

SELF-GUIDED BUSINESS PLANNING

Your library can offer a guided approach to business planning with *Gale Small Business Builder*, developed in partnership with Deziner Software. This digital tool provides a framework for entrepreneurial learners at all levels and assists them in planning, starting or optimizing any potential business venture or nonprofit. The intuitive well-organized dashboard allows faculty, staff and students the opportunity to develop entrepreneurial knowledge and skills at their own pace and support potential local economic development both inside and outside the classroom and/or library.



FIVE AREAS OF EXPLORATION

ENTREPRENEUR PROFILE

Allows users to explore their ability to be an entrepreneur and reflect on how prepared they are to start a business.

BUSINESS IDEATION

Helps users employ high-level frameworks to outline how their business will operate with templated tools that are actually being taught in the classroom, such as Lean Canvas, SWOT, Porter's Five Forces, and more.

BREAK-EVEN ANALYSIS

Enables users to determine when their business will be able to cover all its expenses and begin to make a profit.

BUSINESS PLANS

Creates plans that can be presented to potential investors, instructors, mentors or even lenders, including Lean Business Plan, Full Business Plan, and Strategic Marketing Plan.

FINANCIAL PROJECTIONS

Provides an analysis of a company or nonprofit's financial future, and can assist in the careful monitoring and auditing of financial and accounting processes. Encompasses capital expenditures, debt and loans, sales, equity, and inventory.

more 

INTEGRATION IN ACTION

1 KICK OFF IDEATION
Prompts get ideas flowing and become access points to deeper research and tools.

2 DRIVE ACCESS
Based on your library's resources, select prompts will reveal additional content and tools under "Helpful Resources."

3 ENHANCE DISCOVERY
"Helpful Resources" becomes the access point to your library's integrated Gale Business programs.
**All links open in new tabs for ease of use.*

4 ENABLE LEARNING
A link to an article from *Small Business Resource Center* opens, providing more context and background on the topic.

5 PROPEL INQUIRY
A link to *DemographicsNow: Business & People* lets the user analyze their target demographic by location and industry.

6 DELIVER INSIGHTS
DemographicsNow guided tutorial helps users get the most out of this tool.

Product screen capture as of March 2018. Actual interface may vary.

This resource provides a gradual introduction to entrepreneurial concepts and elements exposing and engaging all students on campus to entrepreneurship, even those in disciplines that fall outside of the business school. For alumni who may be an established small business owner, or members of the surrounding business community, the focus shifts toward outcome-based activities to support the management and growth of an operation, such as getting a loan, seeking investors, buying new equipment, or opening new facilities.

Gale Small Business Builder enables aspiring nonprofits to create a grant proposal the same way a new startup would write a business plan. Structuring a nonprofit's creation and operation allows founders to focus on enhancing their organization's social mission.

"Gale Small Business Builder is an example of an information provider partnering with libraries to provide higher level service, with a specific potential of improving business innovation and economic development."

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