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# Getting Funded: Proof-of-Concept, Due Diligence, Risk and Reward

Chandra S. Mishra

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Investors receive thousands of business plans, but only a few businesses receive funding. While there are many "how-tos" out there for entrepreneurs, no one has focused on the mind-set, tools, and foundation that are important to

investors, and therefore essential to entrepreneurs. Getting Funded examines and develops a framework on which to base a business concept, conduct due diligence research and risk analysis, refine a business model and reformulate a business strategy, and develop a risk and reward structure that protects investment money and incentivizes entrepreneurs to successfully manage the opportunity to create and share value. Getting Funded shows entrepreneurs the tools and framework critical to a venture's success, teaching entrepreneurs to refine their business model and strategy as well as to develop an investment model to improve the investability of the venture and thereby increase the chances of getting funded. Even without the need for external funding, these tools will improve a venture's potential odds of success. Listen to the author discuss the book on the UK-based radio show, The Evening Show with Simon Rose.