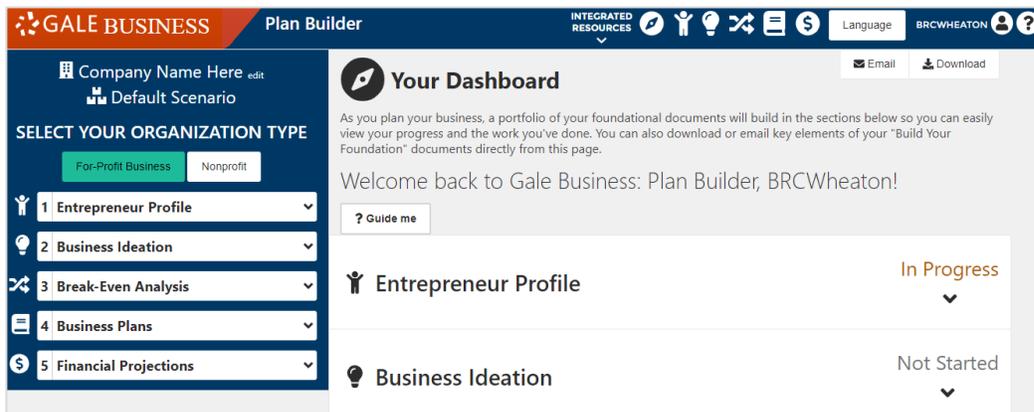**Name:** Gale Business: Plan Builder

Description:
Planning tool for helping users start, manage and optimize a business or nonprofit. The database guides users step-by-step through business modules to develop a comprehensive business plan focused on long-term success and growth.

Access: www.wheatonlibrary.org → Business Resource Center → Search business databases → Gale Business: Plan Builder → Click "Get Started" → Create Username and Password

Dashboard - guides users through five modules of exploration to develop a business plan

Enter your **Company Name**

Select Organization Type: **For-Profit Business** or **Nonprofit**

For-Profit Business -
If new to entreprenership begin with the **Entreneupal Profile** to start building the foundation, then keep building by completing the other guided step-by-step business-planning workflows until a comprehensive business plan has been created.

Five areas of guided business planning include:
1. Entrepreneur Profile - to help brainstorm, assess skills/interests, and plan
2. Business Ideation - to plan business operations use Lean Canvas, SWOT, Porter's Five Forces
3. Break-Even Analysis - to determine when the business will be able to cover expenses and begin to see a profit
4. Business Plans – to create plan elements including Executive Summary, Pitch Deck, Strategic Marketing
5. Financial Projections - analysis of company's financials - capital expenditures, sales, equity, taxes, inventory

Nonprofits -
If founding or building a Nonprofit complete the specific elements of the guided step-by-step workflows - mission canvas, bylaws template, strategic planning - when creating a nonprofit plan.

To help inform and assist in completing the planning areas, access links to **additional resources** including articles pertaining to a subject

Create multiple companies and business scenarios

Download / Email your Entrepreneur Profile and Business Plan in PDF for DOCX format

Sample Exercises -

For-Profit Business
1. Using the For-Profit Business module, create a **Business Profile**.
2. Create a SWOT analysis for the business plan. Hint: Use the **Business Ideation** module.
3. Find some non-traditional funding sources. Hint: When in the **Break-Even Analysis** module, click on "Break-Even Analysis Resources" link.
4. Create a Pitch Deck for the investors. Hint: Find the **Pitch Deck** template under the **Business Plan** module.
5. What will capital expenditures look like? Hint: Use the **Financial Projections** module.
6. Email a PDF of the completed business plan to business partners.

Non-Profit
1. Create a mission canvas for the non-profit. Hint: Use the **Ideation** module.
2. Provide an estimate of the organization's expenses. Hint: Use the **Break-Even Analysis** module to list all expenses.
3. Create bylaws for the non-profit, but what are bylaws? Hint: Find information on bylaws under the **Bylaws and Strategic Plan** module.
4. What sort of staffing/payroll will be needed for the non-profit? Hint: Use the **Financial Projections** module.
5. Download the Non-Profit plan for distribution to investors.