

GALE BUSINESS: PLAN BUILDER

Gale Business: Plan 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.

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

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