ELEVATOR PITCH and BUSINESS VALUATION

Good sites on elevator pitches:

<http://www.elevatorpitchessentials.com/index.html>

<http://www.elevatorpitchessentials.com/documents/ElevatorPitchEssentials_Version_1_0_LookInside.pdf>

American Express Open Forum has good information for small business:

<http://www.openforum.com/>

Link to elevator pitch:

<http://www.openforum.com/idea-hub/topics/managing/article/5-keys-to-a-great-elevator-pitch-1>

Guy Kawasaki is guru in industry. He is recommended reading for this class. Note The Art of the Start – a must read for small business. Here is link to one of his Web sites:

<http://www.garage.com/>

Top Ten Lies of Entrepreneurs (and I have heard each one of these in pitches before so take note!)

<http://www.garage.com/files/LiesEntre.pdf>

SBA good site for general information and has link to elevator pitches:

[www.sba.gov](http://www.sba.gov)

Kauffman Foundation is leading foundation in nation for entrepreneurship:

[www.kauffman.org](http://www.kauffman.org)

[www.entrepreneurship.org](http://www.entrepreneurship.org)

Good sites for Business Valuation Overview of Methods:

Forbes Magazine –

<http://www.forbes.com/2009/09/23/small-business-valuation-entrepreneurs-finance-zwilling.html>

Entrepreneur Magazine –

<http://www.entrepreneur.com/article/66442>

Inc Magazine –

<http://www.inc.com/guides/2010/10/how-to-understand-earnings-or-ebitda.html>

SBA – good summary

<http://www.sba.gov/content/determing-value-business>