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 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
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 like 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 and lenders, including Lean Business Plan, Full Business Plan, and Strategic Marketing Plan.

FINANCIAL PROJECTIONS
Provides an analysis of a company’s financial future. Encompasses capital expenditures, debt and loans, sales, equity, and inventory.

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 Small Business Builder helped us build NaperLaunch [a co-working 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

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 Small Business 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.

Sources: ¹Andersonville Study of Retail Economics ²The Pew Research Center ³OCLC, 2010, primary research.