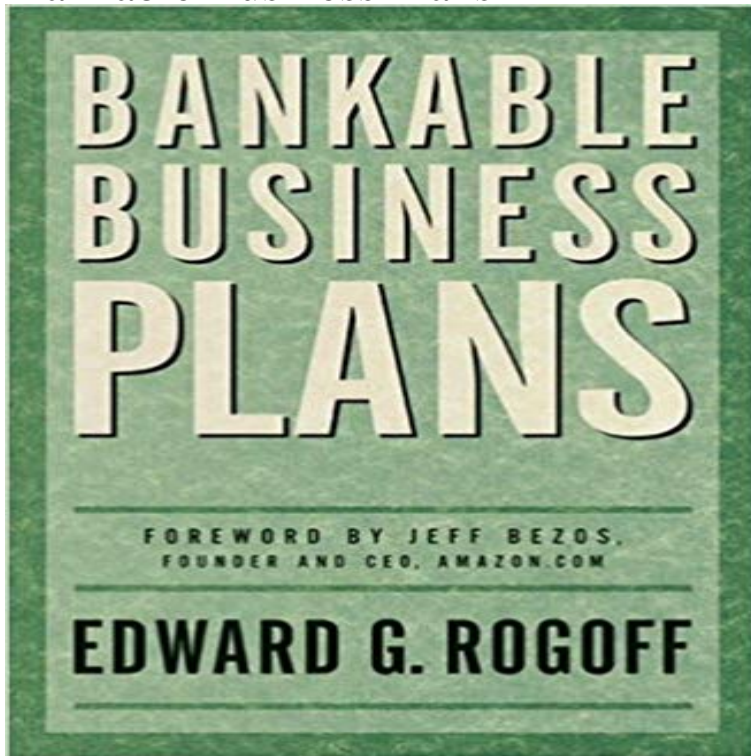


## Bankable Business Plans



Bankable Business Plans reveals the secret of creating a compelling and successful business plan for anyone who ever dreamed of starting or expanding an enterprise. This invaluable book guides readers through a comprehensive, step-by-step process to produce a professional-quality business plan that will attract the financial backing entrepreneurs need. Bankable Business Plans is the only book on the market that demonstrates how to make each business plan uniquely suited to every endeavor. It is also the only book which explains how to employ the guidelines that banks, venture capital firms and the Small Business Administration use to grant loans and other financial support to businesses. By describing how to apply the relatively unknown, but easily available Risk Management Association data to each business concept, author Edward Rogoff provides a virtual answer key to anyone seeking financial support for a business idea. Rogoffs years of experience in both founding and improving startup and established companies, as well as teaching entrepreneurship to college graduate and undergraduate students, enables him to delineate the elements that make a business plan attractive to investors and lenders. Bankable Business Plans is essential for anyone interested in opening a business, expanding an existing enterprise, or simply testing the financial reality of a dream.

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