

Starting and running a business is hard work, and the odds of success aren’t always favorable. About half of all new businesses survive their first five years, and only a third make it to ten years or more, reports the U.S. Bureau of Labor Statistics.

Our library is offering a new resource that can help minimize the risk entrepreneurs face when starting or growing a business. ***Gale Business: Plan Builder*** assists with everything from identifying a viable idea and determining when a business will be profitable, to developing a business plan and analyzing the financial future of an operation.

***Gale Business: Plan Builder* walks users through five areas of business planning,** providing a framework to move through the entire business development life cycle.

**Entrepreneur Profile** This step helps users explore what they can  
bring to the table as an entrepreneur and assess where they stand  
in preparing to start a business. A one-page summary of them as an  
entrepreneur is generated.

**Business Ideation** Users can employ tools such as Lean Canvas,  
SWOT, a Pitch Deck, Porter’s Five Forces, and more to plan the high-level framework  
in which their 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 Creates** a plan that can be presented to potential  
investors and lenders, including Executive Summary, Lean Business  
Plan, Full Business Plan, and Strategic Marketing Plan.

**Financial Projections** A robust analysis of a company’s financial future  
encompassing capital expenditures, sales, equity, taxes, inventory and more.

Why wait? Put this online planning tool to work for you! Visit <LIBRARY URL> for access.