

# SELF-GUIDED BUSINESS PLANNING

All businesses start from an idea. How can your library help them grow? Offer a guided approach to business planning with *Gale Business: Plan Builder*. 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 with five distinct sections helps users develop a business plan focused on long-term success. This resource can help you strengthen the ties between your library and the local small business community—even if you don't have a dedicated business librarian.



## 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 Canvas, Lean Canvas, SWOT, PEST, and Porter's Five Forces 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

Prepares users for presentations 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](#) →

## SMALL BUSINESS IS BIG. SO IS YOUR IMPACT.

There are 36.2 million small businesses in the United States, and they account for:

- 60% or 20.7 million net new jobs from 1995-2024
- 43.5% of the gross domestic product
- 45.9% of private sector employees (62.3 million workers)\*

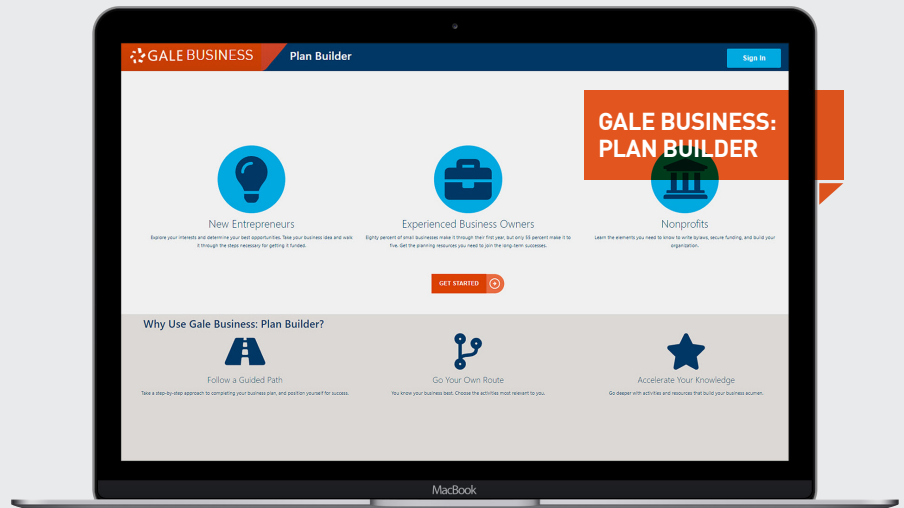
Give your small business community a place to turn to for resources to help them succeed.

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“This solid resource deftly accomplishes its goal of helping budding entrepreneurs, experienced business owners, and nonprofits create realistic business plans and analyze their business concepts. The practicality, thoroughness, thoughtfulness, and ease of use mark this product as a first-choice option for any library serving the business community.”

*Library Journal*

\* U.S. Small Business Administration Office of Advocacy, Frequently Asked Questions, February 2026.



Product screen capture as of March 2026. Actual interface may vary.

### IDEAS INTO ACTION

AI support streamlines routine steps, guiding users through templates to organize ideas and bring business plans to life.

### EXTEND YOUR REACH

Offers integrated access to *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.

### LEARNING LIBRARY

From the top navigation, users can search or browse articles to deepen their business knowledge.

### TOOLS AND TEMPLATES

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

### HELPFUL TIPS

A Guide Me button shows users what to do in each field and explains the reasoning behind doing it.

### DELIVERABLES ON DEMAND

Users can download and email documents for print and review.

### EASY PICKUP

The Pick Up Where You Left Off feature allows users to jump back in at the exact point in a previous session.

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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 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.