a task has no owner, it will not happen.
Budget	Categories, budgeted, actual, variance, notes	Add 15% contingency. It is insurance, not extra.
Risk Register	Risk, probability, impact, mitigation, owner	The risks you list in week 1 are cheaper than the ones you discover in week 10.
Communication Plan	Who reports what, how often, to whom	For solo founders: weekly self-review. For teams: 15-min daily standup.

Source: The Productive Founder — Use the Excel template for a complete project plan with formulas, status tracking, and budget calculations.