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Nota di contenuto	1. Investors and funding -- 2. Business or just a dream : the business plan puzzle -- 3. Ready to meet with investors and accept their investments and conditions? -- 4. Life with investors.
Sommario/riassunto	Investors are often looked upon as one homogeneous group of people with money ready to invest; however, this group is very diverse. In some ways, investors are like car buyers who seek common denominators in a car, such as the engine, wheels, brakes and seats, but the car they end up buying depends on personal preferences, needs and the money available. For investors the common denominator is the good business case, the 'engine, wheels, brakes, seats' being a comprehensive business plan. However, which business case they will prefer in the end depends on their personal preference and financial capacity. How to Attract Investors takes the reader into the minds of the investors, addressing many of the challenges connected to investor search and negotiation and living with investors as co-owners. Even the finest skills of the brightest entrepreneurs wouldn't be complete without the knowledge of the investor's mind. This is the book that unravels it, layer by layer.

