



# **Business Plans That Get Investment: A Real-World Guide on How to Write a Business Plan**

*David Bateman*

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A business plan is an essential tool for attracting an investor's attention. They receive hundreds of plans every week and spend no more than 10 minutes on each one before deciding if it is of further interest. This means that the plan needs to be a short, snappy document that conveys the facts about your business quickly and clearly. This book explains how to write a plan that has the information that an investor needs to see. It shows that it is a simple process and anyone can do it, irrespective of background or prior knowledge.

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