



Business Plans that Get Investment

David Bateman

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"David's book is an invaluable resource for any entrepreneur seeking to raise funding. Based on years of experience, David shows how to keep things short and clear!" Thomas Hellmann, Professor of Entrepreneurship and Innovation, Saïd Business School, University of Oxford

"Anyone interested in this subject should read this book." Tim Hames, Director General of BVCA (British Venture Capital Association)

The Business Plan is an essential tool for attracting an investor's attention. They receive hundreds of plans every week and spend no more than ten minutes on each one before deciding if it is of further interest. This means that the plan needs to be a short, snappy document that conveys the facts about your business quickly and clearly.

This book explains how to write a plan that has the information that an investor needs to see. It shows that it is a simple process and anyone can do it, irrespective of background or prior knowledge.

Business Plans That Get Investment is a clear and comprehensive guide to writing a plan that turns those ten minutes of attention into investment.

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