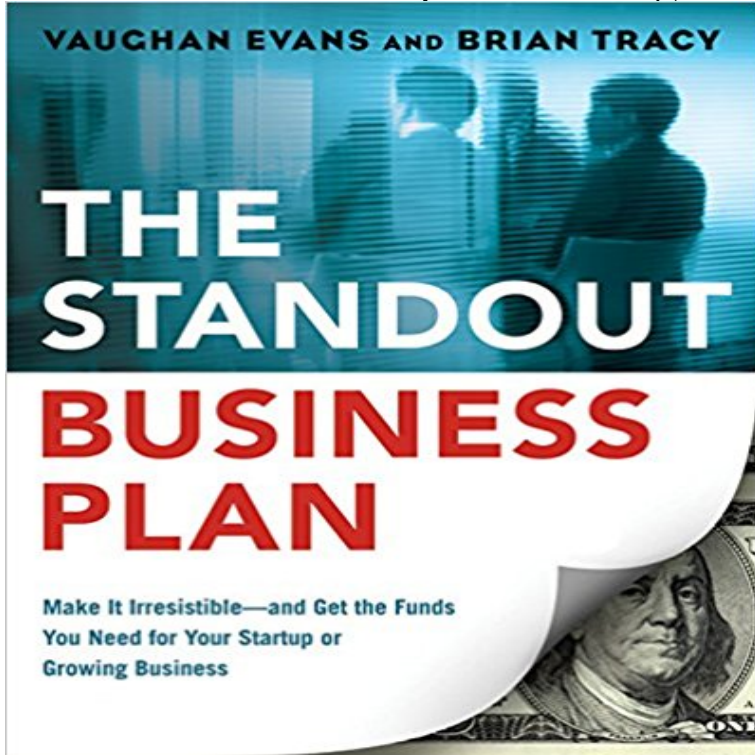


# The Standout Business Plan: Make It Irresistible--and Get the Funds You Need for Your Startup or Growing Business



Too many business plans focus on the details most important to the managers or business owners writing them... and fail to address the questions most crucial to potential backers. This immensely practical and eminently readable book shows readers how to create a business plan that speaks directly to investors and lenders and makes it easy for them to say yes. Featuring case studies and examples of both what to do and what not to do, the book reveals how to:

- Include the vital information backers need, while leaving out extraneous filler that gets in the way
- Address key factors such as market demand, competition, and strategy
- Spell out the essence of your business proposition
- Outline resources and financial forecasts
- Assess risk from the backers perspective
- Evaluate and improve the plan to ensure its success

With the easy-to-follow guidance in The Standout Business Plan, now anyone can present a clear, concise, and convincing case that will win them the funding they need to succeed. Note: This book is designed for readers developing business plans for the U.S. and Canadian marketplaces.

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window.ue_csm.cel_widgets = [  
  { id: detail-bullets }, { id:  
  featurebullets_feature_div }, {  
  id: summaryContainer }, { s:  
  #revMHRL > DIV , id_gen:  
  function(elem, index) { return  
  custRev + (index + 1); } }, { id:  
  sims_fbt }, { id:  
  purchase-sims-feature }, { id:  
  session-sims-feature }, { id:  
  quickPromoBucketContent }, {
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technicalSpecifications_feature_d
iv } , { id: prodDetails } , { id:
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consumption-sims } , { id:
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} , { id:
product-ads-feedback_feature_div
} , { id: DAcrt } , { id: vtpsims
} , { c: celwidget } , { id:
fallbacksessionShvl } , { id: rhf
} , { id:
unifiedLocationPopoverSelection
s } ]; (function(a){var
b=document.ue_backdetect;b&&
b.ue_back&&a.ue&&(a.ue.bfini=
b.ue_back.value);a.uet&&a.uet(b
e);a.onLdEnd&&(window.addEv
entListener?window.addEventList
ener(load,a.onLdEnd,!1):window.
attachEvent&&window.attachEve
nt(onload,a.onLdEnd));a.ueh&&a
.ueh(0,window,load,a.onLd,1);a.u
e&&a.ue.tag&&(a.ue_furl&&a.u
e_furl.split?(b=a.ue_furl.split(
))&&b[0]&&a.ue.tag(b[0]):a.ue.tag
(nofls))})(ue_csm); var
ue_pty=Detail, ue_spty=Glance,
ue_pti=0814434118; v
(function(g,h){function
d(a,d){var b={};if(!e !f)try{var
c=h.sessionStorage;c?a&&(undefi
ned!==(typeof
d?c.setItem(a,d):b.val=c.getItem(
a)):f=1 }catch(g){e=1 }e&&(b.e=1
);return b }var b=g.ue
{ },a=f,e,c,a=d(csmtid);f?a=NA:a.
e?a=ET:(a=a.val,a (a=b.oid
NI,d(csmtid,a)),c=d(b.oid),c.e
(c.val=c.val
0,d(b.oid,c.val+1)),b.ssw=d);b.tab
id=a})(ue_csm,window);
(function(b,c){var
a=c.images;a&&a.length&&b.ue.
count(totalImages,a.length)})(ue_
csm,document);
(function(m,h){function
I(a){if(a)return a.replace(/^\//s+
//s+$/g,)}function
x(a,e){if(!a)return{ };a.m&&a.m[
```

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k]&&(a=a.m);var b=e.m e[k]
,b=a.m&&a.m[k]?b+a.m[k]:a.m&
&a.m.target&&a.m.target.tagNam
e?b+(Error handler invoked by
+a.m.target.tagName+
tag):a.m?b+a.m:a[k]?b+a[k]:b+U
nknown error,b={m:b,f:a.f
a.sourceURL a.fileName
a.filename
a.m&&a.m.target&&a.m.target.sr
c,l:a.l a.line a.lineno
a.lineNumber,c:a.c?+a.c:a.c,s:[],t:
m.ue.d(),name:a.name,type:a.type
,csm:J+
+(a.fromOnError?onerror:
ueLogError)},d,c,g=0,f=0,n;c=h.l
ocation;d=a.stack
(a.err?a.err.stack:);b[y]=e[y]
c&&c.href missing;b[p]=e[p]
z;(c=e[q])&&(b[q]=+c);m.ue_ld_
err&&h.performance&&h.perfor
mance.timing&&(c=h.performanc
e.timing,f=window.performance&
&window.performance.now&&w
indow.performance.timing?windo
w.performance.now()+window.pe
rformance.timing.navigationStart:
+new
Date,b.lid=0l.mxe))){l.ec++;l.ter.p
ush(a);e=e { };var b=a[p]
e[p];e[p]=b;e[q]=a[q]
e[q];b&&b!=z l.ecf++;w(a,
e)}function w(a,e){if(a){var
b=x(a,e),d=e.channel
M;if(ue.log.isStub&&h[u]&&h[u
][v]){var c={ };c[d]=b;try{var
g=h[u][v]({rid:ue.rid,sid:m.ue_sid
,mid:m.ue_mid,sn:m.ue_sn,reqs:[
c]),f=h1,n;if(n!=(f[D]&&f[D])(E,
g))){var l;if(h[F]){var k=new
h[F];k.onerror=s;k.ontimeout=s;k.
onprogress=s;k.onload=s;k.timeo
ut=0;l=k}else{var p;if(h[G]){var
q=new h[G];p=withCredentialsin
q?q:void 0}else p=void
0;l=p}n=1}if(d=n){d.open(POST,
E,!0);if(d[H])d[H](Content-type,t
ext/plain);d.send(g)} }catch(r){ }
else m.ue.log(b,
d,{nb:1});if(!a.fromOnError){g=h
.console { };d=g.error g.log
s;c=h[u];f=Error logged with the
```

```
Track&Report JS errors
API(http://tiny/1covqr618/wamazi
ndeClieUserJava):
;if(c&&c[v])try{f+=c[v](b)}catch
(t){f+=no info provided;
converting to string failed}else
f+=b.m;d.apply(g,[f,b])}}var
G=XMLHttpRequest,F=XDomai
nRequest,N=navigator,D=sendBe
acon,v=stringify,u=JSON,p=logL
evel,q=attribution,y=pageURL,r=
skipTrace,H=setRequestHeader,k
=message,s=function(){},E=//+m.
ue_furl+
/1/batch/1/OE/,l=m.ue_err,M=m.
ue_err_chan
jserr,z=FATAL,J=v6,A=20,t=256
,L=RegExp( ?([^ s]*):( d+): d+
)?.split(
).join(String.fromCharCode(92))),
K=/. *@(.*):(//d*);x[r]=1;C[r]=1;
w[r]=1;(function(){for(var
a,e=0;e (function(c,d){var
b=c.ue,a=d.navigator;b&&b.tag&
&a&&(a=a.connection
a.mozConnection
a.webkitConnection)&&a.type&
&b.tag(netInfo:+a.type)})(ue_csm
>window);
(function(c,d){function
g(a,b){for(var c=[],d=0;d
ue_csm.ue.exec(function(d,e,a){f
unction
b(a,b){return{name:a,getFeature
Value:function(){return void
0!==b 0}}function
h(a,b,c){return{name:a,getFeature
Value:function(){return b===c
0}}function
g(a,b){return{name:a,getFeature
Value:function(){for(var a=0;a
ue._bf.modules.push(
ue._bf.mpm(cc_ie5, 1) )
ue._bf.modules.push(
ue._bf.mpm(cc_ie6, 1) )
ue._bf.modules.push(
ue._bf.mpm(cc_ie7, 1) )
ue._bf.modules.push(
ue._bf.mpm(cc_ie8, 1) )
ue._bf.modules.push(
ue._bf.mpm(cc_ie9, 1) )
(function(g,b,h){function c(){var
```

```
a;a=h.cookie.match(/session-id=(  
//w//-]+)/);a=null!==(a?a[1]:null);v  
ar  
b=ue._sid,c;c=Date.now?Date.no  
w():(new Date).getTime();d[a]  
(e.log({k:k,t:c,nsid:a,osid:b},f),d[  
a]=1)}var  
k=sbk,f=csm;b=b.navigator.cooki  
eEnabled?!0:!1;var  
e=g.ue,d={};e.log({k:cinf,enbl:b  
,f};b&&ue._sid&&(d[ue._sid]=1,e.  
attach(beforeunload,c),setInterval  
(c,1E3)))}(ue_csm>window,docu  
ment);  
ue_csm.ue.exec(function(e,f){var  
a=e.ue  
{},b=a._wlo,d;if(a.ssw){d=a.ssw(  
CSM_previousURL).val;var  
c=f.location,b=b?b:c&&c.href?c.  
href.split(#)[0]:void 0;c=(b  
)===a.ssw(CSM_previousURL).v  
al;!c&&b&&a.ssw(CSM_previou  
sURL,b);d=c?reload:d?intrapage-t  
ransition:first-view }else  
d=unknown;a._nt=d},NavTypeM  
odule)(ue_csm>window); var  
ue_mbl=ue_csm.ue.exec(function  
(e,a){function k(f){b=f  
{};a.AMZNPerformance=b;b.tran  
sition=b.transition  
{ };b.timing=b.timing  
{ };if((f=a.webclient&&function=  
==typeof  
webclient.getRealClickTime?a.co  
rdova&&a.cordova.platformId&&  
&ios==cordova.platformId?!1:!0:  
!1)&&b.tags instanceof  
Array){ var  
c;c=-1!=b.tags.indexOf(usesAppS  
tartTime)  
b.transition.type?!b.transition.typ  
e&&-1 (function(b){function  
c(){if(a.log&&a.log.isStub){ var  
b=[];a.log.replay(function(a){ var  
c={ };c[a[1]]=a[0];b.push(c)});b.le  
ngth&&k(b)} }function  
k(a){if(e)a=f(a),b.navigator.send  
Beacon(g,a);else { a=f(a);var  
c=new  
b[d];c.open(POST,g,!0);c.setRequ  
estHeader&&c.setRequestHeader  
(Content-type,text/plain);c.send(a
```

```
)}function f(a){return  
JSON.stringify({rid:b.ue_id,sid:b.  
ue_sid,mid:b.ue_mid,mkt:b.ue_m  
kt,sn:b.ue_sn,reqs:a})}var  
d=XMLHttpRequest,a=b.ue,l=b[d  
b[d],e=b.navigator&&  
b.navigator.sendBeacon,g=//+b.ue  
_furl+/1/batch/1/OE/,h=b.ue_fci_  
ft;a&&(l  
e)&&(a.attach&&(a.attach(before  
unload,c),a.attach(pagehide,c)),h  
&&b.setTimeout(c,h),a._ffci=c))  
(window);
```

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