

# **Download Attracting Equity Investors : Positioning, Preparing ,and Presenting The Business Plan**

Attracting Equity Investors: Positioning, Preparing, and Presenting the Business Plan. Entrepreneurship and the Management of Growing Enterprises. Thousand Oaks, CA: SAGE Publications, Inc., 1999. doi: 10.4135/9781452229164. Attracting Equity Investors: Positioning, Preparing, and Presenting the Business Plan (Entrepreneurship & the Management of Growing Enterprises) eBook: Dean A. Shepherd, Evan J. Douglas: Amazon.co.uk: Kindle Store This book is designed to help entrepreneurs understand how to obtain funding from an investor for the creation or development of a new business venture. It discusses how to evaluate a business concept from an investor's perspective before moving onto an examination of the practical issues involved, such as writing a compelling business plan and making a convincing presentation. Attracting Equity Investors is designed to help entrepreneurs successfully obtain equity capital. This book discusses how to evaluate a business concept from an investor's perspective and then moves to practical issues such as how to strategically position, prepare, and present the business plan.