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**The Bob Pritchard Radio Show**  
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**December 22nd 2015: Why you Need a Well**  
**Thought Thru Business Plan**

Your business will help you define your goals and your mission, identify your strengths and weaknesses and it will help you to refine your business model. It is your first line of attack to investors, potential partners, perhaps even to employees. So what questions do you need to ask as you pull your business plan together; Great new products, the RxTimerCap, the iCap and the ISorter. Perfect examples of a product created to solve a very widespread consumer problem. Our entrepreneur of the week is Jen Scalia who lost her job and decided never to be at the mercy of others ever again. Now, effec

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**Featured Guest**



**Christian Roszenich**

When Thomas Friedman wrote 'The World is Flat' in 2007, he had our next guest Christian Roszenich in mind. Christian from Vienna, Austria, studied in London and has international experience as a telecommunications, media and Internet start-up consultant. He was vice president at WorldRes, where he successfully implemented IT product strategies.

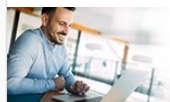
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