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**FOR IMMEDIATE RELEASE**

**PLAN COMMIT WIN**

**90 Days to Creating a Fundable Startup**

By Patrick Henry

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“There’s no denying the facts: VCs are experts in financing and most entrepreneurs are not. For that reason alone, this is a perfect guidebook for every startup. Especially today, where it’s hard to see how VCs and Angel Investors decide to invest. Yes to his deal, no to that one.

How to make sense of it all? **PLAN COMMIT WIN** is a must-read for every entrepreneur.”

—Oren Klaff, Managing Director of Intersection Capital and author of *Pitch Anything*

## **WHEN BOOTSTRAPPING IS NOT ENOUGH**

### **New Book, PLAN COMMIT WIN, Is the Ultimate Guide to a Fundable Startup**

What happens when a startup requires more funding than bootstrapping efforts are able to supply? “Building and running a successful startup is hard work. It takes tenacity, perseverance, planning, and promotion. It also requires raising growth capital,” declares Patrick Henry, CEO and Founder of QuestFusion, and author of **PLAN COMMIT WIN: 90 Days to Creating a Fundable Startup** (QuestFusion Publishing; May 2017). In the book, Henry reveals the truth about what investors are looking for and presents his three-part plan that enables startups to move beyond bootstrapping and attract the capital they need to expand rapidly. It is the same process that he has used to raise over \$200 million in funding for his companies, and execute over \$2 billion in M&A transactions.

In **PLAN COMMIT WIN**, Henry shares examples from his own experience, as he goes step-by-step through his formula for success. “It takes about 90 days to implement the **PLAN COMMIT WIN** methodology end-to-end, assuming you are starting from scratch. It can also be used as a screening process to see what components you may be missing from your process, plan, or pitch,” he explains. Not only does Henry’s three-part process help articulate future goals for the company, it also provides investors with a clear understanding of where the business is now and where it is going. The **PLAN COMMIT WIN** process includes:

- more -

**PLAN** - Having a plan is essential to any business. Henry explains how to perform an in-depth analysis of the market, customer needs, competitive landscape, and industry structure. Gathering this information – in addition to assessing company strengths, weaknesses, opportunities, and threats – communicates to investors that you’ve done your homework and are serious about success. In addition, Henry reveals why a month-by-month plan with key milestones is essential. This business plan, he points out, “is also a marketing document to help raise capital for your company, so it needs to articulate progress and future plans.”

**COMMIT** – Once you have a plan, you must commit to it. Without execution, strategy is useless. The next step in **PLAN COMMIT WIN** is demonstrating to investors that the company is able to get things finished on time and on budget, while meeting all the key requirements of the customer. To do this, you must assemble a team of the best people that you can get – a group that will work well together and have a common set of goals and values. Henry shows readers how to find the right people for their teams.

**WIN** - The ultimate outcome of the **PLAN COMMIT WIN** process is to be able to attract the right investors. These are individuals who will not only provide funding, but have the expertise to help propel the company to its next level of growth. With Henry’s guidance, your plan will be as effective as possible.

Henry sums up **PLAN COMMIT WIN** this way: “If you follow this process, you will establish a stronger foundation for your business, increase your chances of getting funded by the right investors, and ultimately drive business success. If you seek a strong business mentor, then you will improve your chances of success even more.” Essential reading for anyone starting a business, **PLAN COMMIT WIN** provides practical tools that will increase the chances of creating a company that endures.

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#### **ABOUT THE AUTHOR**

Patrick Henry is the CEO of QuestFusion and has over 25 years experience in managing high technology companies. As CEO of Entropic, he took the company from a pre-revenue and pre-product phase to a successful NASDAQ listed public company. Henry has a bachelor in Engineering Science and Mechanics from the Georgia Institute of Technology and an MBA from the University of Southern California.