

SELF-GUIDED BUSINESS PLANNING

Your library can offer a guided approach to business planning with *Gale Business: Plan Builder*, developed in partnership with Deziner Software. This digital tool helps aspiring entrepreneurs and experienced small business owners plan, start, or optimize a small business or nonprofit. The program's intuitive dashboard helps users develop a business plan focused on long-term success.



FIVE AREAS OF EXPLORATION

ENTREPRENEUR PROFILE

Helps users explore what they can bring to the table as an entrepreneur and assess where they stand in preparing to start a business.

BUSINESS IDEATION

Employs tools, such as Lean Canvas, SWOT, PEST, Porter's Five Forces, and more, to plan the high-level framework in which a business will operate.

BREAK-EVEN ANALYSIS

Delivers insight to determine when a user's business will be able to cover expenses and begin to realize a profit.

BUSINESS PLANS

Can be presented to potential investors and lenders—this section includes an executive summary, lean business plan, full business plan, pitch deck, and strategic marketing plan.

FINANCIAL PROJECTIONS

Provides a robust analysis of a company's financial future, encompassing capital expenditures, sales, equity, taxes, inventory, and more.

[more](#) →

LIBRARIES SUPPORT SMALL BUSINESS

Local businesses **generate 70% more local economic activity** per sq. ft. than big-box retail.¹

52% of Americans say public libraries should **“definitely” create programs for local businesses/entrepreneurs.**²

2.8 million times every month business owners and employees use resources at public libraries to support their small businesses.³

“Gale Business: Plan Builder helped us build NaperLaunch [a coworking business space] right from the start. In less than two years, we built an entire entrepreneurial ecosystem at our library.”

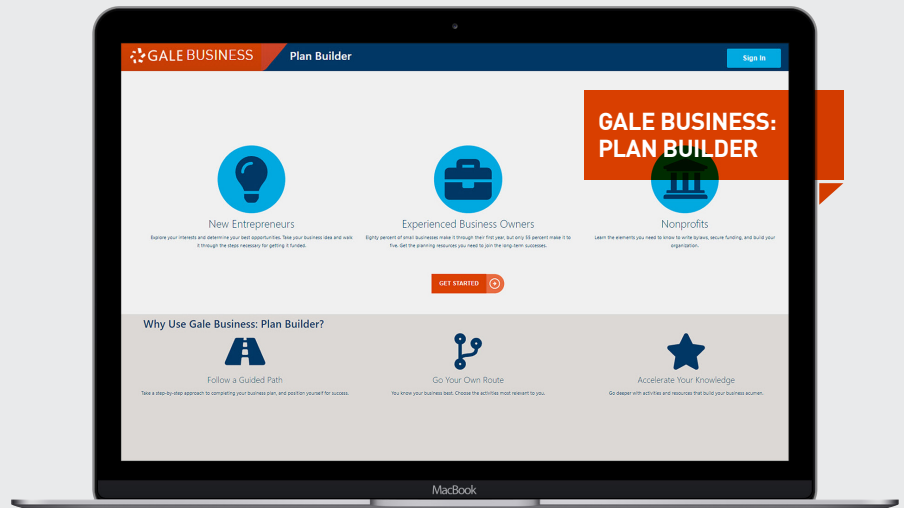
Kent Palmer
Business Reference Librarian
Naperville Public Library (IL)

Sources:

¹ *The Andersonville Study of Retail Economics*. (2004). Chicago, IL

² *Libraries at the Crossroads*. Pew Research Center. (2015)

³ *How Libraries Stack Up*, OCLC, 2010.



Product screen capture as of July 2019. Actual interface may vary.

EXTEND THE REACH

Offers integrated access to *Gale Business: DemographicsNow*, *Gale Business: Entrepreneurship*, and *Gale LegalForms*.

BUILD BUSINESS RELATIONSHIPS

Incorporates a set of mentoring tools to facilitate collaboration with a local mentor, like a SCORE counselor.

SUPPLEMENTAL RESOURCES

Users have access to additional resources in each step for further exploration.

TOOLS AND TEMPLATES

Equipped with proven business planning tools and templates to assist users in creating documents and other deliverables.

HELPFUL TIPS

Includes “Guide Me” contextual tips to assist with using the program.

DELIVERABLES ON DEMAND

Users can download and email documents for print and review.

This resource provides a gradual introduction to entrepreneurial concepts and elements for patrons new to small business ownership. For more seasoned business persons, 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 Business: Plan Builder enables 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.