

FOR ENTREPRENEURS, SCIENTISTS, MANAGERS AND STUDENTS:

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.

Contents: 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

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.

"This is a valuable book and is essential for any entrepreneur and manager. This book is also highly recommended for students of Entrepreneurship programs. The authors of the book bring their rich experience both from the academic world and from the business sector and thus their insights on the business plan writing process are priceless." -- Dr Gil Avnimelech, Ono Academic College, Israel

"This book is a comprehensive and authoritative companion and guide for anyone responsible for formulating, analyzing or evaluating a sound business plan. *How to Create a Successful Business Plan* is a most welcome newcomer to the world of entrepreneurship, business analysis and planning. It is systematic, thorough, and practical. An impressive achievement and highly recommended." -- Professor Leon Mann AO, Director Research Leadership Program, University of Melbourne

From the Inside Flap

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About the Author

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.

Lior Hillel is a Switzerland based entrepreneur and business consultant with over twenty-five years of experience in various sectors of industries, including telecom, IT security, electro-optics, automotive, and polymers. He has an MBA from the Hebrew University in Jerusalem, Israel.

Daphna Wiener has over fifteen years of experience in business and financial management. Her expertise is in financial and economic analysis, evaluations, business models, and financial planning. Daphna Wiener is a lecturer at the Executive MBA program at the Hebrew University since 2010, teaching the business plan process. She is a partner at Optimize Risk Management Ltd. since 2002, working with companies on

business models and management consulting. She serves on the Board of Directors of companies in varied fields. Prior to her work at Optimize she has held senior management positions in hi-tech multinational companies in Israel and in Europe. She has an MBA from the Hebrew University in Jerusalem, Israel.