

Course Material

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BUS436 Entrepreneurship & New Venture Development

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Business Plans

- Business Plans
- Industry & Competitors
- Target Market
- Operations
- Stay up-to-date
- Funding
- Resources & Books

Business Plans

- [Writing a Business Plan \(U.S. Small Business Administration\)](#)
An excellent guide that walks you through and analyzes each section of the plan; particularly good for putting together financials
- [SCORE Business Plans](#)
SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and helping small business start, grow and succeed. Check this site for business plans for non-profits, start-ups, finance templates and more.
- [Entrepreneur.com Business Plans](#)
Start-up Essentials/Business Plans
- [Inc.](#)
Great section by section, step by step description; supplemented by articles from Inc. magazine.
- [Bplans](#)
Does a good job of walking you through all the sections of a business plan; site includes examples of business plans, market plans, and mission statements, many for free.
- [Business Plan Samples](#)










GBS Business Librarian




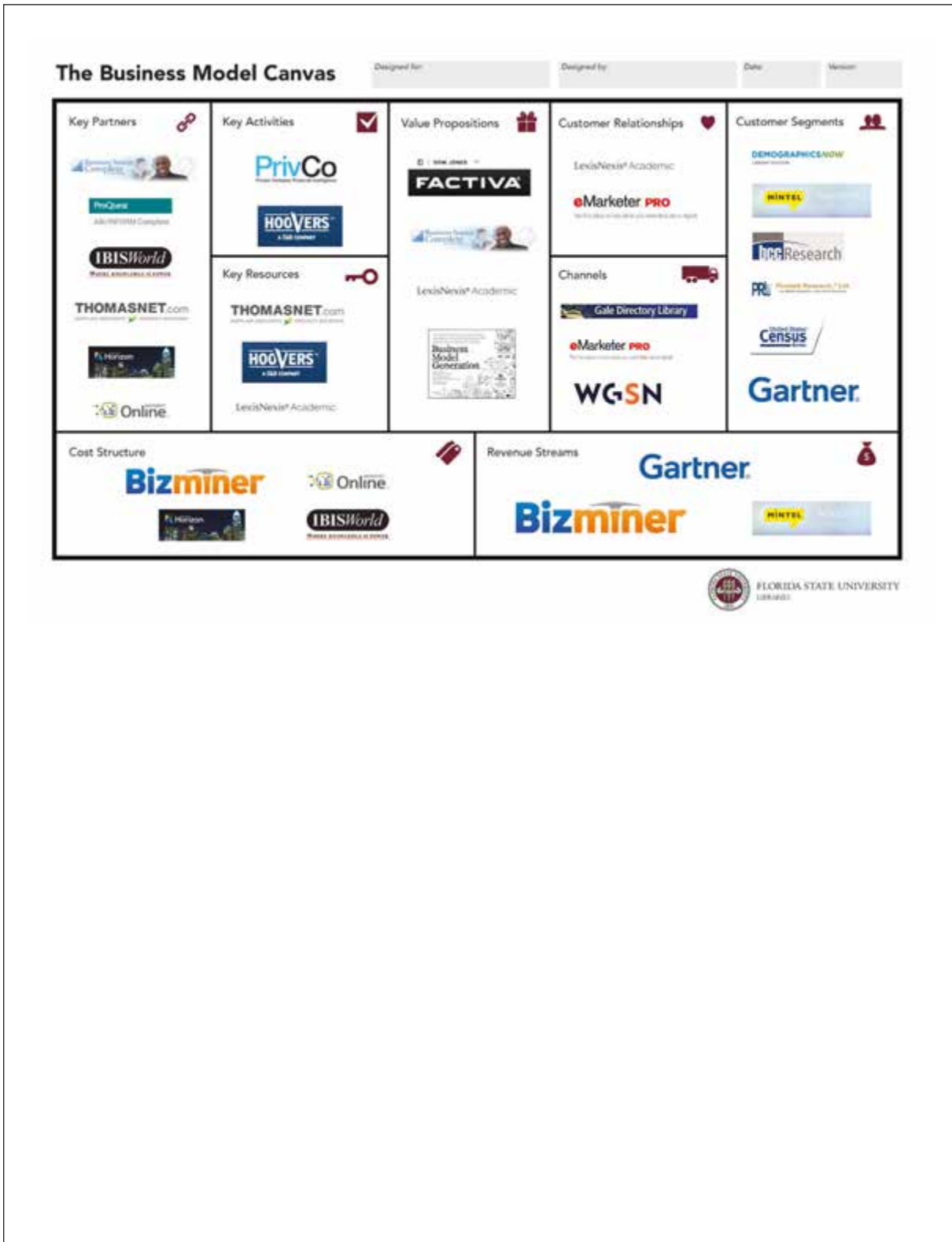
Saira Raza

[Email Me](#)

Need Help? Ask a Librarian

The Business Model Canvas					Designed for:	Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 				
	Key Resources 		Channels 					
Cost Structure 			Revenue Streams 					





The screenshot shows the Iowa State University Library website. At the top is a red header with the university name and logo. Below it is a navigation bar with links for Library Guides, Off-Campus Access, Ask Us!, Hours, and My Account. The main content area is titled "AESHM 474-574: Entrepreneurship in Human Sciences" and includes a search bar. On the left is a vertical menu with various topics like Home, Article Indexes, Professional Organizations, Market Demographics, Market Analysis, Company Information, Industry/Market Research, Business Plan How-to Guide, Business Model Canvas, Business Plans, Business Planning Help, Financial, Legal, and Tax Information, Guerrilla Marketing, APA Style, Video Sources, and Project Tools. The main content area is divided into three columns: Introduction, Course objectives, and Your Librarian. The Introduction section contains a paragraph about the course's rationale and a list of course objectives. The Your Librarian section features a photo of Jeffrey Kushkowski, an "Email Me" button, and contact information including his title, location, phone number, office hours, and social media links.

IOWA STATE UNIVERSITY University Library

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AESHM 474-574: Entrepreneurship in Human Sciences

Entrepreneurship in Human Sciences

Search All Guides Search

- Home
- Article Indexes
- Professional Organizations
- Market Demographics
- Market Analysis
- Company Information
- Industry/ Market Research
- Business Plan How-to Guide
 - Business Model Canvas
 - Business Plans
 - Business Planning Help
 - Financial, Legal, and Tax Information
- Guerrilla Marketing
- APA Style
- Video Sources
- Project Tools

Introduction

Rationale: Family and consumer Sciences curricular provide many opportunities for entrepreneurship and small business ownership in various product and service areas. In this course students will explore issues, challenges and opportunities related to entrepreneurship in areas such as apparel retailing, restaurants, hotel operations, and childcare. Issues related to family owned businesses, home-based businesses, and rural based enterprises will also be addresses. Independent business owners and industry representatives will serve as resources for panel discussions.

Course objectives:


- Identify characteristics of entrepreneurs, environmental conditions which foster entrepreneurship, and the role of entrepreneurs in the broader economy.
- Understand contributions of the family and Consumer Sciences profession to small business and entrepreneurship opportunities.
- Assess motivations for starting a small business, success factors and failure rates associated with independent business ownership.
- Evaluate personal and financial resources needed for starting a small business and sources of assistance for business start-ups. Identify funding sources that contribute to the capital base required for entrepreneurship.

Course Coordinator: Dr. Linda Neihm
niehmlin@iastate.edu

Office: 1066 LeBaron

Office Phone: 515 294-1930

Your Librarian



Jeffrey Kushkowski

[Email Me](#)

Contact:
Professor
Business and Economics Librarian
150 Parks Library
Phone: 515 294-2408

Spring '17 Office Hours in Gerdin 2114
(beginning January 9):
Monday 10am - noon
Wednesday 1 - 3pm

Social:
[f](#) [in](#) [t](#)

Subjects:
Apparel, Events & Hospitality Management, Business, Economics






IOWA STATE UNIVERSITY LIBRARY

AESHM 474-574: Entrepreneurship in Human Sciences


<http://instr.iastate.libguides.com/AESHM474574>

Graduate Teaching Assistant:	Phoebe (Vanessa) Cooper vpcooper@iastate.edu
Office:	By appointment
Graduate Teaching Assistant:	Arienne McCracken ariennem@iastate.edu
Office:	By appointment
Librarian:	Jeff Kushkowski kushkows@iastate.edu
Office:	150 Parks Library (by appointment)
Office Phone:	515 294-2408

Course information


-  [Google Help Sheet](#)
-  [Spring 2017 Syllabus](#)
-  [Business Plan Project - New Businesses](#)
-  [Business Consulting Projects](#)
-  [Eagle Grove Businesses - ISU Merchandising Class](#)

Project Information - Spring 2017

-  [Business Model Canvas Template](#)

Quick Links

- [A-Z List of e-Journals](#)
Journals with citations or full-text available through ISU Library.
- [Blackboard](#)
- [Faculty Quick Start Guide](#)
- [Grad Student Quick Start Guide](#)
- [Article Indexes & Databases](#)



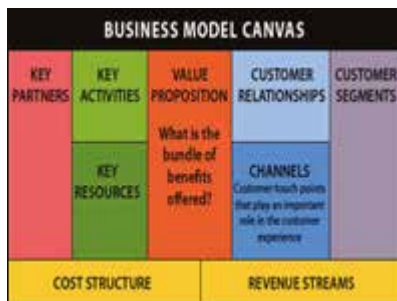
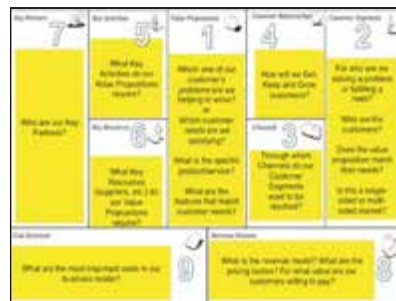
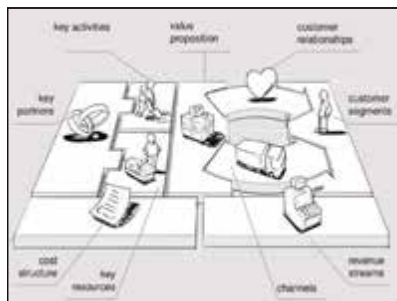


Business Model Canvas

<http://businessmodelgeneration.com>

Nine Building blocks:

- Customer Segments
- Value Propositions
- Channels
- Customer Relationships
- Revenue Streams
- Key Resources
- Key Activities
- Key Partnerships
- Cost Structure



CASE STUDY #1

Square is a provider of payments technologies for retail businesses. The company's devices include the Square Reader and Square Stand and its software includes Square Register, Market, Cash and Order (replacing Wallet).



1. VALUE PROPOSITION

- What value do you deliver to the customer?
- Which one of the customer's problems are you solving?
- What bundles of products/services do you offer to each customer segment?
- Which customer needs are you satisfying?

2. CUSTOMER SEGMENTS

For whom are we creating value? Who are our most important customers?

- Mass Market
- Niche Market
- Segmented
- Diversified
- Multi-sided Platform

3. CHANNELS

Through which channels do our customer segments want to be reached?

4. RELATIONSHIPS

How will we get, keep and grow customers?

5. KEY ACTIVITIES

What key activities do our value propositions require?

6. KEY RESOURCES

What key resources do our value propositions require?

7. KEY PARTNERSHIPS

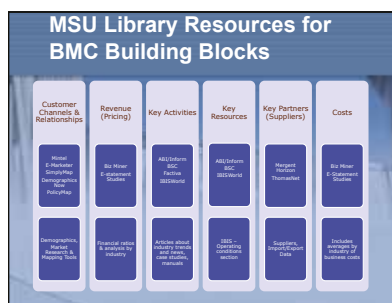
Who are our key partners?

8. REVENUE STREAMS

What is the revenue model? What are pricing tactics? For what value are our customers willing to pay?

9. COST STRUCTURES

What are the most important costs in our business model?



The screenshot shows the University of Missouri Libraries website for the Entrepreneurship Bootcamp for Veterans (EBV) LibGuide. At the top, there is a navigation bar with links for Directories, Maps & Floorplans, Librarians A-Z, and a Search Library box with a SEARCH button. Below this is the University of Missouri Libraries logo and name. A secondary navigation bar includes links for Libraries, Class Resources, In the Library, Services for..., and My Accounts. The main content area features a breadcrumb trail: University of Missouri Libraries / Library Guides / Entrepreneurship Bootcamp for Veterans / Home. The title of the page is "Entrepreneurship Bootcamp for Veterans", with a search box for the guide. On the left, a vertical menu lists: Home, Demographics, Industry Analysis, Business Plans, Ratios, Articles & Online Resources, and Libraries in Your Area. The main content is divided into three sections: 1. "Welcome to the EBV LibGuide!" with a paragraph explaining the guide's purpose and a link to contact the librarian. 2. "EBV Info Portal" with a paragraph about database access and a link to the portal. 3. "Librarian" featuring a portrait of Gwen Gray and an "Email Me" button.

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University of Missouri

Libraries - Class Resources - In the Library - Services for... -
My Accounts -

University of Missouri Libraries / Library Guides / Entrepreneurship Bootcamp for Veterans / Home

Entrepreneurship Bootcamp for Veterans

Search this Guide Search

Home
Demographics
Industry Analysis
Business Plans
Ratios
Articles & Online Resources
Libraries in Your Area

Welcome to the EBV LibGuide!


This guide is here to help you discover the appropriate resources needed for entrepreneurial research while you're at MU. Feel free to contact me after leaving campus if you have questions.

EBV Info Portal

Thanks to the generosity of numerous database vendors, EBV participants from all 10 institutions will have free access to highly valuable business research tools for the year they are in the EBV Program. Your EBV librarians have created the EBV Info Portal, where you can find the donated databases as well as many free websites which are always available. Check out this resource at the below link:

[EBV Info Portal](#)

Librarian



Gwen Gray

[Email Me](#)

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Libraries University of Missouri

Libraries - Class Resources - In the Library - Services for... - My Accounts -

University of Missouri Libraries / Library Guides / University Libraries / Management 4720: Experiential Entrepreneurship / Home

Management 4720: Experiential Entrepreneurship: Home Search this Guide Search

Home Demographics Business Plans Traffic Patterns Industry Analysis Ratios Articles & Online Resources

Citing Your Sources

SBTDC

The Missouri Small Business & Technology Development Center can help you find information for your business plan. We have two centers in Columbia: W1026 LaFerna Hall (College of Engineering) and Regional Economic Development, Inc. (REOI), 500 East Walnut, Suite 103 (giant parking garage). There are additional centers around the state.


<http://www.missouribusiness.net/libsdccenters.asp>

What You'll Find

Use this guide to find information related to starting a new business and creating your business plan.

Most of the resources listed are available only to MU students, staff, and faculty. When you leave MU and find yourself needing information, look beyond Google. Check with your company and ask if there's a librarian or research office which can help you track down information. Contact your local public library and ask for the business librarian who can tell you what the library can provide. If there's a college or university nearby, call and ask what they have and what guests may access.

Librarian



Gwen Gray

Email Me

Chat is offline

Contact:
172 Ellis Library
University of Missouri
Columbia, MO
65201

573-882-9162

Subjects:
Business, Business & Economics:
Finance, Business & Economics:
Management, Economics, Public Affairs

The screenshot shows a web page for the Texas A&M University Libraries. At the top, there is a dark red header with the TAMU logo and the text "Texas A&M University Libraries" on the left, and "AskUs" on the right. Below this is a dark red banner with the text "Research Guides". Underneath the banner, there is a breadcrumb trail: "University Libraries > Research Guides > Entrepreneurship > Handouts & Presentations". The main heading is "Entrepreneurship". To the left of the main content is a vertical navigation menu with yellow buttons for: Home, Business Plans, Company & Industry Research, Valuation & Funding, Patents, Trademarks & Copyright, TAM/SAM Resources, Consumers & Demographics, Texas & BCS Resources, and Handouts & Presentations (which is highlighted in orange). To the right of the menu, the text "In-Class Activity Worksheets" and "Handouts & Presentations" is displayed. Below the menu, there are two circular icons with arrows: "Author Profile" and "AskUs". At the bottom of the page, there is a dark red footer with the following text: "Last Updated: May 31, 2017 1:33 PM | URL: <http://tamu.libguides.com/entrepreneurship> | [Print Page](#) | [Login to LibApps](#) | Subjects: Business, Management". The footer also contains a row of links: "howdy.tamu.edu", "Off-campus Access", "Texas A&M University", "Site Policies", "Comments", "LibGuides 2 Login", "LibGuides 1 (Login, Staff only)", and "LibGuides 1 (Public Access)".