

# 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.<sup>1</sup>

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

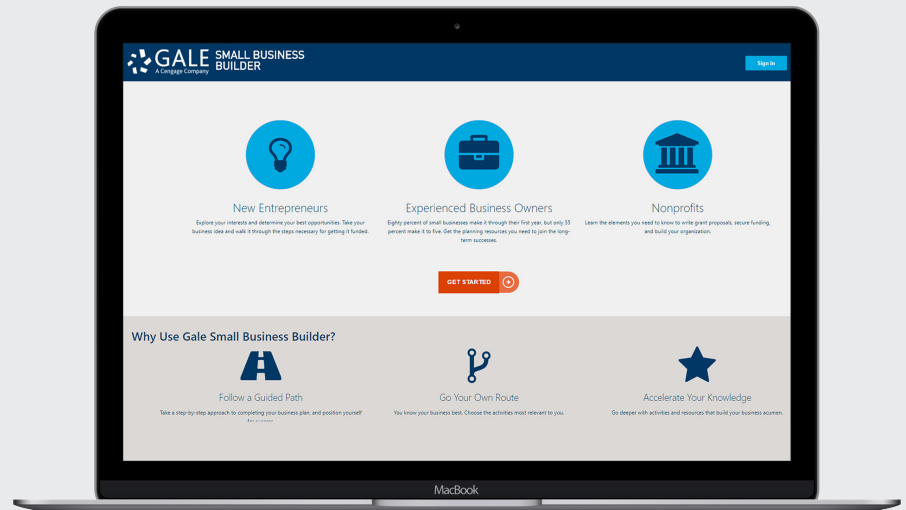
**2.8 million times every month** business owners and employees use resources at public libraries to support their small businesses.<sup>3</sup>

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**“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*

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



### INCLUSIVE AT EVERY LEVEL

Built for users of varying levels of business expertise. Interface can be translated into 13 languages.

### A GUIDED APPROACH

Dashboard guides the order of work and shows progress and completion.

### 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.

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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.

**START  
NOW**



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