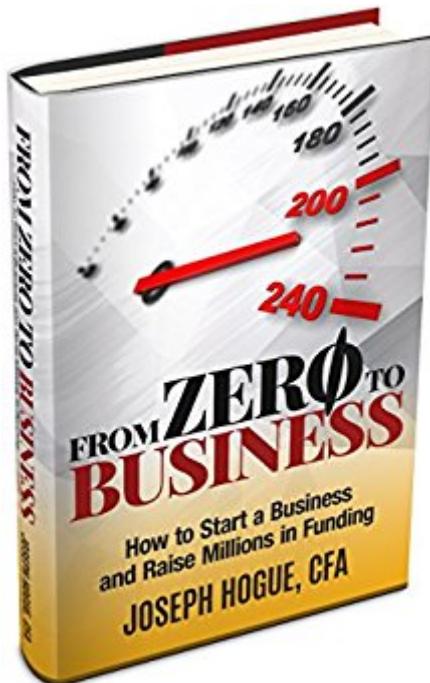


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# From Zero To Business: How To Start A Business And Raise Millions From Business Plan To Startup Funding



## Synopsis

Hard work and passion are no longer enough for small business startup success! Small business funding collapsed along with the rest of the financial system in 2008 and has never recovered. More than half of business owners report a lack of financing options and nearly a third say they may be pushed out of business for lack of startup funding. As always happens in a free market, new solutions have emerged to overcome hurdles in the old way of doing things. A new model of business funding has been born, staged-funding through alternative finance. This book is about that new model of business funding and how to start a business strategically. You'll learn first how to create a business plan from the executive summary through marketing and the financial projections that will impress investors. You'll learn how to create a stellar business plan that will not only get you startup funding but will guide your business strategy. We'll then cover the four stages of business funding and real-world examples of entrepreneurs that have used the new model to create and drive their small business ideas. Each chapter includes detail on one of the four funding sources as well as how to get the best deals. You'll get a comprehensive look at the advantages and limits of each stage and how to use each one successively to grow your business. You'll be able to set realistic goals for each stage of business funding as well as how to leverage your progress into the next stage. As an investment analyst for a venture capital firm, I've seen exactly what it takes to build a business from the ground up and what you need to get funded. I've helped entrepreneurs detail their business plan to uncover the source of their competitive advantage and how to present their case for startup funding. As an entrepreneur myself, I've used this same process to raise money and get my own small business ideas off the ground. I want to share this with you to help you get started, get funded and go From Zero to Business. Don't miss your chance to rock your business plan and turn your small business ideas into reality. Scroll up and buy From Zero to Business now!

**Learn How to Start a Business from the Business Plan through Startup Business Funding:** Seven business plan essentials and how to build a complete business strategy from startup to success (Pg 9) The truth about government business grants and how to use business loans to jump-start your dream (Pg 37) How to take your business idea to the crowd for funding and viral marketing (Pg 53) How to find big money investors and how to rock your startup presentation (Pg 91)

**Two Business Books in One, How to Create Your Business Plan and How to Get Startup Funding** The first part of the book gets you started creating a detailed business plan that will turn your small business idea into a workable business strategy. I share everything I've learned over the past twenty years in business, from the basics of business school to practical advice I learned working for a venture capital firm. You'll learn how to avoid the biggest mistakes in

entrepreneurship and how to start a business that will succeed. This isn't a quick review of business plan essentials but a detailed look at the questions you need to ask before launching your startup. After you've perfected your business strategy, I guide you through the four stages in the new model of business funding. You'll learn the truth about government grants and why they're a waste of time. Learn how to use startup business loans to get going and how to pay them off early with later funding stages. The chapter on business crowdfunding isn't just for funding but to take your small business idea to the masses with viral marketing. Learn how to turn your small business idea into a successful startup.

## **Book Information**

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## **Customer Reviews**

Times have changed, and the author makes it clear that these are no longer the days that a small business owner can walk into a bank and easily get a small business loan. Through this book, he equips you with what you need to have an impressive business plan and other documentation needed to gain investors. The author does a great job of educating the reader about alternative lenders to traditional banks, as well as potential investors. He also goes into detail about planning a crowdfunding campaign, and gives you everything you need to make it successful. There are

resources at the end of places to reach out to for funding. If you want something that is informational and actionable, this is a great book.

I really took a lot away for this book! I have a small business that I have always dreamed of making much bigger and this book helped me formulate an actual plan. The template business plans were great. The step-by-step aspect was really helpful. I highlighted many of the ways to impress investors with my financial statements and create better VC/investor presentations. To date I have stayed away from even considering crowd funding and now I am inspired. Needless to say I took a lot away from the book â “ thank you.

â œFrom Zero to Businessâ • covers many aspects that business startups should know about, starting with a much needed primer on business plans. It explains different types of business funding in detail, including a practical guide on how to use peer lending sites, and all the way to the need for an online presence and social media strategy to support a crowd-funding campaign. Every chapter is full of practical information and shows how knowledgeable and passionate Joseph Hogue is about entrepreneurship. If you are trying to figure out how to start a business and get funding, donâ ™t miss this book!

From Zero to Business is a MUST READ for every small business owner who wants to grow his/her business the right way! Joseph Hogue begins the book by laying out exactly how to create a business plans in a way that is both simple and easy to understand but not simplistic. He effortlessly guides the reader through the step-by-step process of creating a fluid and functional business plan while managing to never sound too technical or complicated. As an entrepreneur who has started several very successful companies, this portion was a great refresher on so many of the basics that often get lost in the day to day operations yet should be a foundational part of each company. Mr. Hogue focuses the majority of his book on the various stages of business funding. This is no brief fluff piece, rather, the author is direct and straight forward about what each phase requires to be successful and why it is important. His use of real world examples helps illustrate his points. The section on crowdfunding demonstrates the author's complex and up to date knowledge on business funding sources. Where many business analysts and owners are still unaware of the raw power of crowdfunding, Mr. Hogue demonstrates a thorough understanding of the shifting financial tools available to business owners. Overall, the book is concise, clear and straight forward as it candidly lays out the requirements for creating and sustaining a successful business. I highly recommend

From Zero to Business for every business owner, whether you are just starting, reinventing or expanding. FIVE STARS!!!!

From Zero to Business is an excellent resource for people who need a no nonsense, straight to the point guide on getting your product in front of investors. Joseph doesn't just draw upon his expertise in crowdfunding start-ups, but also the traditional fund raising sources such as angel investors, small business loans and government grants.

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