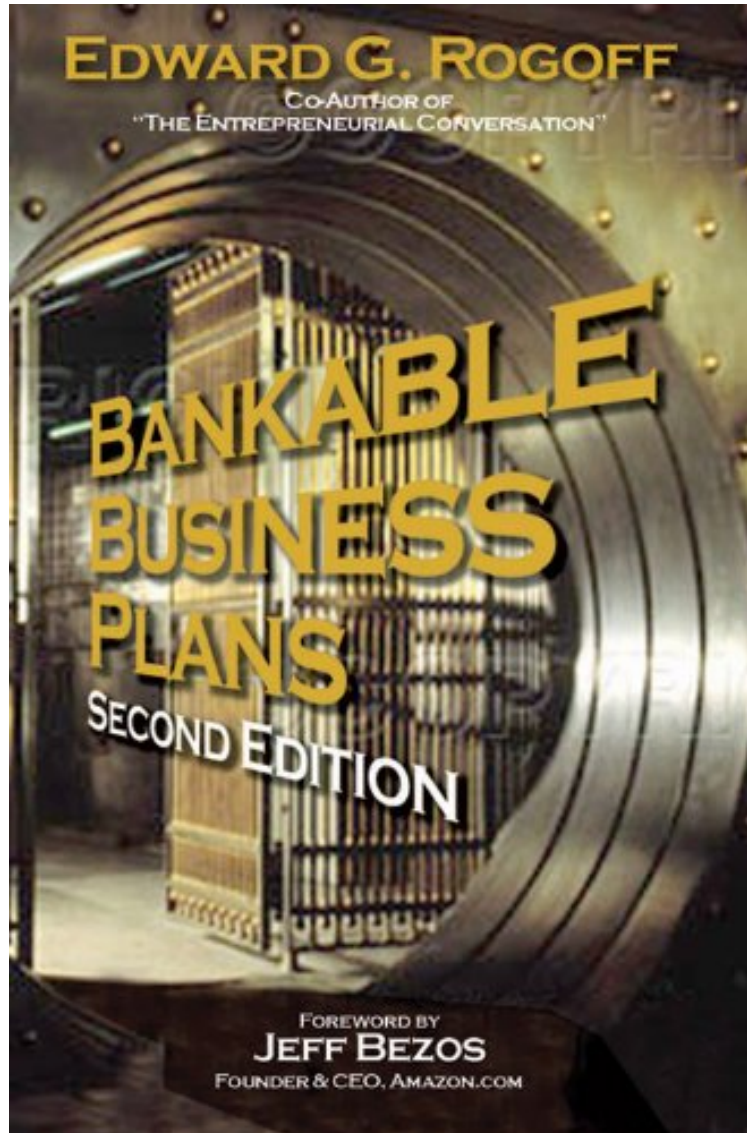


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Bankable Business Plans

Edward Rogoff, Jeff Bezos

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The secrets behind creating compelling and successful business plans sure to attract financial backers are revealed step-by-step in this invaluable guide. Containing detailed information on Risk Management Association (RMA) data and clear explanations of the guidelines that banks, venture capital firms, and the Small Business Administration (SBA) use to grant loans and other financial support to businesses, thenbsp;resource equips potential business owners with a wealth of knowledge on lending procedures. Hundreds of useful ideas for developing, operating, marketing, and building a profitable business are included asnbsp;are copious examples and resources for further study. By demonstrating how to make each business plan uniquely suited to a particular endeavormdash;such as home-based businesses, sole proprietorships, and franchise operationsmdash;this comprehensive handbook ensures that anyone can embark on a new business venture with confidence.

"I believe[nbsp;[Rogoff's] experiences with his own successful ventures and as a professor of entrepreneurship make him an excellent person to guide you from initial idea through the creation of an effective plan that will serve the needs of your customers and investors."nbsp; -Jeff Bezos, CEO, .com "Here's the book entrepreneurs have been waiting for . . .nbsp;a no-nonsense approach to putting in writing what lenders and investors demand to see.nbsp;[This book]nbsp;tells entrepreneurs exactly how to pull together what they need before they see the people with the money."nbsp; -Frank Hoy, professor of business, University of Texas-El Paso "An indispensable guide to creating the kind of business plan that banks want to support. . . .nbsp;A clear, well-written, informative book that teaches readers how to craft a winning strategy and be strong business managers and successful entrepreneurs."nbsp; -Norman J. DeLuca, managing director ofnbsp;commercial banking and financial services, FleetBoston FinancialAbout the AuthorEdward G. Rogoff is the author of The Entrepreneurial Conversation. He is a professor in the department of management of the Zicklin School of Business and the academic director of the Lawrence N. Field Center for Entrepreneurship and Small Business at Baruch College. His articlesnbsp;have appeared in a variety ofnbsp;publications, including Family Business , Forbes, The Journal of Business and Entrepreneurship, and The New York Times. He is the founder of Newton Business Programs, an entrepreneurial-focused company which offers business training, and has served as a CEO for two media companies that owned more than 20 radio stations and as a consultant for a variety of businesses, including venture capital firms and entrepreneurs. He lives in New York City. Jeff Bezos is the founder and CEO of .com.