

## STREAMLINED ACCESS TO BUSINESS PLANNING RESOURCES

Support the entrepreneurial spirit with *Gale Small Business Builder*, a highly-intuitive, online planning resource complete with the information and tools needed to move through the entire business development lifecycle.

Making business planning more straightforward for new entrepreneurs and current business owners, *Gale Small Business Builder* now provides up to 200 activity-driven points of access to *Small Business Resource Center*, *DemographicsNow*, and *Gale LegalForms* for libraries subscribing to any of these resources.



### OPTIMIZE DISCOVERABILITY AND USAGE

*Gale Small Business Builder* provides users easy access to additional business and legal resources as they progress through the guided workflow to complete specific tasks.

For example, when patrons are prompted to choose their business structure, they can link to a *Small Business Resource Center* article that details the pros and cons of common business formations. They can also link out to *Gale LegalForms* to create state-specific articles of organization or incorporation.

To increase accessibility, patrons can link directly to the full collection of their library's integrated resources from the dashboard of *Gale Small Business Builder*.

### PROVIDE TARGETED ACCESS WHEN & WHERE IT'S NEEDED

This turnkey solution keeps entrepreneurs on track with prompts that guide them to the appropriate content, and the tools needed to complete an activity. Providing easy access to additional resources saves time and requires less library staff intervention.

### TAP INTO THE POWER OF THESE TOP RESOURCES

***Small Business Resource Center*** A comprehensive database covering all aspects of starting and operating a business, including accounting, finance, human resources, marketing, taxes. Includes over 800 business plans, and more.

***DemographicsNow: Business & People*** Connects users with tools and a wealth of highly detailed demographic data that spans the entire United States, making it ideal for gaining consumer and market insights for opening or growing a business.

***Gale LegalForms*** Provides access to thousands of authentic, state-specific legal forms relevant to starting or managing a new business while offering the most robust collection of legal information available.

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

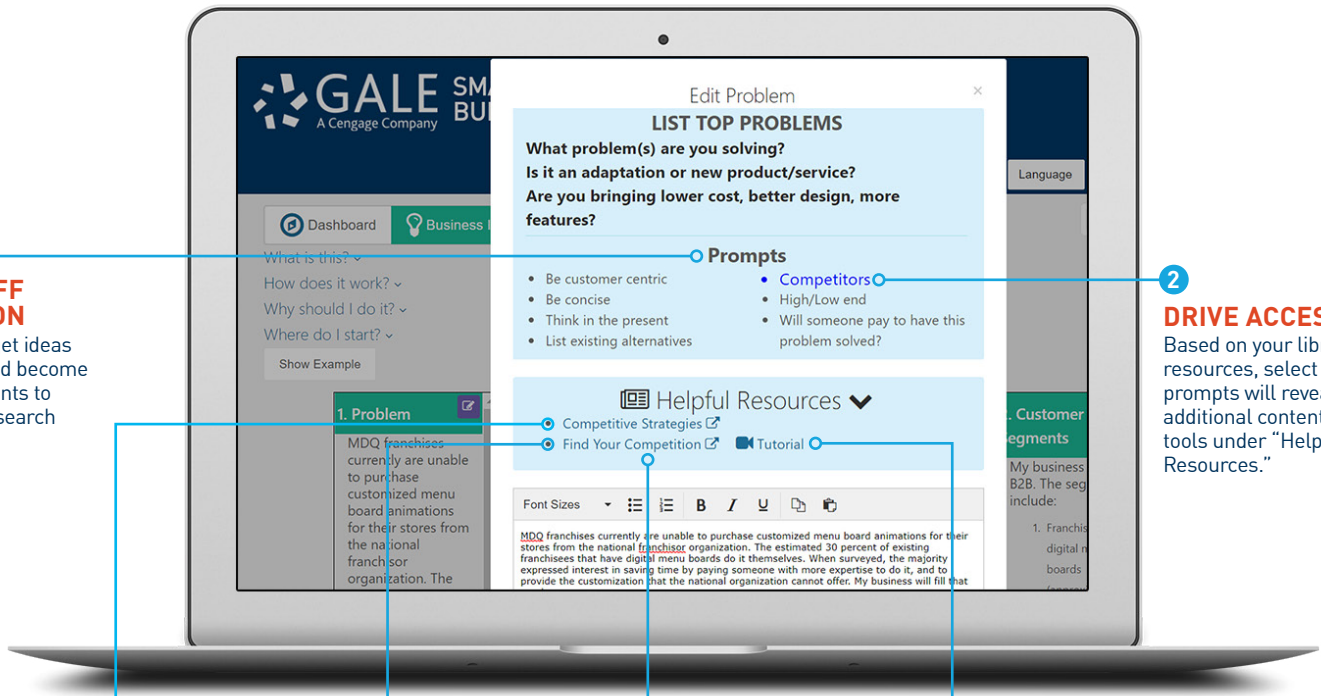
A link to an article from *Small Business Resource Center* opens, providing more context and background on the topic.

## 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.



"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."

*Outsell*

"The *Small Business Builder* is an improvement over the myriad business plan wizards and templates available online. Users can easily turn small business ideas, plans, and finances into a coherent foundational document and continue to rely on the database as the business evolves"

*Library Journal*

Also ideal for nonprofits, *Gale Small Business Builder* enables users 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.

**START NOW**



888.728.9422  
gale.com/integration

