

Endorsements for *Launch America! Reviving the American Dream*

“Nothing is more vitally needed in this country today than getting the American economy up and running again. Here at SCORE we see firsthand how many startups, even those with good credit and great business models, struggle to find funding. They need help getting off the ground.

“Banks are hesitant to make loans in the current climate, and venture capitalists tend to invest primarily in high-tech and high-growth startups. What about all the other new-business concepts – from the better-mousetrap idea to the completely unique idea that could bring a brand new product or service to the marketplace? Even starting a ‘lemonade stand’ is no longer a simple task, now requiring permits, licenses, approved kitchen facility, food permits, and everything else that goes along with any new start-up. This all costs money.

“Opening up the investor pool, as Nick Bassill proposes in his book *Launch America! Reviving the American Dream*, has the potential to make available much more capital for new business ventures in a very unique way. It would give more people the opportunity and the incentive to invest in all kinds of ‘shovel-ready’ startups.

“The book is also a treasure chest of advice for aspiring entrepreneurs. It ties together what it takes to shepherd a startup from an idea through all the stages of development – how to get started, form a team, find a mentor, write a business plan, obtain funding – so that the startup has the best possible chance of surviving and thriving, and of contributing to a resurgence of the American economy.”

Michael Scotto, Chairman Emeritus, SCORE
Ventura County, CA

“Innovation and business startups have always been the driving force of American economic growth. The Launch America Initiative, outlined in Nick Bassill’s new book, reveals a clear path to a major economic stimulus.”

Tom Stern, M.D., Chairman, One World Institute
Visiting Fellow, Hoover Institution, Stanford University

A complete, detailed outline of the Launch America Initiative, its Economic Model and Financial Forecasts can be found in the new book *Launch America! Reviving the American Dream*, by Nick Bassill. (Publication date: November 2011.)

Contact: NickBassill@LaunchAmerica.org, NLBassill@gmail.com, or write to Launch America,
P.O. Box 4031, Malibu, CA 90264. Telephone: 310-589-5300

Copyright © 2011 Nick Bassill. All rights reserved.