# Gale Business: Plan Builder
### With Integrated Access

# STREAMLINED ACCESS TO BUSINESS PLANNING RESOURCES

Support the entrepreneurial spirit with *Gale Business: Plan Builder*, a highly intuitive online planning resource—complete with the information and tools needed to move through the entire business development life cycle.

Making business planning easier for startups and experienced owners, *Gale Business: Plan Builder* provides up to 400 points of access to *Gale Business: Entrepreneurship*, *Gale Business: DemographicsNow*, and *Gale LegalForms* for libraries subscribing to any of these resources.
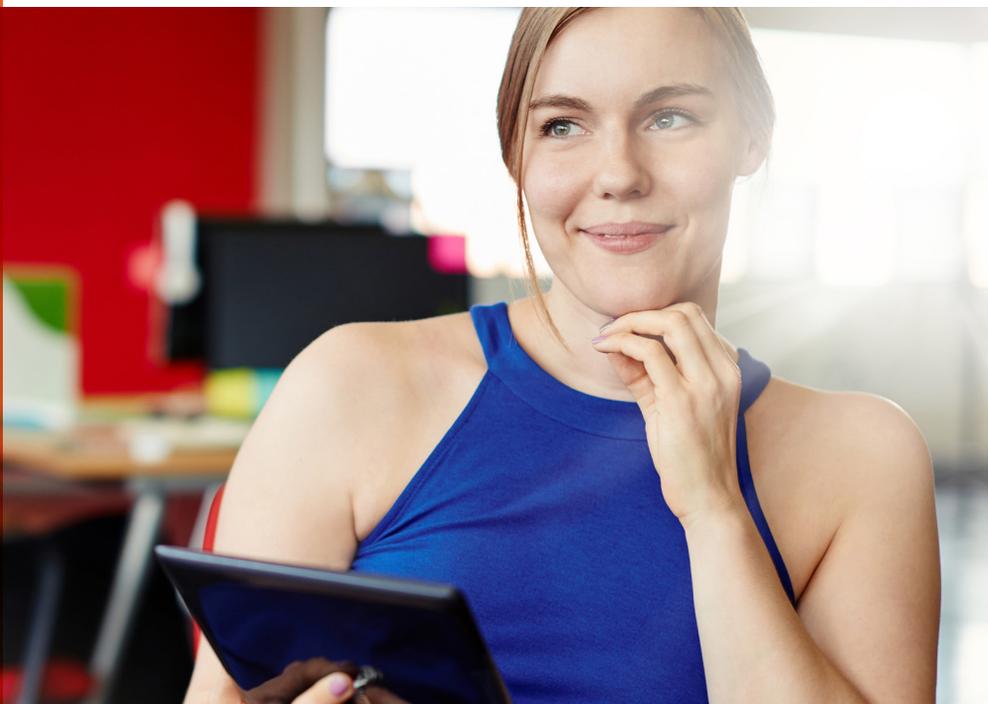
## OPTIMIZE DISCOVERABILITY AND USAGE

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

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

Patrons can also access the full collection of their library's integrated resources from a drop-down menu in the top navigation of *Gale Business: Plan 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

*Gale Business: Entrepreneurship*—Covers all aspects of starting and operating a business, and includes nearly 1,000 sample business plans.

*Gale Business: DemographicsNow*—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, and offers the most robust collection of legal information available.

*more* ➡

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# INTEGRATION IN ACTION



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

**1**
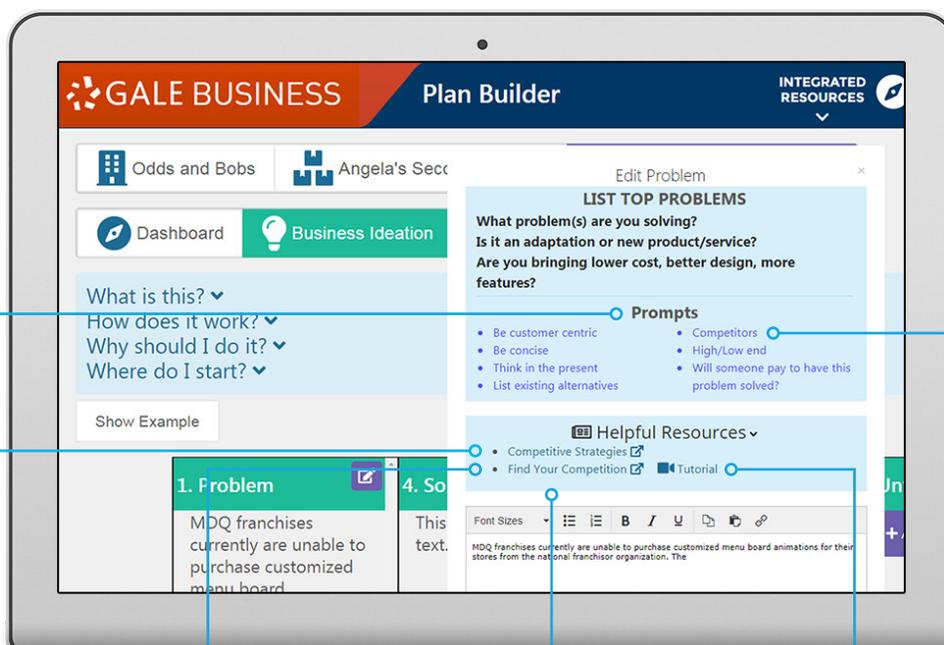
## DRIVE ACCESS
Based on your library's resources, select prompts will reveal additional content and tools under "Helpful Resources."

**2**

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

**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 *Gale Business: Entrepreneurship* opens, providing more context and background on the topic.

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

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

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> "*Gale Business: Plan 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 *Gale Business: Plan 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 Business: Plan 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.

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## LEARN MORE

📠 888.728.9422

🖥 gale.com/integration

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