



The Dragons' Den Guide to Investor-Ready Business Plans

John Vyge

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A step-by-step approach to winning over investors with a solid business plan

A comprehensive business plan, based on a concept that has been feasibility tested and for which a sales and marketing strategy is in place, is where the rubber meets the road for the entrepreneur and the investor. *The Dragons' Den Guide to Investor-Ready Business Plans* is designed to show the entrepreneur how to create a business plan that will get an investor's attention—and money. Case studies from Canadian and US businesses and stories of entrepreneurs who appeared on the *Dragons' Den* illustrate the key ideas and themes.

- Helps entrepreneurs face the reality of what they are trying to achieve
- Encourages readers to focus heavily on testing their business concept first, before they invest valuable time and resources in a slow-growth or no-growth business idea

The current economic environment is forcing many people to start businesses to supplement their income or replace a lost job. But don't let emotion trump method. *The Dragon's Den Guide* offers your step-by-step approach to preparing yourself for the harsh but rewarding world of small business ownership.

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