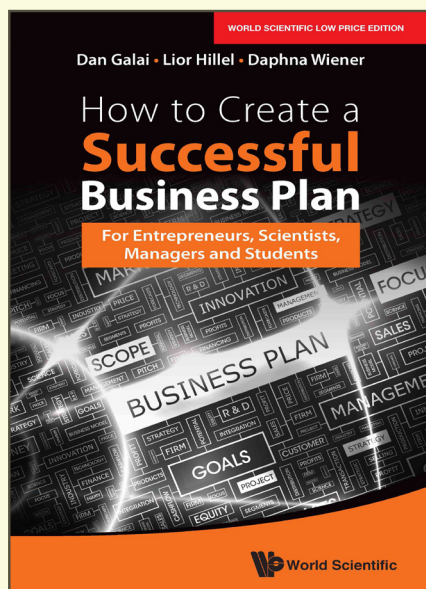


How to Create A Successful Business Plan

For Entrepreneurs, Scientists, Managers and Students

By **Dan Galai**

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ABOUT THE BOOK

How can all the nuts and bolts of a business be analyzed effectively in one comprehensive model and translated into a business plan? At various points in the life of a business, entrepreneurs will need to take stock of their ideas and plans and reformulate them in business and financial terms. *How to Create a Successful Business Plan* is about dynamic planning for businesses and provides a structured approach to business planning that focuses on the main components of the business model, while addressing key issues often raised by investors and potential business partners. It gives the company order and structure and helps managers optimize team integration and resources. The book provides a framework in which professionals from a broad range of backgrounds can work together on a successful business plan. Readers will find that the business model is discussed in depth, yet in accessible and easily understood terms.

READERSHIP

Undergraduate and graduate business and management students; independent entrepreneurs; executives (in high-tech firms or in the more established industries); investors (such as angels or venture capitalists); and other potential business partners and service providers.

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An Introduction to the Business Plan:

- What is a Business Plan?
- The Goals of the Business Plan Process

Planning the Business:

- Gathering Information and Analyzing the Business Environment
- Planning

The Written Business Plan:

- Writing the Business Plan
- Confidentiality and Disclosure

Getting the Most Out of Your Business Plan:

- Promoting Your Business Plan

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Dan Galai is the Abe Gray Professor of Finance and Business Administration of the School of Business Administration, the Hebrew University in Jerusalem and was the Dean of the School (2009–2012). He was a visiting Professor of Finance at INSEAD and at the University of California, Los Angeles. In 2006, he served as a Visiting Professor at the New York University Stern School of Business; in Summer 2008 he served as a Visiting Scholar at the IMF, Washington, DC; and in 2013 he served as the Sir Donald Hibbert Visiting Lecturer at the Melbourne Business School. He has also taught at the University of Chicago and at the University of California, Berkeley. Dan Galai holds a PhD from the University of Chicago and undergraduate and graduate degrees from the Hebrew University.

Dan Galai co-invented the volatility index based on the prices of traded index options and he has served as a consultant for the Chicago Board Options Exchange (CBOE) and the American Stock Exchange, as well as for major banks. He has published numerous articles in leading business and finance journals, on options, financial assets, and corporate finance, and serves on the Boards of a few academic journals. He is a co-author of *Risk Management*, McGraw-Hill (2000) and of *The Essentials of Risk Management*, McGraw-Hill (2005, 2013). He was a winner of the First Annual Pomeranze Prize for excellence in options research presented by the CBOE. Dan Galai is a member of the blue Ribbon Panel and Regional co-Director for Israel of PRMIA (Professional Risk Managers' International Association). He is a Principal and Chairman of the Board of Sigma Investment House Ltd., which is engaged in portfolio and mutual fund management and corporate finance. He is a co-Founder of MutualART Inc., a financial services company, which provides pension-like benefits to selected artists worldwide. He also serves as a board member of several start-up companies.

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