BUS 182: Business Plans for New Ventures

Start Here:
Business Plans for New Ventures Research Guide
libguides.sjsu.edu/businessplans

Business Plan Examples
Small Business Administration - Writing a business plan – includes elements of a great business plan and templates for developing a business plan.

Inc. Magazine has a comprehensive description of writing a successful business plan: Building a Business Plan, Section by Section.

Entrepreneur.com/magazine includes excellent examples of business plans and other sources, such as marketing, franchise, etc.

Shopify is a Canadian e-commerce company that provides examples of business guides for anyone who is interested in starting a company. Go to https://www.shopify.com/guides for details or see their ultimate business plan:
www.shopify.com/guides/businessplan

Recommended Databases

SJSU Resources
Business Source Complete
Indexing and full-text for newspapers, books, and more than 1,300 scholarly journals and standard business periodicals and country economic reports. Also includes:
- Industry Profiles
- Market Research Reports
- SWOT Analyses

IBIS World
IBISWorld provides in-depth reports on over 700 industries. Each report consists of 30 to 40 pages of key statistics and analysis on market characteristics, operating conditions, current and forecast performance, market size, market share of competitors, and industry growth rates. U.S. Specialized Industry Reports cover niche and emerging industries. Global Industry Reports provide world industry analysis.

Passport GMID
This business intelligent database has extensive coverage on a range of international market research on industries, companies, consumer information from around the world; daily articles offering topical reaction to news events; 25,000 sources of further research information; market share and brand share rankings ... and more.

Experts from Euromonitor analyze over 115 million internationally comparable statistics. These analytical reports are available under the Analytics tab at the top of the menu bar in the database.

Information from analytics can be critical for market trends and outlooks, merger & acquisitions, risk analysis, etc.

Kanopy
Online streaming videos on various aspects of business operation, disciplines, including documentaries, films, interviews plus a range of short video series. Includes selections of from Stanford Executive Briefings.

Other useful databases from SJSU Library:
ABI/INFORM, Factiva, Mergent Online.

SJPL Resources
San Jose library card (14-digit barcode) needed to login
ReferenceUSA Business Directory
Detailed directory information on more than 12 million U.S. businesses and 1.3 million Canadian businesses, including address, sales by location,
headquarter and subsidiary information, and SIC and NAICS numbers, minority owned, etc.

PrivCo
A source for business and financial research on major privately held companies, including private market M&A, venture capital, and private equity deals.

Websites for Entrepreneurs


- US Association for Small Business and Entrepreneurship at http://usasbe.org/

- National Venture Capital Association http://www.nvca.org/

- Angel funding and information for startups in Silicon Valley, see https://angel.co/silicon-valley

Searching Databases
Consider the key concepts or terms that you want to use in your search. These will become the keywords that you use to search the database.

Most databases have two or more search boxes. Enter the subject of your search—you keywords—in the first search box (“entrepreneurship,” for example).

You’ll notice you have a choice of how to combine the search boxes: AND, OR, or NOT. Most often you’ll choose AND. AND makes your search smaller; OR makes it bigger; and NOT is a way to leave something out of your results.

Depending on your topic, you might want to add another term to the second search box.

Perhaps you are interested in business planning in developing countries. You could build a search like this:

Phrases
If your subject includes two or more words—such as “business planning” AND “developing countries”—put quotation marks around them. That way, the database will search on the phrase rather than on each individual word. This works in Google and the library catalog, too.

Refine Results
Much like Amazon, most databases let you limit (or refine) your search by time, type of resource and more.

After running a search look on the left side of the screen to find the following (and more), limit options:

- Peer-reviewed articles – may also be labeled scholarly articles
- Source type OR Resource Type
- Publication Date

Google Search Tips
- Use quotation marks to search on a phrase.
- Limit your search to a single site or domain by using “site:” for example, Argentina site:worldbank.org will search only the World Bank site for information on Argentina
- Limit your search to a type of document using “filetype:” try ppt or pdf
- Limit your results to the most current information by clicking on the Tools link at the top of your results and choosing Past Year under Any Time.

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