

Your Idea Can Make You Rich



Many of us dream of running our own business, but inexperience and poor entrepreneurial skills can prevent people from making that first step. In the BBC TV series *Dragons Den*, entrepreneurs are put on the spot in front of a panel of potential investors. Given only minutes to pitch their idea, the pressure is on - some simply frazzle in the fiery breath of the dragons, others sweat it out, make it through and see the money on the other side. Using case studies from the series, punchy quotes and insider advice from the dragons themselves, including Duncan Bannatyne and Peter Jones, this handbook will guide you through the hazardous process of finding your product, identifying your market, maximising your business acumen and pitching skills and finding the right partner. This sound advice, peppered with excellent quotes and stats from the show will teach you to close the deal when you do find it.

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