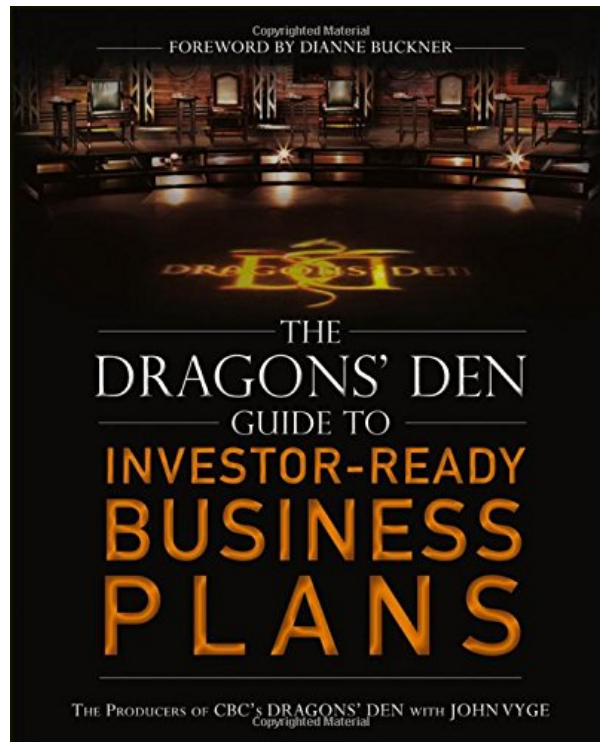
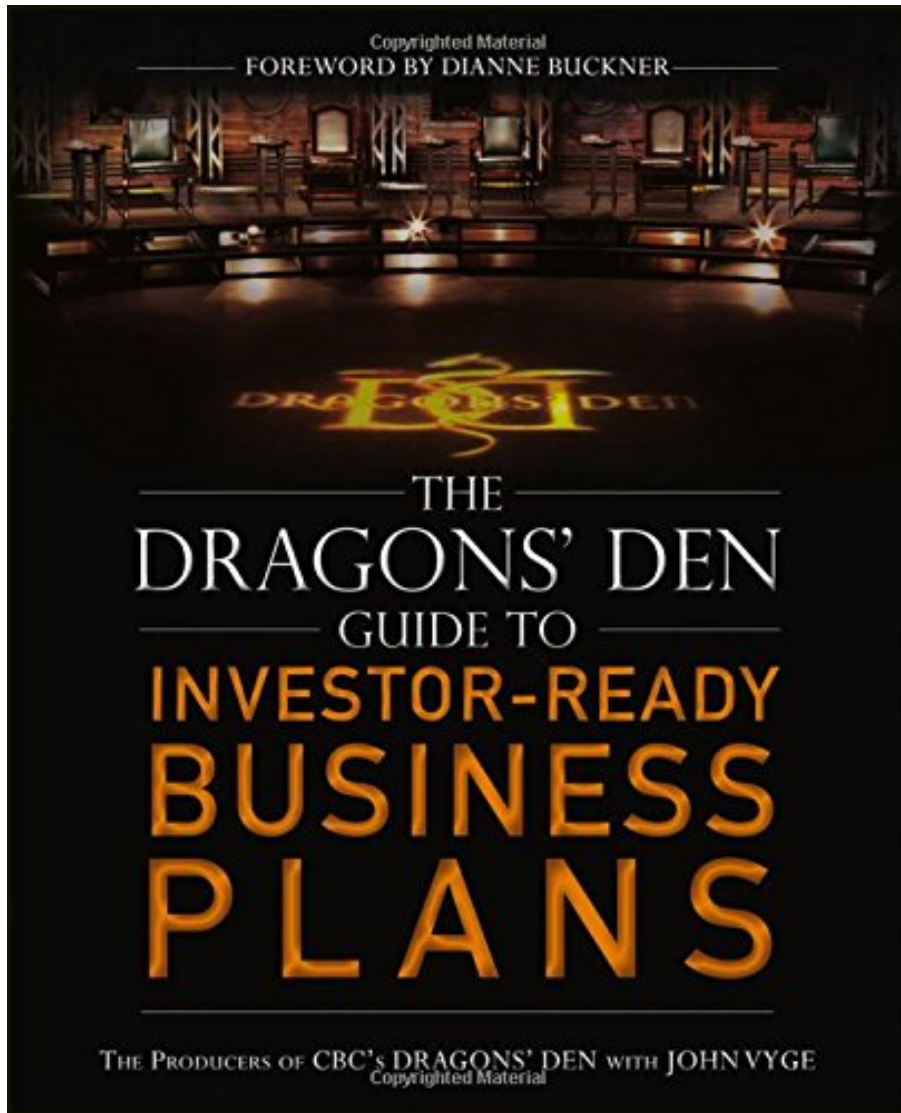


THE DRAGONS' DEN GUIDE TO INVESTOR-READY BUSINESS PLANS BY JOHN VYGE



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From the Back Cover

"Good ideas are a dime a dozen; successful businesses are rare. Give yourself a head start to success: implement the business planning strategies in this unique book."

—Don R. Campbell, Serial Entrepreneur And Founding Partner, Real Estate Investment Network

Businesses are meant to be run by people who think like entrepreneurs and execute like managers. The entrepreneur has the innovative idea. The manager executes the operating model that underlies the business vision.

The wildly popular *Dragons' Den* attracts more than a million viewers a week. Canadians love to watch the show for the new ideas and, like the Dragons, decide if a pitch is investor-ready. As is often the case on the Den, entrepreneurs leave empty-handed. The entrepreneurial graveyard is filled with millions of great ideas that were not underpinned by an execution strategy.

The Dragons' Den Guide to Investor-Ready Business Plans is your guide to linking an entrepreneurial vision with strategy and execution. It is this plan—which details how you are going to create, market, and sell your product or service—that will impact the decision of a potential investor. By following the step-by-step strategies in this guide, you will be able to create a professional business plan that will provide investors with all they need to know about your business vision and how you intend to make money. In addition, you will learn how to find investors and how to create a pitch that will get their attention.

About the Author

John Vyge is a Certified Financial Planner™ professional and business plan analyst who advises entrepreneurs and investors on how to create investor-ready business plans around winning business concepts.

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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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