

Business Planning, Business Plans and Venture Funding

By

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Business Planning, Business Plans and Venture Funding provides a definitive reference guide, of proven methods and processes, developed by the author, to initiate the business planning process, develop a complete and compelling business plan, and ultimately secure funding from Angel Investors, Venture Capitalist, or other third party investors. These methods and processes, are first defined, next explained, and then delineated by actual examples, allowing an entrepreneur to quickly assess their company, the market opportunity, and the competition, as well as the company's management team, proprietary technologies, business model, and the rollout plan targeting end-markets and applications.

For any entrepreneur to successfully understand and navigate the business planning related issues, and at the same time, prepare themselves and their start-up company, for funding, is a daunting task. In addition, reading a "typical business plan book", provides little insight, or help, in understanding the processes, issues, steps, and ultimate requirements to succeed in their fund raising activities. As a result, of not having previously been through the fund raising process, puts this same entrepreneur, at decided disadvantage. It is like trying to play a new sport and win, but not knowing the associated rules, strategies and tactics of the game.

With the development and publication, of this book, the author provides the entrepreneur with the necessary insight, proper background, rules, strategies, and tactics, to develop a successful start-up company and achieve their ultimate goal -- secure funding and bring their product, service or technology to market. The author's clearly defined business planning process provides the required baseline methodology, for an entrepreneur, of any start-up, to determine the appropriate path forward, in which to address the "opportunistic needs" of the market, with their properly defined proprietary technologies, products service offerings. From here, with further insight, and by providing actual examples, the author delineates how the business planning document can be used as the stepping stone for the development of a complete, compelling, investor focused business plan. Finally, with the investor-focused business plan complete, the author then provides the entrepreneur, with the proper background, and then outlines processes and methods that the entrepreneur can then use to prepare for, approach, and pursue venture capital or other third-party equity funding sources. Again, as outlined, the fund raising approach, as presented, is also a clearly defined process, and the author provides the theory, tools, process, and methods to approach, engage, and secure funding from these same professional funding sources.