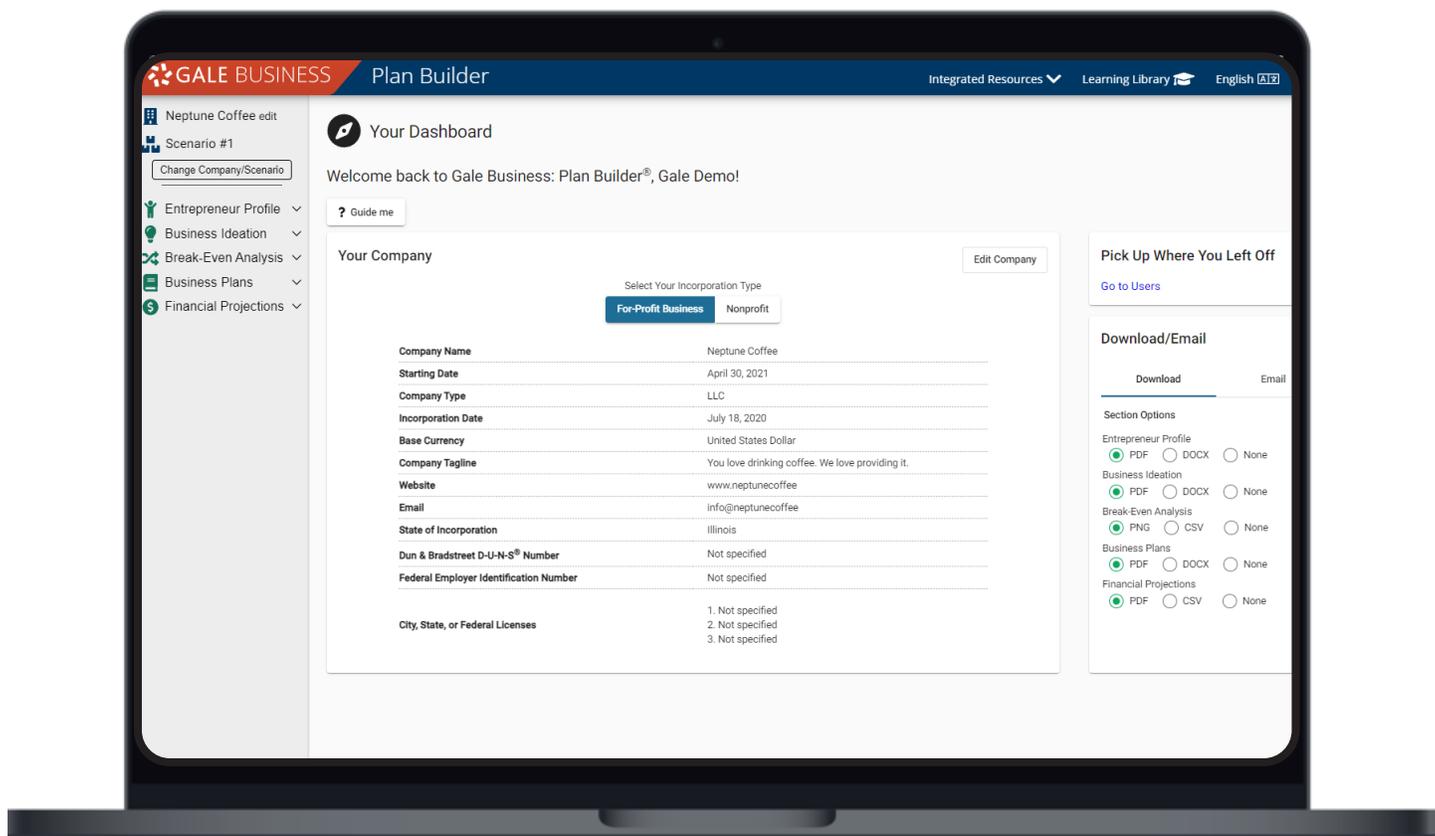# GALE BUSINESS: PLAN BUILDER

Your Guide Through Business Planning

Gale Business: Plan Builder provides step-by-step guidance on planning, starting, and running a small business or nonprofit. The program's dashboard walks you through five areas of plan development from assessing business ideation to creating financial projections. **Gale Business: Plan Builder** offers tools that will help get a new business off the ground, or support the organization and continued success of established businesses.

NEW ENTREPRENEURS
A guided path takes you through the steps to building a full business plan, organizing your thoughts and ideations.

NON-PROFIT ORGANIZATIONS
A non-profit layout provides you with more relevant sections like Bylaws and Strategic Planning.

CURRENT BUSINESS OWNERS
Advanced options allow you to better organize your business to reach the next level.

INDIVIDUAL SIGN-IN
Your account is unique to you, and can be saved and accessed anywhere. Mobile responsiveness increases ease of access.

GALE

Gale, here for **everyone.**

GALE BUSINESS: PLAN BUILDER

GET STARTED

ACCESS THE RESOURCE

Select **Get Started** or **Sign In** to create or continue editing your account.

- To create an account you will need to enter basic business-focused information including a name. You can change this information at any time in your development process.

CREATE COMPANIES AND/OR SCENARIOS

Gale Business: Plan Builder breaks company information into both **Companies** and **Scenarios**. You can add and change them at any time.

- Utilize the section in the upper left of your screen to chose and edit your **Company** and **Scenario**.
- A **Company** is an individual entity, the starting point for your business plan.
- A **Scenario** is a version of a **Company** that follows the basic layout of the parent **Company**.
  - » An example of a **Scenario** would be a pivot due to supply chain issues.
  - » Each **Scenario** retains the basic **Company** information like name and logo, but allows for individual changes in ideation, finances, and more.

EXPLORE YOUR DASHBOARD

Your **Dashboard** is the first landing spot once you sign into your account, and organizes the different sections within *Gale Business: Plan Builder*.

- As previously mentioned, the top left portion of the screen houses information on your **Company** and **Scenarios**, which you can toggle between.
- Workflow steps are listed on the left beneath your **Company** information.
- The middle of your **Dashboard** allows you to see and edit the full information on your company.
- Access to both **Download** and **Print** options are found on the very right.
- In your tool bar at the top of the page you will find a **Learning Library** with helpful documents, access to select *Gale Business* resources purchased by your learning community, and the option to translate the platform.

Gale, here for **everyone.**

GALE BUSINESS: PLAN BUILDER

DEVELOP YOUR BUSINESS PLAN

COMPLETE THE FULL WORKFLOW OR TARGET SPECIFIC SECTIONS

Create a full **Business Plan**, or only complete the individual sections that are most important to you. Each section will be found on your **Dashboard**.

- **Entrepreneur Profile**: Take a full inventory of your thoughts, goals, strengths, and weaknesses.
- **Business Ideation**: Better understand what problem your business solves, key metrics, and revenue streams.
- **Break-Even Analysis**: See what your company needs to break-even and make a profit. Enter your expenses, capital, and sales.
- **Business Plans**: Provide additional information to be combined with your other sections to build a full **Lean Business Plan**.
- **Financial Projections**: Dive deeper into your business's finances by adding staffing, inventory, tax information, and more.

UTILIZE ADVANCED CONTENT

Advanced options in each section allow you to dig deeper and build a better understanding of your business.

- Additional **Business Ideation** resources include SWOT, PEST, and Porter's Five Forces.
- More detailed **Business Plans** including **Executive Business Plans** allow for fine-tuned and detailed information.
- **Pitch Decks** support presentations to stakeholders and potential investors.
- **Learning Library** links to articles organized based on each section within *Gale Business: Plan Builder*.

EXPORT YOUR INFORMATION

PRINT AND DOWNLOAD

Business Plans can be **Downloaded** or **Emailed** in two different ways.

- To select all or multiple sections utilize the section on the right hand side of the **Dashboard**.
- To **Download** or **Email** a specific section (like **Entrepreneur Profile**) navigate to that section and select either **Email** or **Download** on the right hand side under the tool bar.