

# GALE SMALL BUSINESS BUILDER

*Gale Small Business Builder* provides guidance on planning, starting, and running a small business or nonprofit. Sign in or create a free account. Then follow the step-by-step path, and complete guided activities within five areas of exploration.

## Build Your Foundation

Activities that provide a starting point

## Keep Building

Tasks to accelerate entrepreneurial growth

## Go Beyond Your Foundation

Advanced exercises for established businesses

### Entrepreneur Profile



Evaluate your entrepreneurial characteristics and motivations. Complete the **Entrepreneur Profile Worksheet** for a one-page summary of your opportunities and threats as an entrepreneur.

### Business Ideation



Test the viability of your business idea. Document your value proposition, infrastructure, customers, and more in a one-page visual **Lean Canvas** chart.

### Break-Even Analysis



Determine when your business will cover costs and reach profitability. Estimate 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. 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.

## Email and Download

Take individual documents with you, or export your entire portfolio.

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