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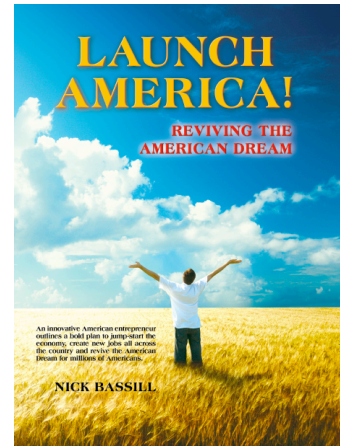
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What Made this Country Great and How Can It be made Great Again?

An American Entrepreneur Presents a Bold Plan to Create Jobs and Revive the American Economy

LOS ANGELES, December 15, 2011 – *Launch America! Reviving the American Dream* lays out a plan to get America up and running again. The new book by Nick Bassill introduces the Launch America Initiative as “a nonpartisan, grassroots effort to create thousands of new businesses and new jobs all across the country by providing more funding for all types of startups, not just high-tech, high growth-startups”.

The author, an American inventor and entrepreneur himself, believes that jobs can be created and America rebuilt by increasing the number of startups. At the heart of the Initiative is Bassill’s proposal for a major tax credit and safety net for all the men and women who invest in startups across America which will spur the funding and exponentially increase the formation of startups. It is startups and the small businesses they create that provide the new jobs America needs, says Bassill.



At the core of the book are the essential building blocks and best practice guidelines to create more successful startups and more jobs together with a unique Initiative to create more funding for these new startups. *Launch America!* covers a lot of important territory, including how to: build a great team, find a mentor, write a clear and compelling business plan, get the business funded, improve communication and decision-making skills, and utilize the expertise and experience of volunteers – all in service to helping startups build a solid business from the ground up and getting more startups funded.

His 8-point plan zeros in on practical strategies for creating opportunities for many more Americans to launch their own business, or to invest in one. The idea is to create a tax incentive and safety net that is large enough to motivate interested, everyday Americans all over the country to invest in new business ventures without facing undue risk; and to structure the tax incentive in such a way that it generates positive tax revenues for the Government by putting many more people back to work.

The Initiative proposes a new federal tax credit incentive and safety net for the men and women, who fund startups that, together with payments received by the investors from the startups, protect 80% of their funds in the new businesses. The startups help reduce the cost of the program by making annual payments to the investors that reduce the tax credits.

This appears to be an idea whose time has come. The word of the day seems to be “Initiative.” President Obama has his Startup America Partnership Initiative, former President Clinton his CGI (Clinton Global Initiative) and a number of private-sector initiatives have sprung up recently as well. Bassill notes, however, that there is a significant difference between the Launch America Initiative and other initiatives out there now.

Nearly all other job-creation initiatives, says Bassill, focuses on high-tech and high-growth startups that may have the potential to scale and become hundreds of million-dollar enterprises. The Launch America Initiative, on the other hand, aims to encourage, support and help fund and build “all kinds of innovative business ventures – from brick-and-mortar stores to online companies – and in all different fields.”

As Bassill points out, “Hitting a home run with a high-growth startup is a long shot.” He cites government studies showing that companies with sales over a billion dollars represent only 0.06% of American businesses, just 3,847 firms. In actuality, firms with less than 100 employees, 5.9 million firms representing 98.2% of all firms, employ nearly as many workers as the 3,847 firms with sales over a billion dollars.

According to the SBA, small businesses, firms with less than 500 employees, employ half of all private-sector employees, and have generated 65 percent of net new jobs annually over the past 17 years. They also represent over 6 million owners and their families who have help build the middle class. In spite of these statistics, he says, the little guy gets little support while the bulk of investment capital continues to be funneled to the startups that investors hope will be the next billion dollar Amazon, Google or Facebook.

In our politically polarized climate, says Bassill, his initiative suggests a practical and fiscally sound proposal, coupled with strategies that will motivate many more people to launch new businesses, whether as founders or funders. And, as he puts it, this can become a win-win for all concerned: business, Government, and above all, the American people and the economy.

The book begins with the author explaining to readers what prompted him to write it and to create the initiative. It was heartbreaking, he says, to watch our once flourishing economy plunge into the biggest downturn since the Great Depression. He began to ask himself, “What can we do to revitalize this country? What made it great and how can we make it great again?” The answers he came up with are the subject of the book, which offers timely advice – for aspiring entrepreneurs, for potential investors and for American dreamers, and movers and shakers, from sea to shining sea.

Whether you consider yourself a tea partier, a Wall Street occupier, part of the 99% or 1% whether you hope to start your own or invest in a new business, or you’re just interested in seeing this country become the Land of Opportunity again, *Launch America!* has much to recommend it.

About the author

Nick Bassill is an American inventor, innovative thinker and entrepreneur who over the past 30 years has built a number of successful businesses. He began working with cutting-edge technologies while still in college, and went on to design and develop products that revolutionized their respective industries – including in-room safes for the hospitality industry, the Cruvinet wine preservation and dispensing system to shepherd in the wine revolution, and advanced power electronics for induction cooking systems. Presently he also serves as a business and creative consultant to startup, early-stage and established companies.

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Launch America! Reviving the American Dream by Nick Bassill. First edition, 6 x 9, 222 pages, 18 illustrations and tables. ISBN 978-0-9835940-0-0. \$24.95, hardbound.