

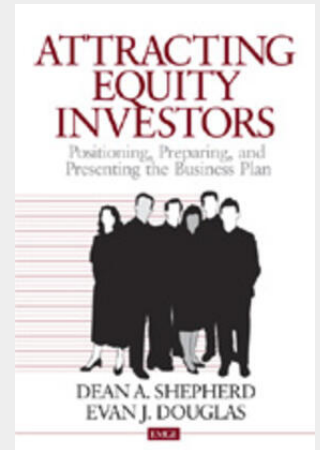
Shepherd / Douglas

## Attracting Equity Investors

Positioning, Preparing, and Presenting the Business Plan

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Attracting Equity Investors is designed to help entrepreneurs successfully obtain equity capital. This book discusses how to evaluate a business concept from an investor's perspective and then moves to practical issues such as how to strategically position, prepare, and present the business plan. It recognizes that there is very real competition for the funds that are available. To obtain funding, the entrepreneur must stand out among the competitors. He or she must tell a compelling story in a very convincing manner and be able to answer confidently all questions posed by the potential investor. But more than simply obtaining the funding, the entrepreneur's objective should be to obtain the funding on the best terms possible. Therefore, this book is about organizing your business, writing and presenting a winning business plan, and showing that the management team is the right group of people to be taking that business opportunity forward toward fruition. Attracting Equity Investors is the definitive "getting equity capital" book. Attracting Equity Investors is appropriate for college-level courses in entrepreneurship, business plan writing, new venture funding, strategic management, organizational studies, marketing, economics, and technology management. It will also serve as an excellent resource for entrepreneurs who are actively seeking funding and need to know how to go about it, effectively and economically.



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*Lieferfrist: bis zu 10 Tage*

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