

Thank You for Joining Us for a Virtual BRIC Tour!

- ▶ The program will begin at 11:30 a.m., until then you will not hear any audio.
- ▶ All attendees are muted upon entry
- ▶ Please use the chat for questions or assistance
- ▶ If you lose connection please use the go back to the link emailed to you or dial in



The Business Resource and Innovation Center

Business Services



HELLO!



I am Gillian Robbins.

I am the Business Services Supervisor
in the BRIC at the Free Library of
Philadelphia.

Putting the “B” in BRIC

A little bit about us

Business Resource and Innovation Center

Our new space at the Parkway Central Library serving entrepreneurs, nonprofit professionals, inventors, and job seekers.



WHO WE ARE

We aren't business professionals, we're resource and community professionals. Like most librarians, we focus on three areas:

- ▷ Curating resources
- ▷ Developing programming
- ▷ Research skills
- ▷ Huge into data
 - ▶ a/k/a nerds

COLLECTION



Databases

- ▶ Gale Small Business Builder*
- ▶ Business Plans Handbook via Gale eBooks
- ▶ Reference USA
 - ▶ Businesses, New Businesses, Consumers/Lifestyles, New Movers/Homeowners, Healthcare
- ▶ Simply Analytics*
- ▶ Mergent Intellect
 - ▶ First Research
- ▶ Business Insights Global
- ▶ One Source: D&B Business Browser Pro

Print

- ▶ Collection of books on:
 - ▶ Starting a business
 - ▶ Management & leadership
 - ▶ Marketing & advertising
 - ▶ Finance
 - ▶ Social impact
- ▶ Magazines/periodicals
 - ▶ Philadelphia Magazine, Forbes, Entrepreneur, Bloomberg Businessweek, Fast Company,
 - ▶ Many are available online via RBdigital Magazines

ONLINE LEARNING & DIGITAL MEDIA



Online Learning

- ▶ Lynda.com
 - ▶ Lynda.com is a leading online learning platform that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals.
- ▶ Universal Class
 - ▶ Take online continuing education courses in a wide variety of subjects at your own pace from real instructors.

Digital Media

- ▶ Collection of ebooks and audiobooks
 - ▶ Overdrive
 - ▶ Libby
 - ▶ Over 800 business books
- ▶ Magazines/periodicals
 - ▶ RBdigital Magazines
 - ▶ Titles include AdWeek, The Economist, Entrepreneur, Fast Company, and Forbes

ACCESS

Access BRIC's robust collection of resources

Sample Documents

Just getting started? Find inspiration in this collection of sample business documents and quick resource guides. If you need additional assistance, contact the BRIC business department or schedule an appointment to meet with a librarian.

- [Small Business Resources Guide](#)
- [Business Model Canvas](#)
- [Value Proposition Canvas](#)
- [The Entrepreneur's Guide: Starting and Growing a Business in Pennsylvania](#)
- [Business Structure Options](#)
- [Outline of a Business Plan](#)
- [Sample Business Plan: Mobile Hair Salon](#)

"Mobile Hair Salon Business." *Business Plans Handbook*. Ed. Kristin P. Hallegg. Vol. 34. Farmington Hills, MI: Gale, 2015. 91-96. *Gale Virtual Reference Library*. Web. 21 Sept. 2016.



Databases & Digital Resources

Explore our extensive collection of **premier business databases**. If you need additional assistance utilizing the databases contact the BRIC business department or schedule an appointment to meet with a librarian.

Online Resources

Curated especially for the needs of local entrepreneurs, these websites will help you continue your research, and stay informed about the Philadelphia small business network! For more information, contact the BRIC business department or schedule an appointment to meet with a librarian.

City & State Resources

Loan & Financial Information

Statistics & Data

Social Entrepreneurship

Small Business

Philadelphia

General Business News

- [Pennsylvania Corporation Search](#)
- [Pennsylvania Department of Community & Economic Development](#)
- [City of Philadelphia Business Services](#)
- [PA Biz Online](#)
- [Startup PHL](#)

Databases

Use our subscription databases to find citations and full text articles. To get started, just click on the database that you would like to search. If you're outside the library, you may need to enter your library card number and PIN in order to access the database.

Digital Media

Digital Learning

Free Library Catalog

Filter

Subject Business and Entrepreneurs

Audience All

☐ Available at home with library card and PIN

Filter Results

Clear Filters

13 resources found

Filters On: Subject: business and entrepreneurs

ALL 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Business Insights Essentials *

Find full-text articles and statistical data about companies and industries for business owners, marketing professionals, and investors. Analyze and compare financial and statistical data with interactive charting tools. 8,900+ full-text journals.

Available To: All Free Library locations and online with your library card.

 BUSINESS AND ECONOMICS | NEWSPAPERS, MAGAZINES, & JOURNALS | PERSONAL FINANCE & INVESTING
 GENERAL RESEARCH | BUSINESS AND ENTREPRENEURS | ADULTS | TEENS | ENTREPRENEURS

Business Plans Handbook Online

Search sample business plans from a wide range of businesses

Available To: All Free Library locations and online with your library card.

BUSINESS AND ENTREPRENEURS | ADULTS | TEENS | ENTREPRENEURS

Gale Small Business Builder

Gale Small Business Builder offers a guided approach to business planning and helps aspiring entrepreneurs and experienced small business owners plan, start, or optimize a small business or nonprofit that's focused on long-term success.

Available To: Parkway Central Library only. Please visit the Business Resource and Innovation Center for access.

BUSINESS AND ENTREPRENEURS | ADULTS | ENTREPRENEURS

Business Insights: Global (formerly Business & Company Resource Center)

Search companies, brands, market rankings, investment reports, corporate histories, industry studies and business news from a variety of reference sources, directories, and periodicals.

Available To: All Free Library locations and online with your library card.

 NEWSPAPERS, MAGAZINES, & JOURNALS | BUSINESS AND ENTREPRENEURS | ADULTS | JOB SEEKERS
 ENTREPRENEURS

Gale eBooks (formerly Gale Virtual Reference Library)

Explore over 500 nonfiction, fully searchable reference titles. Access accurate information on science, literature, history, social science, and more.

Available To: All Free Library locations and online with your library card.

 EBOOKS | HOMEWORK HELP & STUDY AIDS | GENERAL RESEARCH | BUSINESS AND ENTREPRENEURS | ADULTS
 TEENS | DIGITAL MEDIA

Lynda.com

Learn online with Lynda.com. Enjoy free access to thousands of courses in business, technology, and creative skills taught by industry experts with your Free Library card.

Available To: All Free Library locations and online with your library card.

 JOBS & JOB SEEKERS | MUSIC | ONLINE LEARNING | BUSINESS AND ENTREPRENEURS | TECHNOLOGY | ADULTS
 TEENS | JOB SEEKERS

BUSINESS RESEARCH

Market research, demographic research, competitive analysis, sales lists, business planning

QUESTIONS?

MARKET RESEARCH

National trends based on industry

MERGENT INTELLECT: FIRST RESEARCH

Discover unique opportunities hidden in 1,000+ industry segments! First Research provides market analysis tools, industry research, trends, & opportunities. Updated quarterly.

TOOLS

Call Prep Sheet

Industry Overview

New! News and Social

Quarterly Industry Update

Industry Forecast

Critical Issues

Business Challenges

Business Trends

Industry Opportunities

Executive Insight

PROFILE OVERVIEW

Casual Restaurants

New! View More News & Social

NAICS CODES: 722511

SIC CODES: 5812

2.6.2017

Industry Growth Rating

Demand: Driven by personal income, consumer tastes, and demographics

Profits depend on high margin items and effective marketing

Risk: Volatile ingredient costs and food safety concerns

Industry Overview

Companies in this industry provide food services in casual atmospheres to seated patrons who are served by wait staff and pay after eating. Major companies include Bloomin' Brands, Brinker International, and Darden Restaurants (all based in the US), along with Cara Operations (Canada), The Restaurant Group (UK), and Skylark (Japan).

Worldwide consumer foodservice revenue, which includes revenue for casual restaurants and other types of dining establishments, totals about \$3 trillion annually, according to Euromonitor. The Asia/Pacific region, North America, and Western Europe are the largest foodservice markets. The countries with the most full-service restaurant locations include China, India, South Korea, Japan, and the US.

View All Industry Overview

Industry Opportunities

Healthy Menu Choices - Eating nutritionally sound meals is a major concern for many US consumers, and to meet that demand, casual restaurant chains are offering healthier choices on their menus. Major full-service chains such as Applebee's, Chili's, and Olive Garden have reduced the average calorie counts of new food offerings introduced in recent years, especially among children's menu items. The FDA began requiring in 2018 that restaurants provide nutrition information for standard menu items to consumers.

Increased Alcohol Sales - Casual dining restaurants could profit from increased consumer interest in alcoholic beverages by offering more choices on the menu, and potentially alcohol delivery services. The renewed popularity of classic cocktails, including the Manhattan and the Old Fashioned, is driving up sales of whiskey. Establishments that stock large selections of craft and specialty beers are also benefiting from booming growth in that market segment. Casual dining chains such as TGI Fridays are experimenting with alcoholic beverage delivery as part of a larger effort to keep up with a growing field of competitors that provide on-demand food delivery.

Marketing through Social Media - Casual dining operators could make important strides in fostering customer loyalty by using social media websites like Facebook and Twitter. Social media-savvy consumers tend to eat out more often than other adults, according to the National Restaurant Association, and they are more likely to feel that restaurants are an essential part of their lifestyle. Restaurants can use social media to promote special price offerings, new menu items, or other events. Social media with location-based services has special value, offering opportunities to reach mobile users as they search for their next meal.

Targeting Millennial Diners - The demographic of millennial diners, born in the 1980s and '90s, is a major growth driver for restaurant operators. Millennials will soon have the highest combined spending power of any living generation. Casual restaurants may benefit from focusing on understanding the eating behavior of younger consumers, who tend to prefer custom food options, ethically sourced meats, and farm-to-table experiences.

Growth Potential in Small Markets - Restaurant operators can increase sales and customer traffic by expanding into smaller markets that have lower costs and less competition than locations in large cities. Establishments in small towns often spend less on rent, employee wages, and marketing, and they have less difficulty securing real estate in central, high-visibility locations, according to the NPD Group. Restaurants that serve fare such as burgers, pizza, and sandwiches are in the best position to succeed in small markets, which tend to be less receptive to niche and international concepts.



BUSINESS INSIGHTS: GLOBAL

Search companies,
brands, market
rankings, investment
reports, SWOT
reports, industry
studies, & business
news from a variety
of reference books
directories, &
periodicals.

GALE BUSINESS INSIGHTS: GLOBAL

Research. Analyze. Interpret. Understand.

Enter company name or ticker symbol Company [Advanced Search](#)

Home Companies Industries Comparison Charts Case Studies Glossary Saved Items (0) Search History

Administration of Conservation Programs

★ Share

| Key Information | | Top Countries | | Top Companies | |
|----------------------|---------------|---------------|-----------------|---|-----------------|
| | | | Revenue | | Revenue |
| Number of Companies: | 2 | Tunisia | \$4,164,400,000 | Office des Terres Domaniales EPIC | \$4,164,400,000 |
| Employees: | 9,300 | Philippines | \$212,300,000 | Philippine Amusement and Gaming Corp. | \$212,300,000 |
| Annual Revenue: | \$381,800,000 | Liberia | \$169,500,000 | Forestry Development Authority | \$169,500,000 |
| Sales Per Employee: | \$41,054 | Brazil | \$141,000,000 | Companhia de Pesquisa de Recursos Minerais | \$141,000,000 |
| NAICS: | 924120 | Mongolia | \$34,400,000 | Mineral Resources and Petroleum Authority of Mongolia | \$34,400,000 |

Industry Information:

- Academic Journals
- Associations
- Magazines
- Market Research
- Market Share Reports
- News
- Trade Journals

Industry Essays (Explore overview essays related to this industry)

★ [Land, Mineral, Wildlife, and Forest Conservation](#)

Industry overview *Encyclopedia of American Industries, 2016*

This industry includes government establishments primarily engaged in the regulation, supervision, and control of land use, including recreational areas; conservation and preservation of natural resources; control of ...

★ [Environmental Remediation](#)

Industry overview *Encyclopedia of Emerging Industries, 2015*

The process of removing harmful substances from the soil and water is known as environmental remediation. This industry is closely regulated and directed by the federal and state governments, which also work with the ...



ONESOURCE: D&B BUSINESS BROWSER PRO

Find company information & market research, including RMA & Datamonitor reports, in-depth company and executive profiles, & detailed financial information.

Collapse all | Expand all

Profile

- Industry Summary
- Industry Activities
- Related Industries

Market Research

- All Market Research Reports
- MarketLine Industry Profiles
- Euromonitor Industry Reports
- Frederonia Focus Reports
- RMA Industry Norms
- STAT-USA Reports

Analysis

- Latest News Stories
- Analysts Reports
- Peer Analysis
- Related Sites

Restaurants and Bars

Source : OneSource Industries
 Issued By : OneSource Information Services
<http://www.onsource.com>

Total Companies: 6,322,579
 OneSource Sector: Entertainment, Travel and Leisure

Industry Description

Companies engaged in operating restaurants and bars including full and limited service restaurants, cafeterias, food service contractors, caterers, mobile food services, and alcoholic beverage bars.

Industry Activities

Airline food services contractors
 Alcoholic beverage drinking places
 Bagel shops, full service
 Bagel shops, on premise baking and carryout service
 Banquet halls with catering staff

[View 66 Industry Activities](#)

Market Research Report

| Country/Region | Title | Date | Source | File-format |
|------------------|--|-------------|------------------------------|---------------------|
| Taiwan | Hot Drinks in Taiwan | 01-Apr-2019 | Euromonitor Industry Reports | PDF |
| South Korea | Hot Drinks in South Korea | 01-Mar-2019 | Euromonitor Industry Reports | PDF |
| Malaysia | Hot Drinks in Malaysia | 01-Mar-2019 | Euromonitor Industry Reports | PDF |
| The Philippines | Hot Drinks in The Philippines | 01-Mar-2019 | Euromonitor Industry Reports | PDF |
| Singapore | Hot Drinks in Singapore | 01-Mar-2019 | Euromonitor Industry Reports | PDF |
| Thailand | Hot Drinks in Thailand | 01-Mar-2019 | Euromonitor Industry Reports | PDF |
| Hong Kong, China | Hot Drinks in Hong Kong, China | 01-Mar-2019 | Euromonitor Industry Reports | PDF |

[View 104 Market Research Reports](#)

Collapse all | Expand all

Profile

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Market Research

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- Frederonia Focus Reports
- RMA Industry Norms
- STAT-USA Reports

Analysis

- Latest News Stories
- Analysts Reports
- Peer Analysis
- Related Sites

Restaurants and Bars
 OneSource Industry Classification System

All Market Research

Location:

| Country/Region | Title | Date | Source | File Format |
|----------------|--|--------|--|---------------------|
| United States | Food Service Contractors | Jan-19 | Risk Industry Norms | PDF |
| United States | Caterers | Jan-19 | Risk Industry Norms | PDF |
| United States | Drinking Places (Alcoholic Beverages) | Jan-19 | Risk Industry Norms | PDF |
| United States | Foodservice in the United States | Oct-18 | MarketLine Industry Profiles | PDF |
| United States | Packaged Water in the United States | Oct-18 | MarketLine Industry Profiles | PDF |
| United States | Leisure Attractions in the United States | Aug-18 | MarketLine Industry Profiles | PDF |
| United States | Restaurants & Foodservice, United States | Nov-17 | Frederonia Focus | PDF |

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 MarketLine Industry Profiles, Copyright © 2019 MarketLine plc. All rights reserved.
 Frederonia Focus, Copyright © 2019 by The Frederonia Group, Inc. All rights reserved.
 STAT-USA®, U.S. Department of Commerce. All rights reserved, except in the U.S.
 Published by Dun & Bradstreet, Inc., October 2019.

QUESTIONS?

DEMOGRAPHIC RESEARCH

Statistical characteristics of people used to identify markets

REFERENCE USA: CONSUMERS/LIFESTYLES NEW MOVERS/HOMEOWNERS

Includes data on over 314 million consumers with more than 400,000 movers/homeowners to reveal details on cities & neighborhoods. Fully customize your search to find ideal customers. Updated weekly.



U.S. Consumers / Lifestyles Database

Quick Search

Advanced Search

Collapse All

Select All

Name

☐ Name

Phone

☐ Phone

☐ Area Code

Geography ✓

☐ Map Based Search

☒ City / State

☐ Metro Area

☐ ZIP Codes

☐ County

☐ Radius

☐ Street Address

☐ Neighborhood

Housing Selections ✓

☐ Estimated Home Value

☒ Estimated Home Income

☒ Contacts per Household

City / State

Search Tips | Collapse | Remove

Search

Results

Selected

New Philadelphia, OH

City

New Philadelphia, PA

City

Philadelphia, MO

City

Philadelphia, MS

City

Philadelphia, NY

City

Philadelphia, PA

City

Philadelphia, TN

City

Philadelphia, PA

City

Clear Fields

Estimated Home Income

Search Tips | Collapse | Remove

\$60,000 - \$69,999

\$70,000 - \$79,999

\$80,000 - \$89,999

\$90,000 - \$99,999

\$100,000 - \$124,999

\$125,000 - \$149,999

\$100,000 - \$124,999

\$125,000 - \$149,999

\$150,000 - \$174,999

\$175,000 - \$199,999

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

274,878,788

EMAIL COUNT

34,134,020

[more info](#)

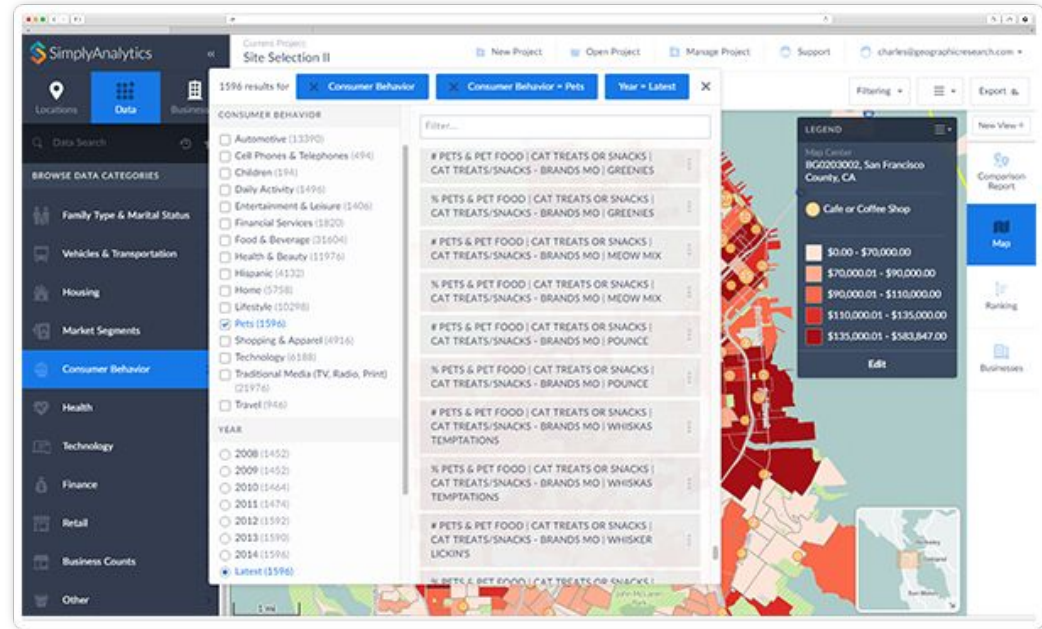
CLEAR SEARCH

[Back To Top](#)



SIMPLY ANALYTICS

Web-based mapping, analytics, & data visualization application. More than 75,000 data variables related to demographics, employment, housing, market segments, consumer behavior, health, technology, finance, retail, businesses, consumer spending, brand preferences, & public health.



QUESTIONS?

COMPETITIVE ANALYSIS

Identify your competitors & evaluate their strategies to determine their strengths & weaknesses relative to your own product or service



REFERENCE USA: BUSINESSES /NEW BUSINESSES HEALTHCARE

The database suite contains a total of 57 million businesses, plus 50,000 new businesses, & 675,000 doctors. Customize your search by industry, location, sales volume, size, & more. Identify areas of economic development.

U.S. Businesses Database

Quick Search

Advanced Search

Collapse All

Select All

Company Name

☐ Company Name

Executives

☐ Executive Name
☐ Executive Title
☐ Executive Gender
☐ Executive Ethnicity

Business Type

☐ Keyword/SIC/NAICS
☐ Major Industry Group

Geography ✓

☐ Map Based Search
☒ City / State
☐ Metro Area
☐ ZIP Codes
☐ Radius
☐ County
☐ Street Address
☐ Neighborhood

Record Type

☒ V Verified Businesses (Phone verified and quality checked)
☒ U Include Unverified Businesses (Not yet fully verified, may not be accurate)
☐ C Include Closed / Out of Business Records (Suspected to be out of business)

City / State

Search

Results

| | |
|----------------------|------|
| New Philadelphia, OH | City |
| New Philadelphia, PA | City |
| Philadelphia, MO | City |
| Philadelphia, MS | City |
| Philadelphia, NY | City |
| Philadelphia, PA | City |
| Philadelphia, TN | City |

Selected

City

[Clear Fields](#)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

190,524

BUSINESS HISTORY

[more info](#)

CLEAR SEARCH

[Back To Top](#)

SALES LISTS

Define the scope of your search. Think about the geographic limitations, as well as any other characteristics which may influence who your customers may be.



REFERENCE USA: BUSINESSES /NEW BUSINESSES HEALTHCARE

The database suite contains a total of 57 million businesses, plus 50,000 new businesses, & 675,000 doctors. Customize your search by industry, location, sales volume, size, & more. Identify areas of economic development.

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| Philadelphia, MS | City |
| Philadelphia, NY | City |
| Philadelphia, PA | City |
| Philadelphia, TN | City |

Selected

City

[Clear Fields](#)

VIEW RESULTS

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RECORD COUNT

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BUSINESS HISTORY

[more info](#)

CLEAR SEARCH

[Back To Top](#)

REFERENCE USA: CONSUMERS/LIFESTYLES NEW MOVERS/HOMEOWNERS

Includes data on over 314 million consumers with more than 400,000 movers/homeowners to reveal details on cities & neighborhoods. Fully customize your search to find ideal customers. Updated weekly.



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Collapse All

Select All

Name

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☐ County

☐ Radius

☐ Street Address

☐ Neighborhood

Housing Selections

☐ Estimated Home Value

☒ Estimated Home Income

☒ Contacts per Household

City / State

Search Tips Collapse Remove

Search

Results

Selected

New Philadelphia, OH

City

New Philadelphia, PA

City

Philadelphia, MO

City

Philadelphia, MS

City

Philadelphia, NY

City

Philadelphia, PA

City

Philadelphia, TN

City

Philadelphia, PA

City

Clear Field(s)

Estimated Home Income

Search Tips Collapse Remove

\$60,000 - \$69,999

\$70,000 - \$79,999

\$80,000 - \$89,999

\$90,000 - \$99,999

\$100,000 - \$124,999

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[more info](#)

CLEAR SEARCH

[Back To Top](#)

QUESTIONS?

GENERAL BUSINESS PLANNING

Tools to help you ideate, craft, & write your business plan

BUSINESS PLANS HANDBOOK

Actual business plans
compiled by
entrepreneurs
seeking funding for
small businesses.
serve as examples of
how to approach,
structure and
compose business
plans. 45 volumes.

Online Nutrition Coach



Author: Paul Greenland
Editor: Donna Craft
Date: 2019



From: Business Plans Handbook (Vol. 45.)
Publisher: Gale, a Cengage Company



Document Type: Topic overview; Business plan
Pages: 6
Content Level: (Level 5)

Translate Font Size Listen



Page 105

Online Nutrition Coach

NutritionOnline LLC

51 Parker Ave.
Iowa City, IA 55240

Paul Greenland

NutritionOnline LLC provides online nutrition consulting packages and related subscription-based services.

EXECUTIVE SUMMARY

NutritionOnline LLC provides online nutrition consulting packages and related subscription-based services. The business has been established by Nancy Loudon, a registered dietitian with an entrepreneurial spirit who plans to eventually give up her day job at a local hospital to run her own virtual practice, capitalizing on the burgeoning popularity of telemedicine. Loudon has devised a strategy for establishing the practice as a part-time enterprise, allowing her to provide general, subscription-based nutrition consultations while growing the business. Long-term, NutritionOnline will offer services beyond its home state of Iowa and provide specialty consultations in categories such as sports nutrition and obesity and weight management.

INDUSTRY ANALYSIS

According to the U.S. Bureau of Labor Statistics, in 2016 the nation employed approximately 68,000 dietitians and nutritionists. By 2026 this figure is expected to reach 77,900, a 15 percent increase (much greater than the average for all occupations). Health and wellness promotion, along with the provision of nutrition services for individuals with illnesses such as heart disease and diabetes, are among the key factors contributing to the profession's growth. Only six percent of dietitians are self-employed, providing significant opportunity for entrepreneurs like Nancy Loudon. Most states require

EXPLORE

More Like This

[Management Consulting Services](#)
Encyclopedia of Global Industries, 2011.

[Small Business Growth and Performance](#)
The SAGE Handbook of Small Business and Entrepreneurship, 2016.

[Entrepreneurship, Innovation and Small Business](#)
The SAGE Handbook of Small Business and Entrepreneurship, 2016.

[See More](#)

Related Subjects

- [Small business](#)
- [Business planning](#)
- [Online businesses](#)
- [Nutrition counseling](#)
- [Consulting services](#)

SEARCH WITHIN SERIES



GALE SMALL BUSINESS BUILDER

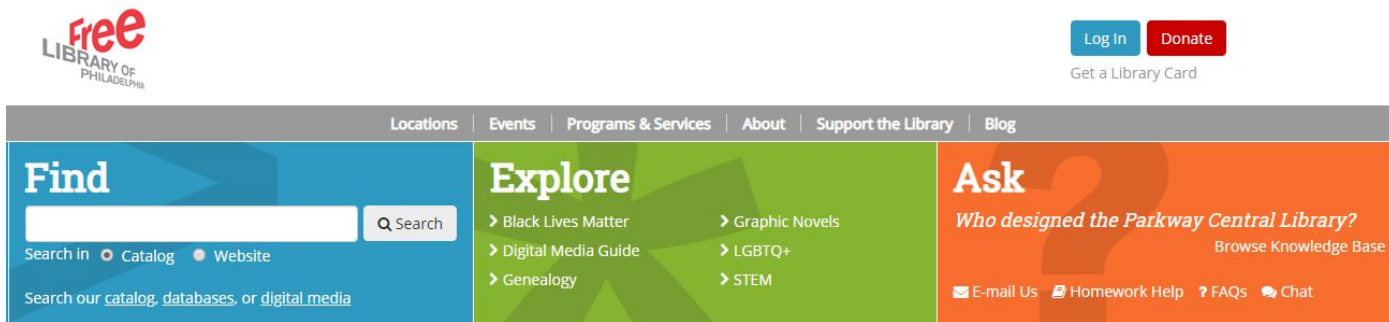
Offers a guided approach to business planning and helps aspiring entrepreneurs and experienced small business owners plan, start, or optimize a small business.

The screenshot shows the Gale Small Business Builder web application. The header is dark blue with the Gale logo and 'SMALL BUSINESS BUILDER' text. Below the header, there's a navigation bar with 'Gillian's Gym', 'Default Scenario', and 'Change Company/Organization'. The main content area has a light blue background with a sidebar on the left containing 'Dashboard', 'Business Plans', and 'Lean Business Plan'. The main area displays a 'Basic Information' section with a list of fields: COMPANY NAME AND TYPE, MISSION/OVERVIEW, ADDRESSES, CLASSIFICATIONS, LOGO, RELATIONSHIPS, and BOARD. Below this is a 'Lean Business Plan' section with fields: CONTACT INFORMATION, SUMMARY, COMPANY BACKGROUND, and DIRECTION. The interface is clean and modern, with a focus on guiding the user through the business planning process.

QUESTIONS?

ONLINE LEARNING & DIGITAL MEDIA

Take continuing education classes at your own pace, read an ebook, listen to an audiobook, and read a popular magazine



The screenshot shows the top section of the Free Library of Philadelphia website. On the left is the logo with "free" in red and "LIBRARY OF PHILADELPHIA" in black. On the right are "Log In" and "Donate" buttons, with a link to "Get a Library Card" below. A grey navigation bar contains links for "Locations", "Events", "Programs & Services", "About", "Support the Library", and "Blog". Below this are three main colored sections: "Find" (blue), "Explore" (green), and "Ask" (orange). The "Find" section includes a search bar, radio buttons for "Catalog" (selected) and "Website", and a link to search the catalog, databases, or digital media. The "Explore" section lists categories like Black Lives Matter, Graphic Novels, Digital Media Guide, LGBTQ+, Genealogy, and STEM. The "Ask" section features a large question mark, a sample question "Who designed the Parkway Central Library?", a link to the Knowledge Base, and contact options like E-mail Us, Homework Help, FAQs, and Chat.

free
LIBRARY OF
PHILADELPHIA

Log In Donate
Get a Library Card

Locations | Events | Programs & Services | About | Support the Library | Blog

Find

Search in ☒ Catalog ☐ Website

Search our [catalog](#), [databases](#), or [digital media](#)

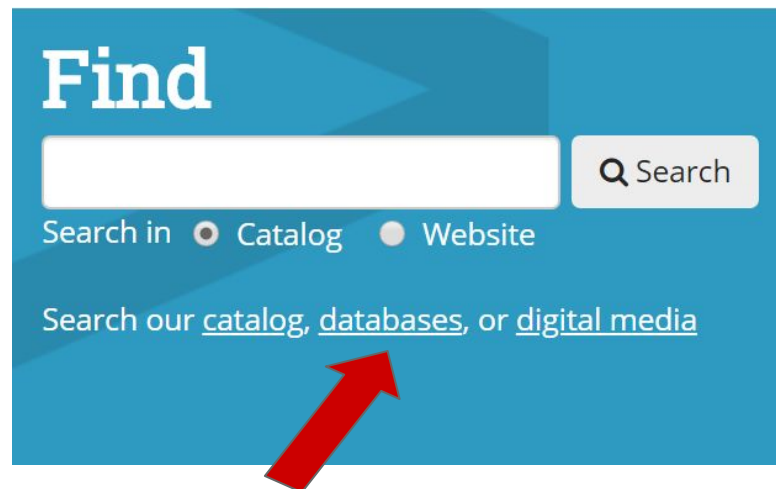
Explore

- › Black Lives Matter
- › Digital Media Guide
- › Genealogy
- › Graphic Novels
- › LGBTQ+
- › STEM

Ask

Who designed the Parkway Central Library?
Browse Knowledge Base

E-mail Us Homework Help FAQs Chat



This is a close-up of the "Find" section from the previous image. It shows the search bar, the selected "Catalog" radio button, and the text "Search our [catalog](#), [databases](#), or [digital media](#)". A large red arrow points from the bottom right towards the underlined links.

Find

Search in ☒ Catalog ☐ Website

Search our [catalog](#), [databases](#), or [digital media](#)

Databases

Use our subscription databases to find citations and full text articles. To get started, just click on the database that you would like to search. If you're outside the library, you may need to enter your library card number and PIN in order to access the database.

Digital Media

Digital Learning

Free Library Catalog



13 resources found

Filters On: Subject: business and entrepreneurs

ALL 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Business Insights Essentials *

Find full-text articles and statistical data about companies and industries for business owners, marketing professionals, and investors. Analyze and compare financial and statistical data with interactive charting tools. 8,900+ full-text journals.

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Business Plans Handbook Online

Search sample business plans from a wide range of businesses

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BUSINESS AND ENTREPRENEURS ADULTS TEENS ENTREPRENEURS

Gale Small Business Builder

Gale Small Business Builder offers a guided approach to business planning and helps aspiring entrepreneurs and experienced small business owners plan, start, or optimize a small business or nonprofit that's focused on long-term success.

Available To: Parkway Central Library only. Please visit the Business Resource and Innovation Center for access.

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Business Insights: Global (formerly Business & Company Resource Center)

Search companies, brands, market rankings, investment reports, corporate histories, industry studies and business news from a variety of reference sources, directories, and periodicals.

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- ▶ **Lynda.com**
 - ▶ Lynda.com is a leading online learning platform that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals.
- ▶ **Universal Class**
 - ▶ Take online continuing education courses in a wide variety of subjects at your own pace from real instructors.

Digital Media

- ▶ Collection of ebooks and audiobooks
 - ▶ **Overdrive**
 - ▶ **Libby**
 - ▶ Over 800 business books
- ▶ Magazines/periodicals
 - ▶ **RBdigital Magazines**
 - ▶ Titles include AdWeek, The Economist, Entrepreneur, Fast Company, and Forbes

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QUESTIONS?

RESEARCH APPOINTMENTS

Get 1:1 assistance from a librarian!



Appointments are available to entrepreneurs with a currently operating business or if you have attended a session of Business Plan Toolkit or a BRIC orientation.

Business Databases

- ▶ Market research
- ▶ Demographic research
- ▶ Competitive analysis
- ▶ Compiling sales lists
 - ▶ B2B + B2C
- ▶ Online learning platforms
- ▶ Tools for creating a business plan

Request an appointment online at freelibrary.org/business

VIRTUAL APPOINTMENTS

Get 1:1 assistance from a librarian!



Appointments are available to entrepreneurs with a currently operating business or if you have viewed/attended a session of Business Plan Toolkit or a BRIC orientation.

Business Databases

- ▶ Market research
- ▶ Demographic research
- ▶ Competitive analysis
- ▶ Compiling sales lists
 - ▶ B2B + B2C
- ▶ Online learning platforms
- ▶ Tools for creating a business plan

Request an appointment online at bit.ly/virtualbric1on1

VIRTUAL APPOINTMENTS & BUSINESS PLAN TOOLKIT

Take a deeper dive into research



Appointments are available to entrepreneurs with a currently operating business or if you have viewed/attended a session of Business Plan Toolkit or a BRIC orientation.

Business Databases

- ▶ Market research
- ▶ Demographic research
- ▶ Competitive analysis
- ▶ Compiling sales lists (B2B + B2C)
- ▶ Online learning platforms
- ▶ Tools for creating a business plan

Business Plan Toolkit

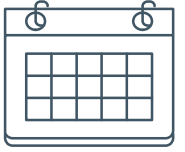
Watch a webinar of BRIC's introduction business databases:

bit.ly/businessplantoolkit

Request a virtual appointment with a librarian:

bit.ly/virtualbric1on1

PROGRAMS FOR ENTREPRENEURS



Intro Classes

- ▷ Business Plan Toolkit
- ▷ Lunch & Learns

Expert-Led Programs

- ▷ Marketing
- ▷ Finance
- ▷ Legal

Series

- ▷ Elements of a Business Plan
 - ▶ Market Research
 - ▶ Competitive Analysis
 - ▶ Demographics

PATENT & TRADEMARK RESOURCE CENTER (PTRC)



- ▷ What is a patent?
- ▷ Has someone else already patented my idea?
- ▷ How do I file for a patent?
- ▷ Can I trademark my logo?
- ▷ Where can I find help?

Services

- ▷ Research appointments with a librarian:
 - ▶ freelibrary.org/patents
- ▷ Programs and consultations with IP attorneys and patent agents

HEADSHOTS



- ▶ Get a FREE headshot photo taken by a professional photographer.
- ▶ Use your photo to enhance your professional portfolio and make your LinkedIn profile stand out among the selfies!
- ▶ First Wednesdays | 5:00 p.m. to 7:00 p.m.
- ▶ Second Thursdays | 11:00 a.m. to 1:00 p.m.

CO-WORKING FRIDAYS



CO-WORKING FRIDAYS

at the BRIC

- ▶ BRIC offers FREE coffee on Fridays. Enjoy co-working, chatting (or not!), and coffee each Friday from 10:00 a.m. until it's gone.
- ▶ Take advantage of all the BRIC has to offer!
 - ▶ Meeting rooms
 - ▶ Co-Working space
 - ▶ Comfortable furniture
 - ▶ Free Wi-Fi
 - ▶ Access to specialized databases that are only available at Parkway Central Library
- ▶ If you love takeaway coffee but hate killing the planet, please bring your own mug.

THANKS & QUESTIONS



- ▷ Get in touch:
 - ▶ bric@freelibrary.org
 - ▶ freelibrary.org/business
 - ▶ freelibrary.org/bric
 - ▶ Twitter: @FLPbusiness
- ▷ Newsletter: bit.ly/bricbiznewsletter
- ▷ Slides: bit.ly/bricvirtualtour