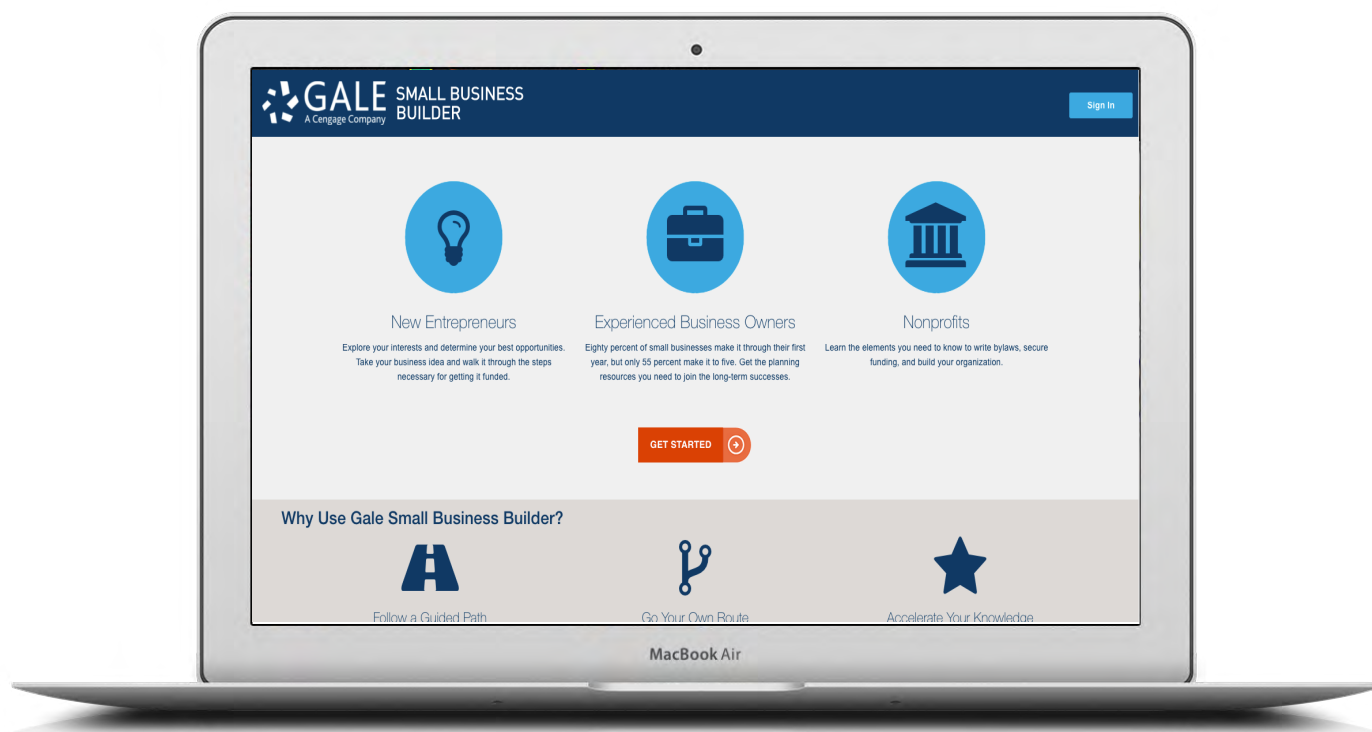


# GALE SMALL BUSINESS BUILDER

YOUR GUIDED APPROACH TO BUSINESS PLANNING

*Gale Small Business Builder* is a comprehensive tool that provides step-by-step guidance on planning, starting, and running a small business or nonprofit. The program's intuitive dashboard walks you through five areas of exploration from assessing business ideation to creating financial projections. *Gale Small Business Builder* offers tools that will help get a new business off the ground, or if you're a more experienced business owner, tools that are focused on long-term success.



## NEW ENTREPRENEURS

Follow the guided path to position yourself for success. Start by exploring your entrepreneur profile.

## EXPERIENCED BUSINESS OWNERS

Choose the activities most relevant to your business and long-term growth plans.

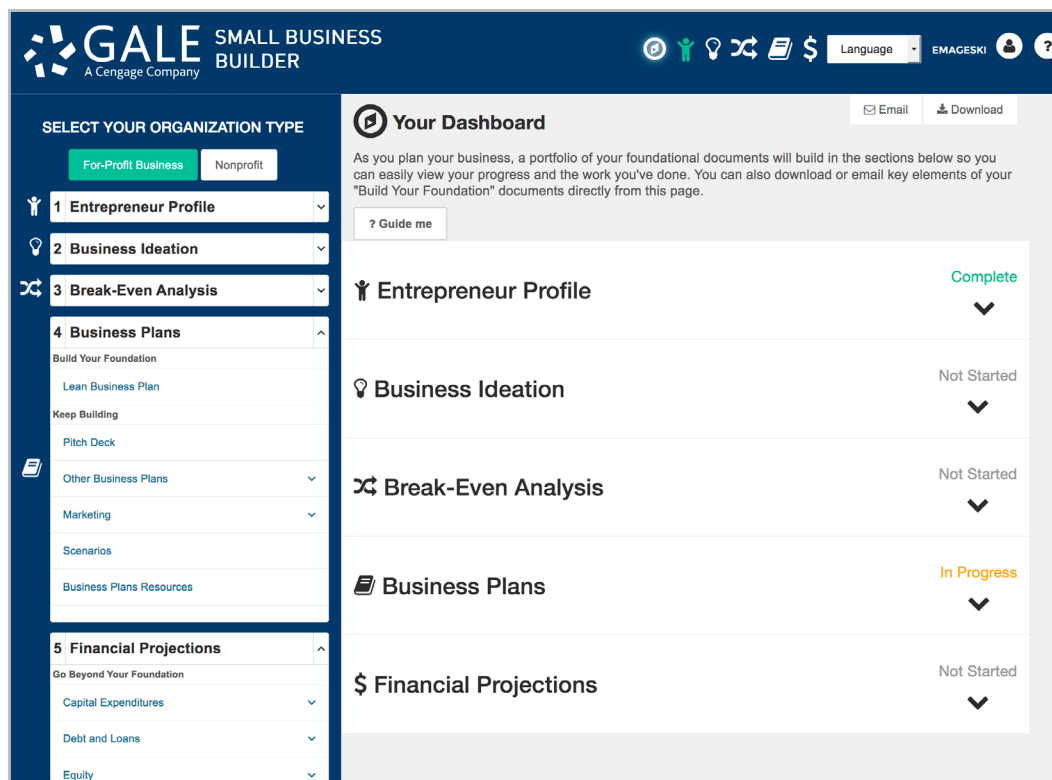
## SIGN IN

Create an account to get started and save a portfolio of your documents. Create multiple accounts to track different business ideas.

## GETTING STARTED

Click **Get Started** or **Sign In** to create or access your free account within *Gale Small Business Builder*. Create multiple accounts to explore different business ideas.

Once signed in, you will see Your Dashboard and options that include:



- **Business Type Selection:** Click to toggle between activities designed for nonprofit and for-profit businesses in the **Select Your Business Type** options in the left-rail navigation.
- **Left-Rail Navigation:** Expand to access **Build Your Foundation**, **Keep Building**, and **Go Beyond Your Foundation** activities within each of the five core business areas from the blue box on the left.
- **Language Selection:** Change the interface language with the language button in the upper right corner of the page.

## GUIDED PATH ACTIVITIES

After clicking to expand any of the five core areas along the left-hand navigation menu you will see activities, worksheets, resources, and more sorted into three categories.

- **Build Your Foundation:** This section provides the recommended starting points for all entrepreneurs. After completing all Build Your Foundation activities, you will have a solid analytical foundation for your business idea.
- **Keep Building:** This area provides information for exploration beyond the initial Build Your Foundation activities. This step builds upon your foundation and acumen to start analyzing the strengths and weaknesses of your business.
- **Go Beyond Your Foundation:** This category is recommended for advanced users. Activities and information found here guide you in making decisions about staffing, inventory levels, opening new facilities, and more.

If you are following your own path, select activities based on this categorization and where you are in building your business.

## PROGRAM STRUCTURE

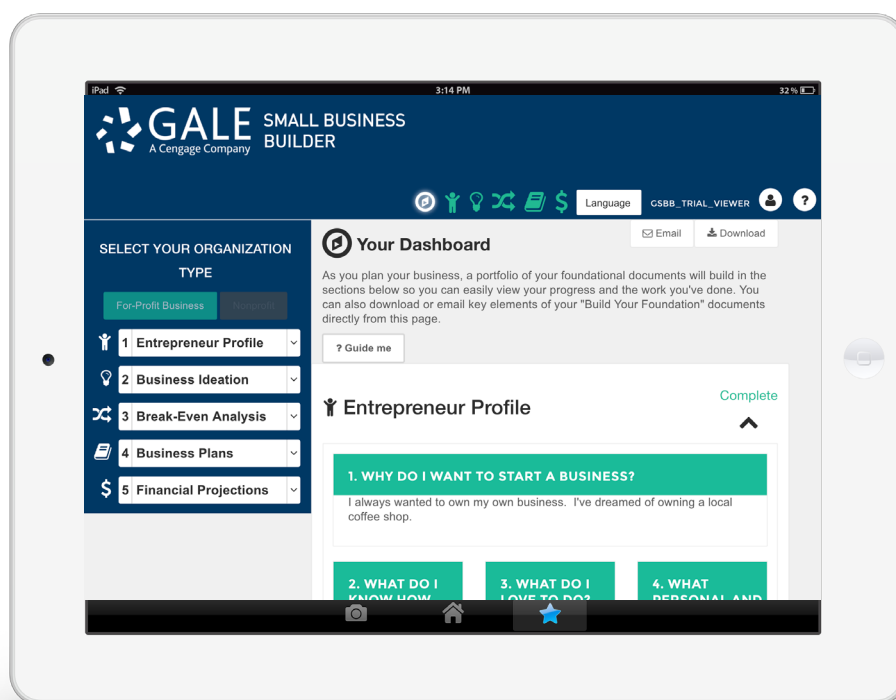
The Dashboard allows you to access and track your progress within five core areas to plan and manage business success. You can either follow each step as laid out in the dashboard or follow your own path. If you are new to entrepreneurship, we recommend you begin with the entrepreneurial profile and progress through the core areas in order.

- **Entrepreneur Profile:** Evaluate your entrepreneurial characteristics by selecting and completing the **Entrepreneur Profile Worksheet**. A one-page summary assesses your strengths, weaknesses, and motivation for becoming an entrepreneur.
- **Business Ideation:** Test the viability of your business idea. Select **Lean Canvas** to document your business model. Fill in details of your value proposition, infrastructure, customers, and more in a one-page visual chart.
- **Break-Even Analysis:** Determine when your business will cover expenses and identify its potential profitability. Fill in estimates of your expenses, capital, sales, etc., to create projections and analyze the financial merit of your business idea.
- **Business Plans:** Create plans that can be presented to potential investors and lenders and receive guidance in writing a Lean Business Plan, Full Business Plan, and Strategic Marketing Plan.
- **Financial Projections:** Analyze your company's financial future by populating capital expenditures, debts and loans, sales, equity, and inventory to create advanced projections.

As you complete each Build Your Foundation activity within the core areas, your work is accessible from Your Dashboard. Sections will be marked either as Complete, In Progress, or Not Started. Expand each section to access and edit your work.

## RESOURCE TOOLS

**Email and Download:** Email or download Complete or In Progress documents to DOCX, PDF, PNG, or CSV file formats. You can find this option within each activity or worksheet, or from your dashboard. From the dashboard, you have the option to either print your entire portfolio or select documents individually.



**LEARN  
MORE**

If you require further assistance with [Gale Small Business Builder](https://gale.com/training) please ask your librarian or visit [gale.com/training](https://gale.com/training).

