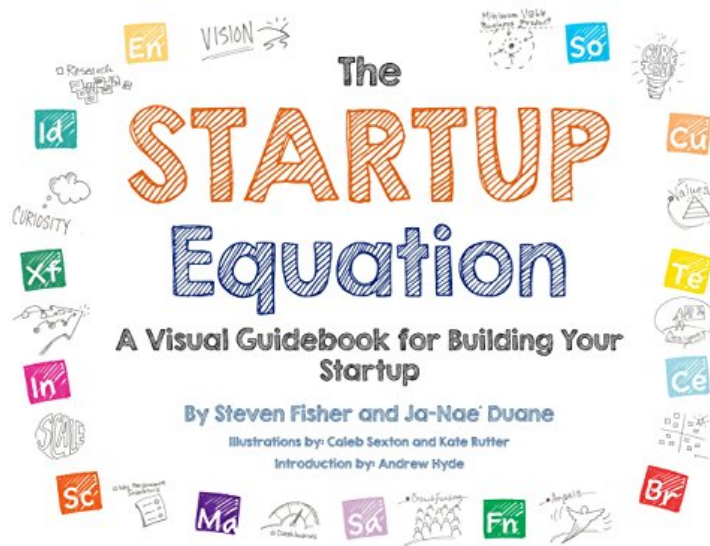


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Filled with infographics, visuals, and case studiesmdash;a vibrant, practical guide to creating a winning business

model for any startup The Startup Equation leads you step by step through the decisions and data to find your perfect startup model. You'll learn how to identify your "entrepreneurial type" and follow the book's visual roadmap to building your own successful business plan for your unique dream. The book provides the blueprint for not only understanding the startup economy, but the challenges and opportunities for every type of new business. Steve Fisher is co-founder of the Revolution Factory, a global network that funds, builds, and launching new products. He is also co-founder of The Revolution Institute, a global nonprofit that promotes social good. Ja-Naeacute; Duane is a speaker, strategist, social scientist, artist, creative economist, and author of How to Start Your Business with \$100.

"Having a vision for greatness is one thing. But actually having the tools and a framework to build it is another. This book is all of those things and more. It is the startup bible that will help you achieve the greatness you've been looking for." - Lewis Howes, Entrepreneur, Speaker and Author of "The School of Greatness"