



## Business Confidant

*World-Class Business Plans*

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Business Confidant does not organically seek client testimonials, nor does it offer incentives for favorable reviews. However, it frequently receives unsolicited evaluations of its performance -- here is a small sampling of client perspective, which reflects the degree of customer satisfaction that has become the hallmark of Business Confidant.

### **SAMPLING OF TESTIMONIALS**

*I just wanted to compliment you on the business plan you have just created for my client, Talk Life LLC. The excellence that you put into your process and the format that you have created exemplifies one of the best presentations of a business plan targeted to the investor's eye that I have ever seen.*

David M. Talon  
Chief Strategy Officer and Partner  
iGrowth Strategies

*Your work is superb. Take good care of yourself and keeping growing -- you are doing a spectacular job! If I find anyone needing your services, I will send them your way.*

Brenda Sterling  
Partner  
Omega Resources, L.P.

*Rick, I got the following response from one of my associates -- he is British and has worked for years with investors and banks: "I thought the business plan writer's stuff was excellent. It is a very professional approach to doing plans. I can't remember seeing anything that good anywhere else."*

Brenda Sterling  
Partner  
Omega Resources, L.P.

*I would use Rick Shepherd again in a minute. I believe that because of that business plan, I won the Athena Powerlink Award from the Phoenix Chamber of Commerce and Ariz State Univ School of Business. This award gives me a panel of 8 experts in different areas of business to advise me for 1 year for free to help me grow my small company into a large company. The Athena Board members were very impressed with my business plan during the interview process, and I believe gave me the edge to win.*

Cynthia Drasler, MBA  
President  
Organic Excellence

*Once again, thank you for everything. I can't tell you how long it's been since I have felt so excited and optimistic about my future. The Plan is absolutely amazing. I am so jealous of your talent, I don't know whether to hug you or resent you. In all honesty, as I read the text my eyes began to well up, after all I have been through in the last few years seeing everything coming to fruition is extremely emotional.*

*Joseph Levy  
Founder  
TicketFix, Inc.*

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*Thanks again for all your help and professionalism, and for putting together such a great business plan for me. I can understand why you come so highly recommended.*

*Jason Gann  
President  
America's Big Give, LLC*

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*I would highly recommend Rick Shepherd to assist in the daunting task of preparing your business plan. I so was overwhelmed trying to write our plan that I put it off for an extended period of time. Rick was able to guide us through the process during numerous phone conversations. He really seemed to understand our objectives of obtaining investment capital and creating a working map of our company at the same time. We will be using Rick's services again, when we write our new plan scheduled for third quarter of this year.*

*Robert E. Casper  
President  
Denne Industries*

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*We all loved your final product, including our President, Dr. Steve Ams, who expressed delight, after opening the package that was shipped. Please accept our appreciation for a job well done.*

*Dr. Adegbonmire  
Vice President, Aviation & Tourism Division  
Global Interests, LLC*

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*We were extremely pleased with the services and end-product that we received from working with Rick. He is an exceptional individual, and we found him to be a professional of the highest caliber in every contact we have ever had with him. While we have not as yet been able to complete the necessary funding for our venture, the quality of our business plan, as prepared and produced by Business Confidant has opened many, many doors for us that otherwise would not have been available. We ALWAYS receive very high compliments on our business plan from every individual we have shown it to, which includes numerous venture capitalist groups. I would highly recommend Mr. Shepherd, and without question would use his services again. You may proceed to engage his services with the utmost confidence.*

*Russell L. Darrington  
VP, Operations  
ValeoQuest, Inc.*

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*We didn't receive funding, but all we had were enormous amounts of compliments and praise for our business plan and presentation. To put it succinctly, you will not get a better, more honest, nor more hard-working consultant to write your plan. I would use Rick again and again and again, and refer ANYONE I know to his services, and I have.*

*Russell L. Darrington  
VP, Operations  
ValeoQuest, Inc.*

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*Thank you so much. I have spent a lot of money on other business plan services, but for the price with your expertise and professionalism that come with your package, I would rate you and Business Confidant at the top of my list. I hope that we do much business in the future.*

*Brian Hafen  
Chief Executive Officer  
Majestic Waters*

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*With Mr. Shepherd's guidance, NGAS achieved what a presentation should be, concise, direct with stunning financials. Currently we are in our last round of meetings concerning funding, we adjusted out asking funding from \$5M to \$6M. Also, a detail of positive cash flow was overlooked, Mr. Shepherd caught it, and we adjusted and based on the perception of our foresight, permitting us to be funded for an additional \$2M. Attached is our winning business plan that awarded NGAS \$8M in the worst aviation recession the country has ever faced. NGAS searched for 4 months and concluded Business Confidant was priced much higher than other companies but delivered a better product. All you have on the web to open the door for funding is your Business Plan -- 30 seconds better create an impact on the person who opens your e-mail.*

*Sherman Lee  
Director of Business Development  
Next Generation Aircraft Services*

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*Just had a chance to scan the first draft. One word: Awesome! You just made this thing come to life! Your work is impeccable! Great job, I can't wait to go shopping with the final draft.*

*Mark Theriot  
Chief Executive Officer  
Investor Relations International*

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*Thanks for the Herculean effort!! I continue to be impressed by your grasp and industry. I have promoted you to friends but they're even more frugal than Mel and I.*

*J. Gordon James  
Chairman and Chief Executive Officer  
Grey Eagle Airlines, Inc.*

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*Thank you my friend for your expertise, patience and Final Product. We are very pleased with the Plan and with the package that you have crafted. It has been a real pleasure working with you as you are very easy and patient. If you ever need an endorsement of your expertise and the quality of your work, please don't hesitate contacting me.*

*Ernesto Machado  
Founder and Chief Executive Officer  
TESS U.S.A., Inc.*

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*Got the package today. Love it. You are fabulous!*

*Deborah Pennington  
Chief Executive Officer  
Artemia Medical Staffing*

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*10-4. Great job. I really have enjoyed working with you and am really proud of my world class business plan.*

*Mike Backmun  
President  
Delta Diesel, LLC*

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*I'm impressed by the quality of your work and look forward to working with you again. Once again thank you for the outstanding deliverables. It's been a pleasure.*

*Amadou Diop  
CEO and President  
Bridgecom Sat  
South Africa*

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*Fantastic work!*

*Ted Côté  
President  
Go And Get Ready, LLC*

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*You are the best! Thank you. We will always refer folks to you for your outstanding and impeccable services!*

*Jeanne and Wess Hill  
President and Vice President  
I Dream of Jeanne Vacations*

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*Thank you very much for the excellent work and elegantly prepared exhibits. It has been a pleasure working with you.*

*Fassil Zewdou  
Founder and President  
African Center For The Arts and Humanities  
Ethiopia*

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*Thank you for all your help -- I will be sure to send anyone who needs a business plan in your direction.*

*Costin Tuculescu  
President  
CosNet, Inc.*

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*The plan looks great!!! You seem to have assimilated to our business real quickly. Thank you!*

*Reece Bautista  
President  
EBR Group*

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*We received it today, what a great job! I'm glad you're on this project.*

*Ron Hansen  
Consultant  
Feel Golf Company*

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*The draft looks amazing! Thank you so much! Again, congratulations on putting together a beautiful plan. Your work is extremely impressive.*

*Sonya Weigle  
President  
Axum Partners, LLC*

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*Thank you so much Rick - as always. I am looking forward to our next engagement. By way of update -- I secured the \$250K investor in a meeting in New York yesterday -- couldn't have done it without you!*

*Sonya Weigle  
President  
Mogul Mom, LLC*

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*Your work looks very good. Now to test my ability to sell it. Tim is so impressed with your work that I think he has two more plans for you to write. How's that for a Merry Christmas and Happy New Year?*

*David Marazzo  
Serial Entrepreneur and Project Manager  
Ozark Mountain Underground*

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*My new venture is starting making money, finally... we were on CNet Radio just few weeks back. Thanks for all your help.*

*Ross Barr  
CEO and President  
Babylon, Inc.*

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*Dannie and I just got our Business Plan and are so excited...it looks great!*

*Nicole Shockley  
General Partner  
Josephine*

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*I will always refer someone to you because you do great work... I will talk to entrepreneurs in need of a great plan.*

*Kyle Franklin  
President and CEO  
KFS Sports Management, LLC*

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*I can't thank you enough for the wonderful job you did. My business plan is great I'm very happy with it. I was absolutely dreading the whole idea of doing a business plan and you made it a great experience.*

*Kristina Heitzman  
President  
Bright Beginnings*

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*Good job with Legacy's business plan!!*

*Chris Smith  
Managing Partner  
Churchill & Associates*

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*I received the Business Plan, and it looks great. I wanted to thank you for all the hard work you put into the plan, it shows. If we need anymore or know of anyone that needs help in this area we will call you.*

*Melissa McGinnis  
President & Co-Founder  
Magical Child Learning Campus, LLC*

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*Thank you for all the hard work and true professionalism throughout the process. I appreciated your patience and supportive attitude. I have a new appreciation for the work and hours involved to finalize a well constructed meaningful business plan. Job well done! Please add me to your long list of referrals.*

*Michael E. Allen  
Exclusive Agent  
Allen Insurance Agency*

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*I want to commend Rick Shepherd on this model and you in finding him. As a model layout, it is as good as we ever see and much better than most.*

*Dallas Hurst  
Legal Counsel  
Murphy Oil Company*

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*The package is fantastic! We will keep you posted on successes for Phase Power and certainly keep an eye out for any other potential business to send your way.*

*William Ahearn  
COO and CFO  
Phase Power Corporation*

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*The plan looks great. I appreciate your patience and help throughout the planning process. I would be happy to write a testimonial or serve as a reference regarding the excellent service you provided.*

*Doug Landers  
President  
Real Estate Solutions Group*

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*Sandbox Business Plan looks GREAT! Thanks again for all your help.*

*Marilyn Burgess  
Director  
Sandbox Early Learning Center*

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*Rick, TEAMesteem is beautiful. Thanks again for all your help, you are the best.*

*Marilyn Burgess  
President  
TEAMesteem Empowerment Center*

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*Just took a look at the final and it looks great. Thank you for getting this done so quickly.*

*Angela Alvarez  
Chief Financial Officer  
Seaport Topiary, Inc.*

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*Thanks very much! I really appreciate your efforts, ideas, and performance, which are the ultimate factors in doing an excellent job as you have. I can count on you! This is a big statement about your efficiency and meticulous professionalism. Believe me, this is a very rare thing for me to document -- you did GREAT!*

*Andrew Foley  
Chief Executive Officer  
The Beda Place*

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*I have to say you have done a fantastic job with your research! I am giving final approval with pleasure. You did a great job and I am impressed.*

Michael Wiggs  
Chief Executive Officer  
American Rider Inn

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*The business plan has received a very strong response, so strong that I have a group out of Dubai that is ready to invest \$3.5M by mid September. Thank you.*

Patrick Martin  
Co-Founder, CEO and Chairman  
Youngblood Timepieces, Inc.

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*We are going over this magnificent creation you so blithely refer to as a business plan -- as for me, I just can't stop smiling.*

Melissa Pusaterri  
Professional Organizing Consultant  
America's Most Organized

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*This is well done and you are an excellent writer. It is extremely comprehensive, and what we've needed for a long time, certainly what we wanted with the engagement. This will help us immensely.*

David R. Gardy  
Founder and Chief Executive Officer  
TV Worldwide, Inc.

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*Rick, I read the first draft last night as soon as I opened your email everything looked great... I absolutely loved it.*

Alida Castillo  
Director, Operations  
Soul Overhaul Corporation

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*We received the package. Thank you so much -- it looks great!*

Andrew and Michel Abrams  
Partners  
Delta Patio & Barbeque

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*We are very pleased with our first draft. Very impressive.*

Dylan Hulsey  
Owner  
Spa La Mode

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*Let me just say I am extremely excited about how it turn out. This plan went far beyond my expectations.*

Andrew Johnson  
Chief Executive Officer  
Azacia, Inc.

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*We will definitely think of you first in the future and have no reservation on recommending your firm to others.*

*Geri Martin  
General Manager  
IMPAC Auto Parts, Inc.*

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*Love the plan -- can't wait, until I get a chance to speak with you!*

*Angelia Watkins-Butler  
President  
The Exclusive Medical Spa and Resort*

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*I think I speak for everyone when I say GREAT JOB!!! Absolutely Great.*

*Neil Upfalow  
President  
I.A. Modules, LLC*

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Thank you for taking the time to evaluate this sampling of unsolicited testimonials.

Feel free to request a **complete information package**, which includes access to a well-stocked sample library, illustrative extracts that may be topically related to your venture, useful details regarding our process and calendar availability, and a contact listing that offers access to our most recent 100+ clients, who will be happy to confirm the degree of **customer satisfaction** that has established Business Confidant as a world-class provider.

I look forward to hearing from you -- in any event, good luck with your venture!

Best Regards,



Rick Shepherd  
Owner and Principal Consultant  
**BUSINESS CONFIDANT**

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