



## Are Business Plans Really Necessary?

Eapen Chacko (Queblo, Inc. )

Brent Goldfarb (University of Maryland)

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For a new venture, a business plan is an essential part of attracting investment and ensuring success. Or is it? In this spirited discussion, reminiscent of "Point/Counterpoint," Eapen Chacko of GrowthFire, LLC, and Brent Goldfarb of the University of Maryland argue both sides but part friends.