



**NO MORE SECRETS:
*FREE BUSINESS RESEARCH
RESOURCES**

TERENCE O'NEILL
ENTREPRENEURSHIP LIBRARIAN
GAST BUSINESS LIBRARY, MICHIGAN STATE
UNIVERSITY

GAST BUSINESS LIBRARY

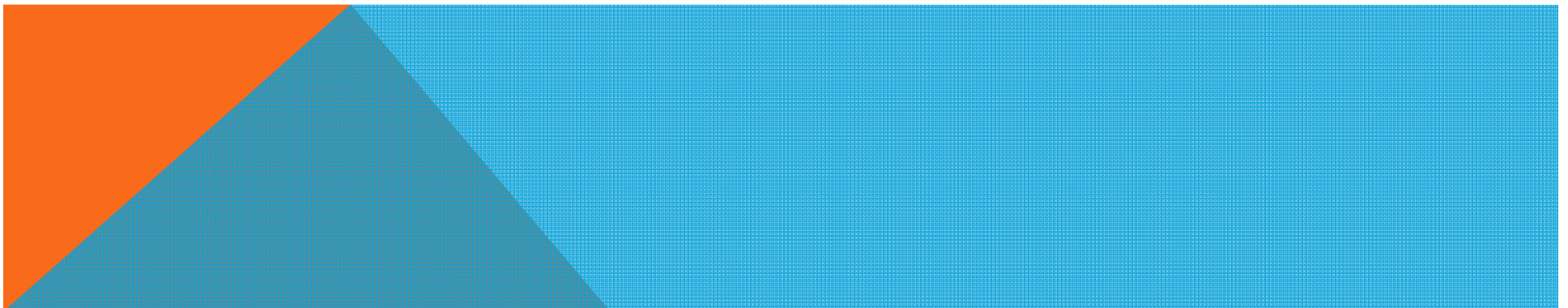
Four librarians available for direct research consultations

Selected Resource Machines & community borrower passes

Books, journals, magazines, books on CD

Library guides

Databases



OBJECTIVES

Research

your market...

...or competition

...or industry

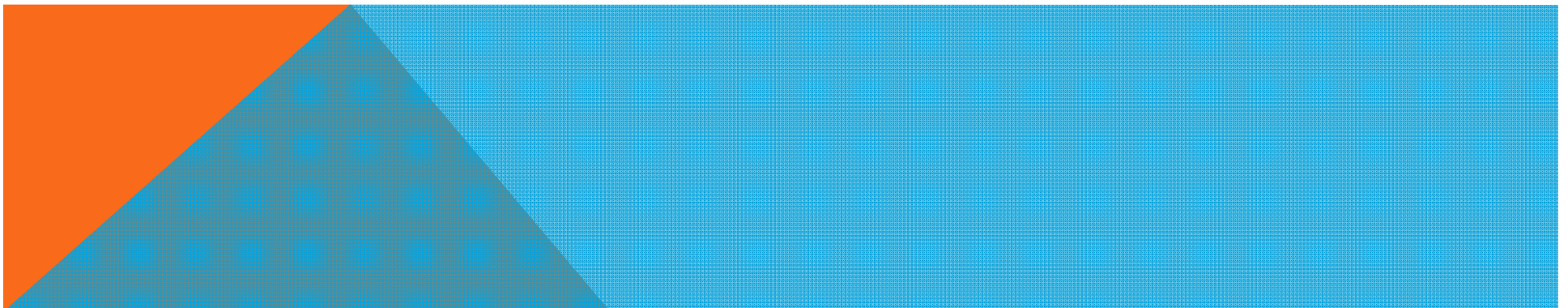
With resources from

...the public library

...the state

...organizations

...and the internet

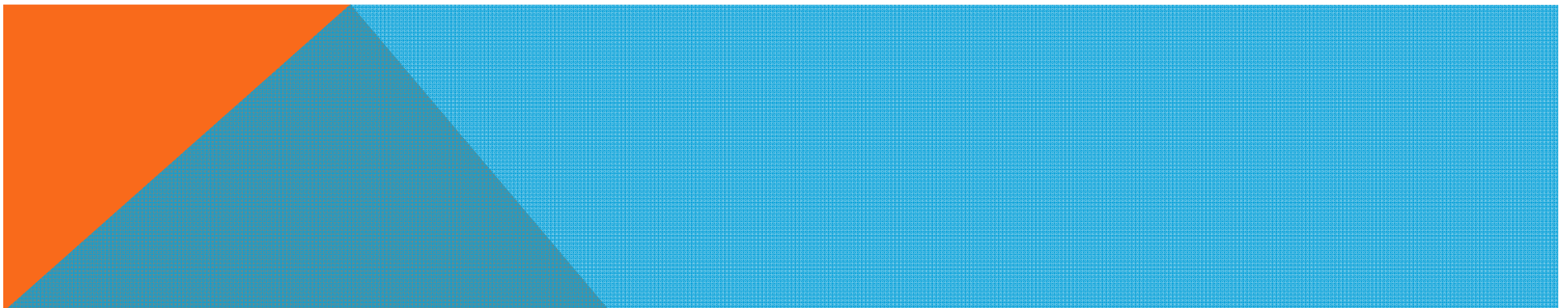


WHAT FOR?

Product Market Fit

Funding & Investors

Personal
investment



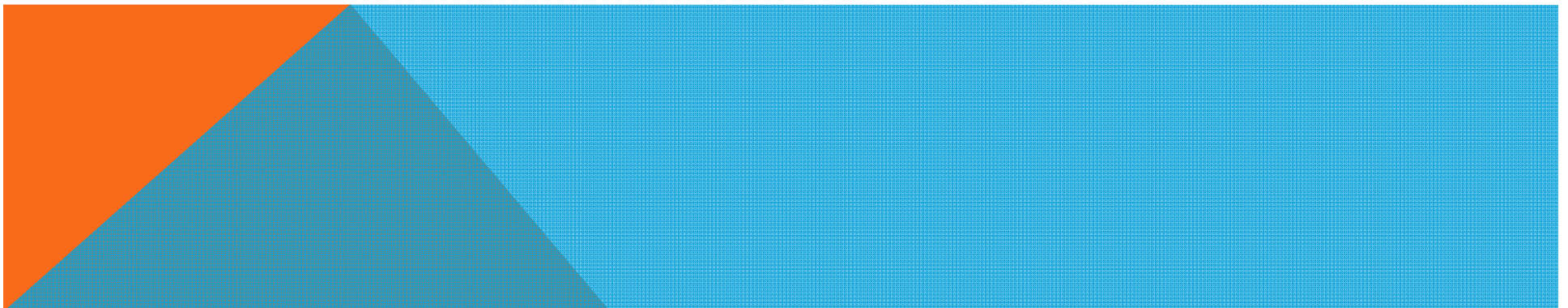
GOOD NEWS

United States
government

Organizations want to
share information

Internet

Libraries

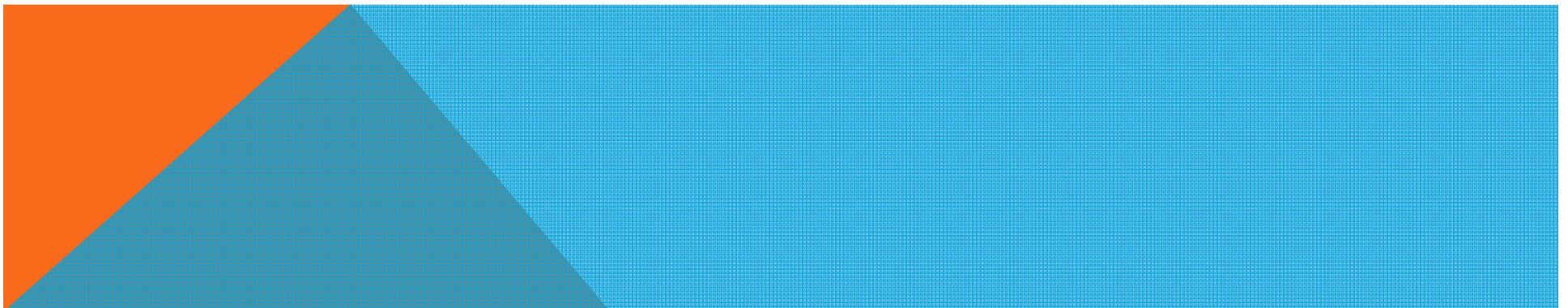


BAD NEWS

Private company
limitations

Reports are limited in
their scope

Libraries have
restrictions



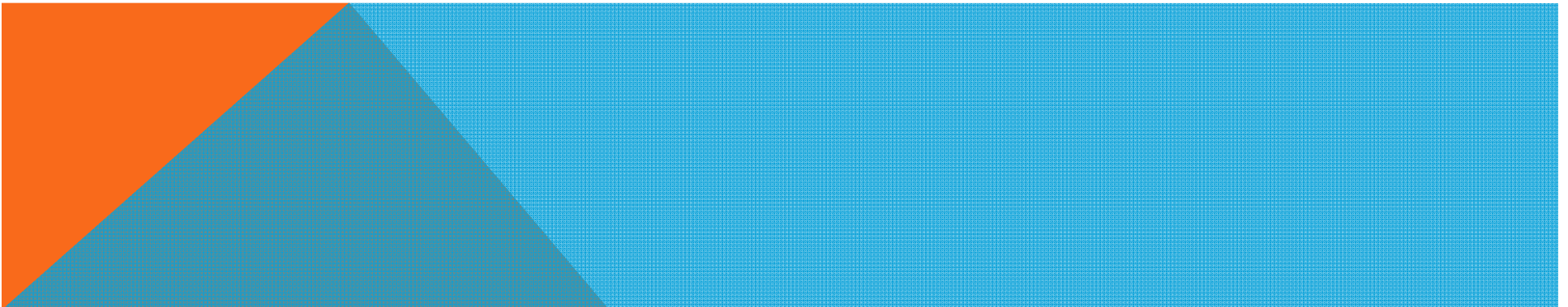
KEY QUESTIONS WHEN CONDUCTING RESEARCH

What do you need the info for?

How much time do you have?

What work has been done already?

Who cares about this information?





TAM = how big is the universe

SAM = how many can I reach with my sales channel

Target Market (*for a startup*) = who will be the most likely buyers

TAM, SAM and Target Market (Figure 4.1)

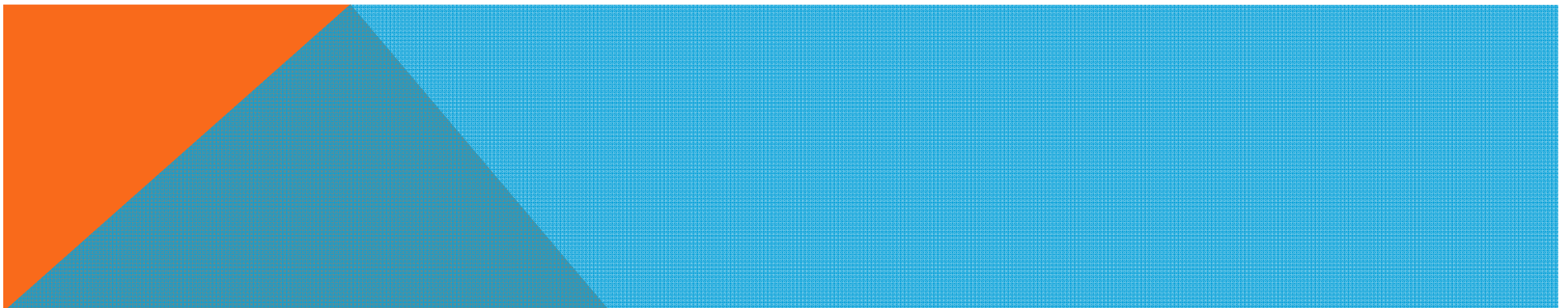
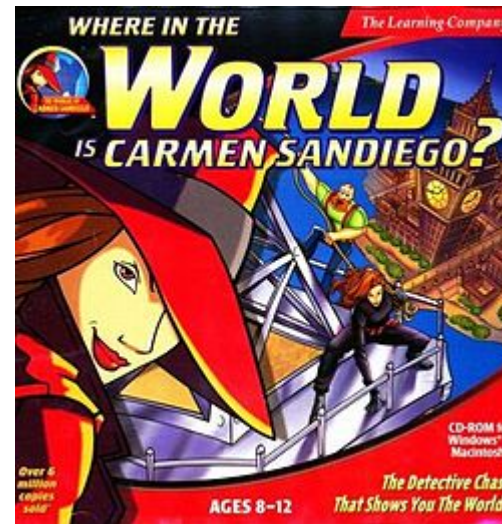
TYPES OF RESOURCES

Industry Analysis

Demographic Data

Competitor
Information

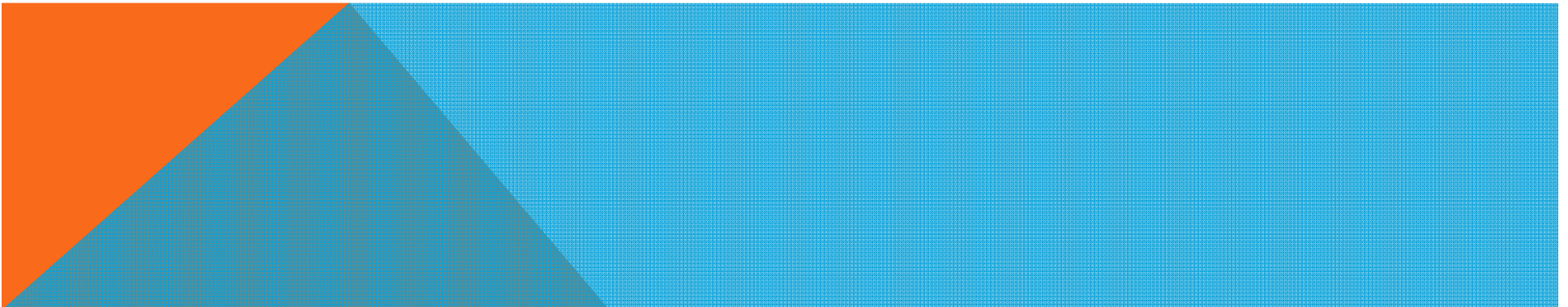
Identifying Contacts



INDUSTRY ANALYSIS REPORTS





Industry Analysis reports

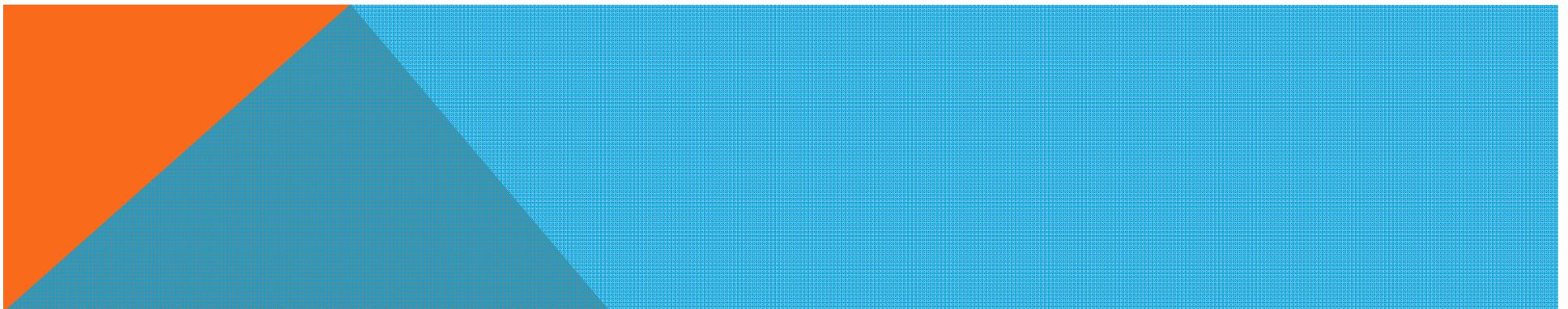
- <http://mel.org/index.php?P=MeLGateways&ParentId=832>
 - Business Insights Global (generalized)
 - Business Decision



TOP DOWN: INDUSTRY ANALYSIS REPORTS

Industry Analysis reports: Free resources

- Consultancies
 - Big 4 Accounting 
- Trade Groups & Unions
 - Institute for Supply Management 
- Polling groups
 - Pew Center 
- Government Agencies
 - CDC 
 - Search google by writing “Site:.gov” after search



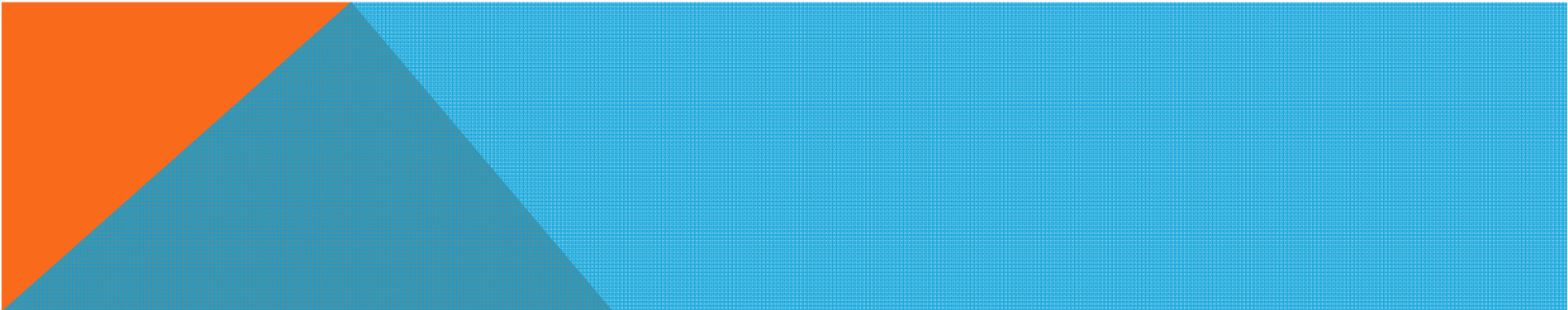


KPMG
cutting through complexity

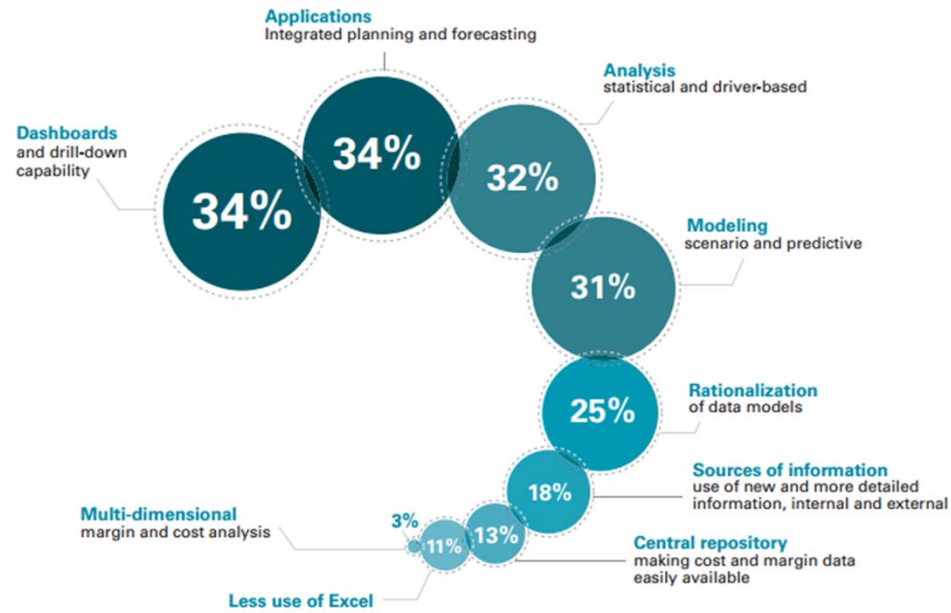
Global Manufacturing Outlook

Performance in the
crosshairs

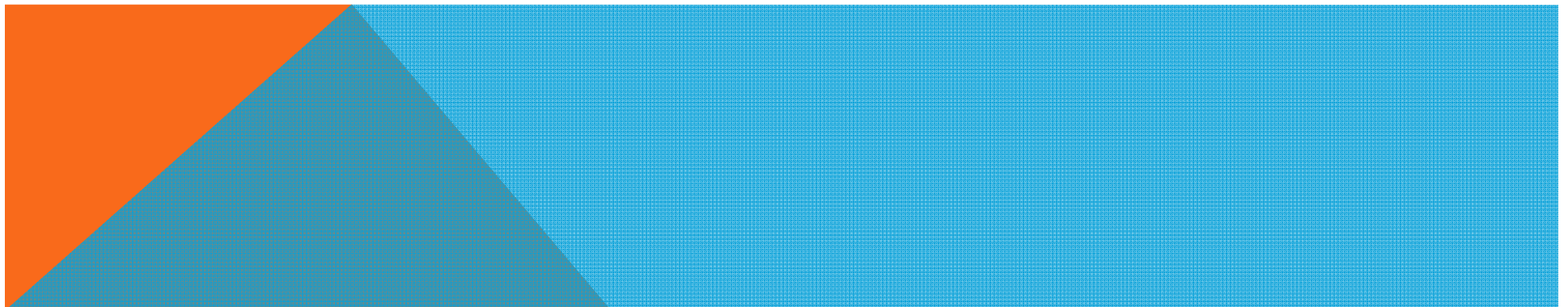
kpmg.com/gmo



Which of the following profit and cost analytic practices are your organization's top priorities in the next 12 to 24 months?



Note: Percentages may not add up to 100 percent due to rounding.
Source: Forbes survey, January 2014.



The Diagnosis Difference

BY SUSANNAH FOX AND MAEVE DUGGAN

Forty-five percent of U.S. adults report that they live with one or more chronic conditions, such as high blood pressure, lung conditions, diabetes, heart disease, or cancer. They are more likely than other adults to be older, to have faced a medical emergency in the past year, and, as other studies have shown, to contribute to the explosion of health care costs in the U.S.¹

In this study, the Pew Research Center explores how adults with chronic conditions gather, share, and create health information, both online and offline.

We provide evidence that many people with serious health concerns take their health decisions seriously—and are seriously social about gathering and sharing information, both online and offline.

72% of U.S. adults living with chronic conditions use the internet

Of teen social media users on any social network...



58% share inside jokes or coded messages on social media

You skipped this

Teens with larger friend networks are more likely to share inside jokes or coded messages on social media than teens with smaller networks.

Answered 5 seconds ago | [Tweet this](#)



26% post fake information to protect their privacy

You skipped this

African-American teens are more likely than white teens to say they post fake information to their profiles to protect their privacy (39% vs. 21%).

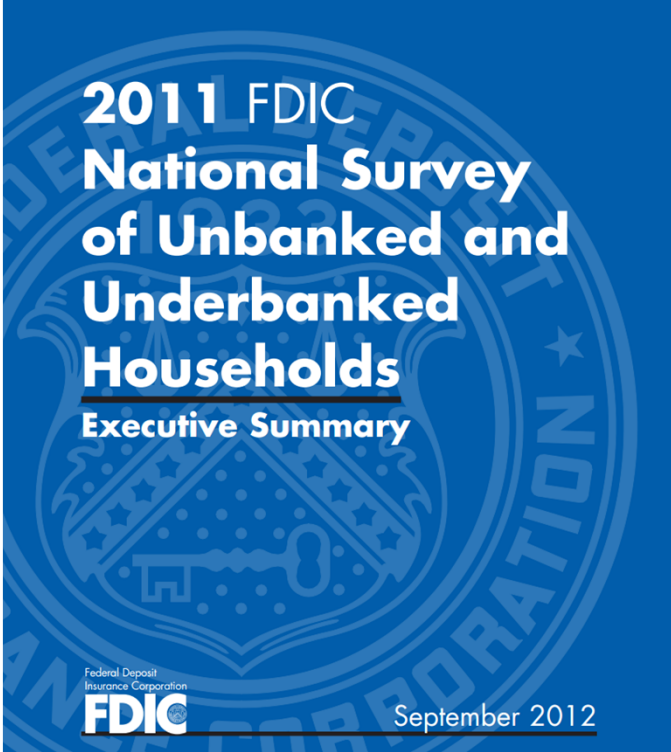
Answered 6 seconds ago | [Tweet this](#)



16% automatically include location in their posts

You skipped this

Teens with larger Facebook networks are more likely to automatically include their location in posts than teens with smaller Facebook networks.

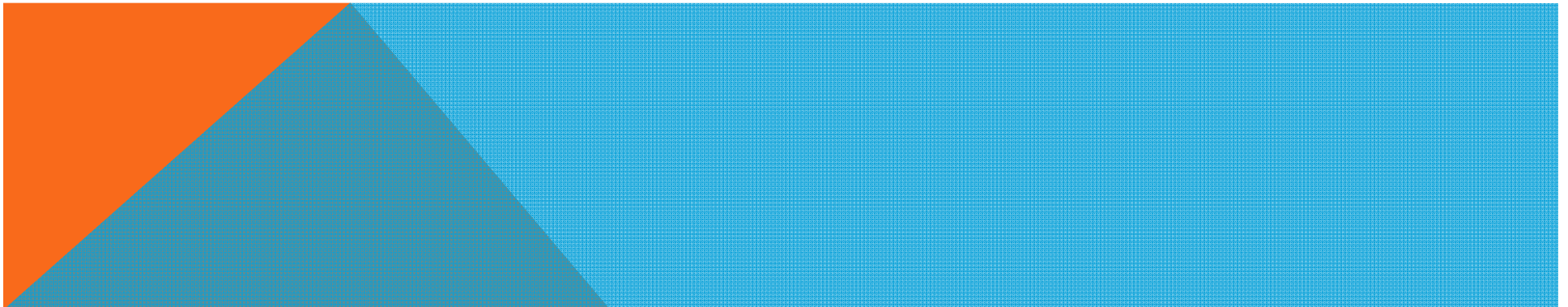
The background of the cover features a large, faint, circular seal of the Federal Deposit Insurance Corporation. The seal contains a central shield with a key, surrounded by the words "FEDERAL DEPOSIT INSURANCE CORPORATION" and a star.

2011 FDIC National Survey of Unbanked and Underbanked Households

Executive Summary

Federal Deposit
Insurance Corporation
FDIC

September 2012



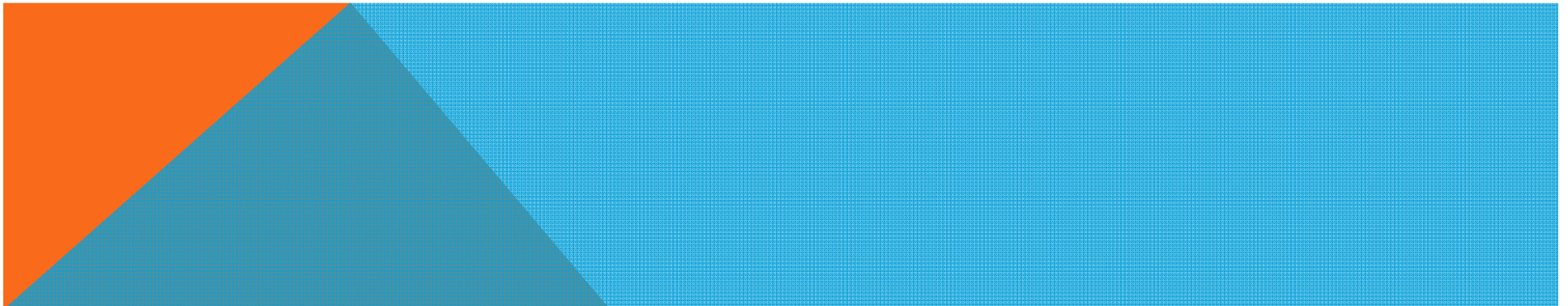
I. Executive Summary

The FDIC is committed to ensuring that all Americans have access to safe, secure, and affordable banking services. Public confidence in the banking system derives in part from how effectively banks serve the needs of the nation's diverse population. To assess the inclusiveness of the banking system, and in response to a statutory mandate, the FDIC conducts biennial surveys of households to estimate the proportion of households that do not fully participate in the banking system.¹ This report presents the results of the 2011 FDIC National Survey of Unbanked and Underbanked Households.

The FDIC partnered with the US Census Bureau to conduct this survey in June 2011, collecting responses from nearly 45,000 households. The FDIC used survey responses to categorize households' banking status as unbanked, underbanked, or fully banked. Unbanked households are those that lack any kind of deposit account at an insured depository institution. Underbanked households hold a bank account, but also rely on alternative financial services (AFS) providers.² Fully banked households are those that have a bank account of any kind and

providers, while others use cash or other financial arrangements.

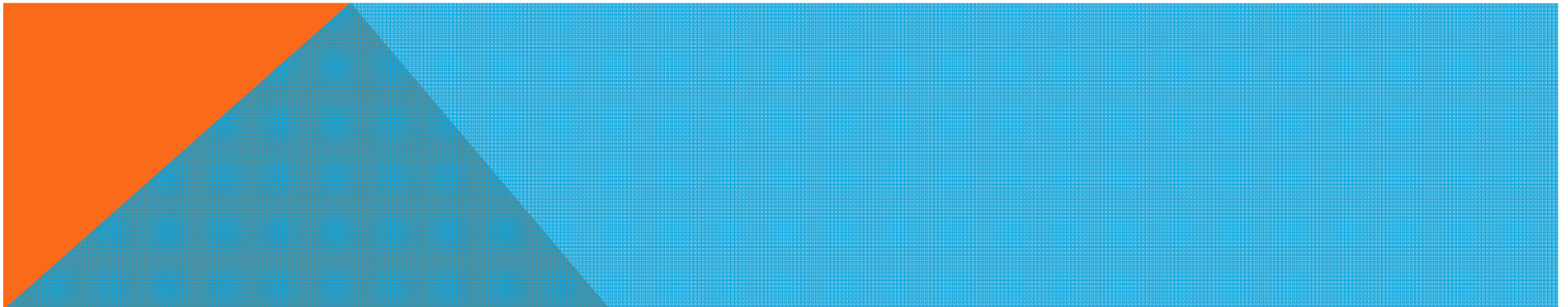
- 8.2 percent of US households are unbanked. This represents 1 in 12 households in the nation, or nearly 10 million in total. Approximately 17 million adults live in unbanked households.⁴
- The proportion of unbanked households increased slightly since the first survey. The estimated 0.6 percentage point increase represents an additional 821,000 unbanked households.⁵
- 20.1 percent of US households are underbanked. This represents one in five households, or 24 million households with 51 million adults.⁶ The 2011 underbanked rate in 2011 is higher than the 2009 rate of 18.2 percent, although the proportions are not directly comparable because of differences in the two surveys.⁷
- 29.3 percent of households do not have a savings account, while about 10 percent do not have a checking account. About two-thirds of households have both checking and savings accounts.



INDUSTRY ANALYSIS REPORTS

“First-time entrepreneurs are seduced by market size data from research firms. They should keep in mind that market research firms are excellent at predicting the past. (If they were geniuses at predicting the future, they’d be running hedge funds.)”

-Steve Blank, *Market Size Hypothesis*

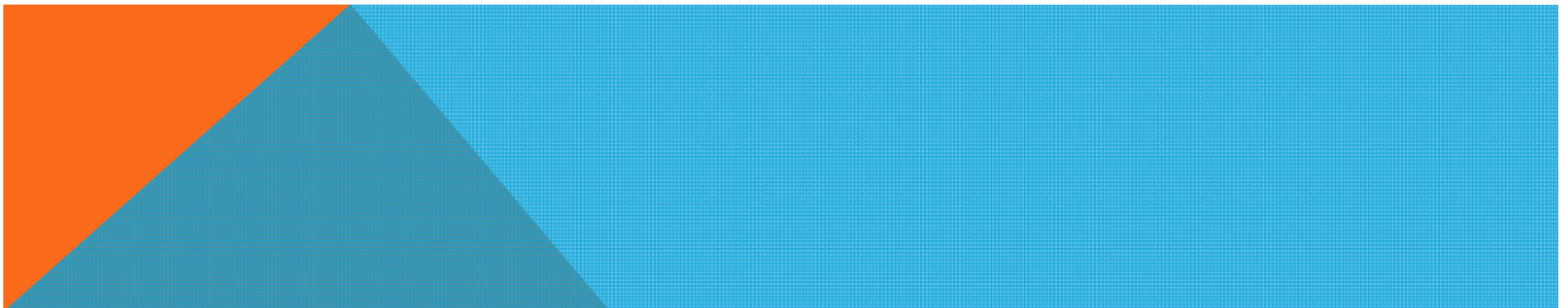
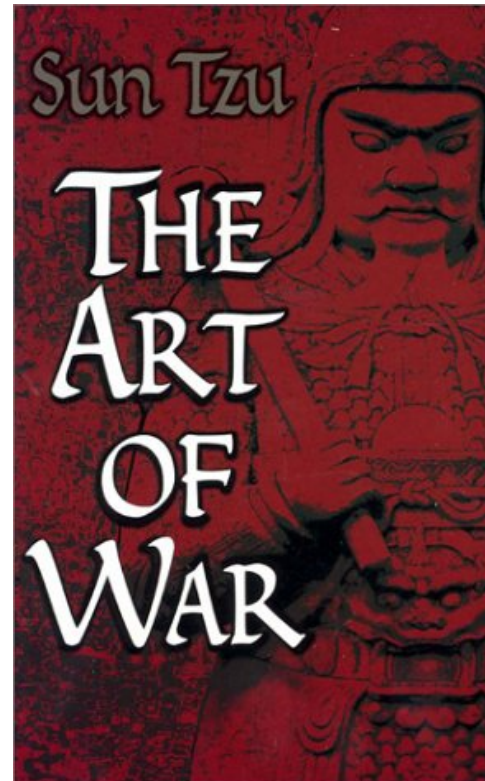


INFORMATION FROM COMPETITORS

Company SEC reports

- EDGAR 
- Words Analytics 

Press Releases

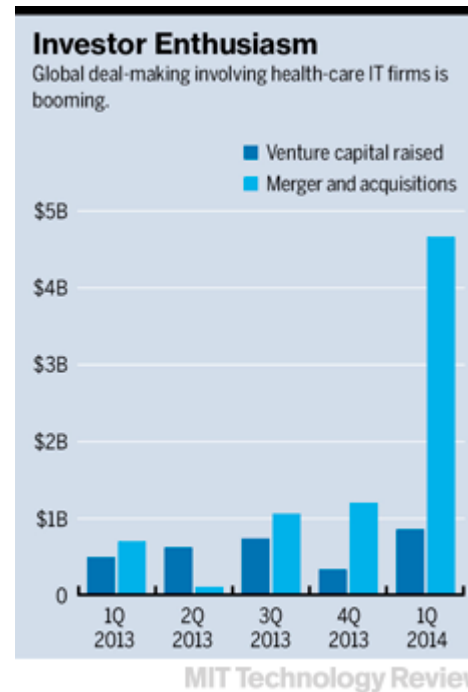


POPULAR PRESS

MIT Technology
Review

ArsTechnica

Local News--MLive



DEMOGRAPHICS

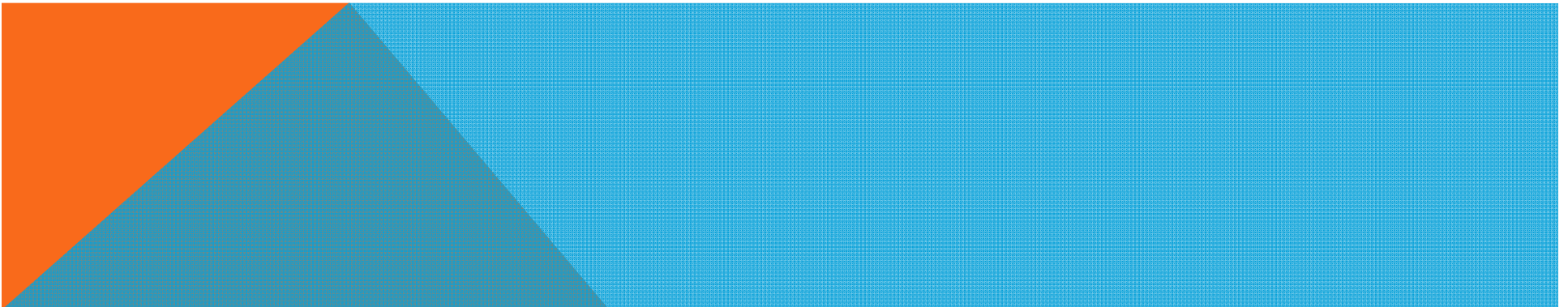
Government Statistical Sources

- American Fact Finder
- <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

Market Analysis

Mapping software

- Demographics Now



GOVERNMENT RAW DATA SOURCES

Data.gov

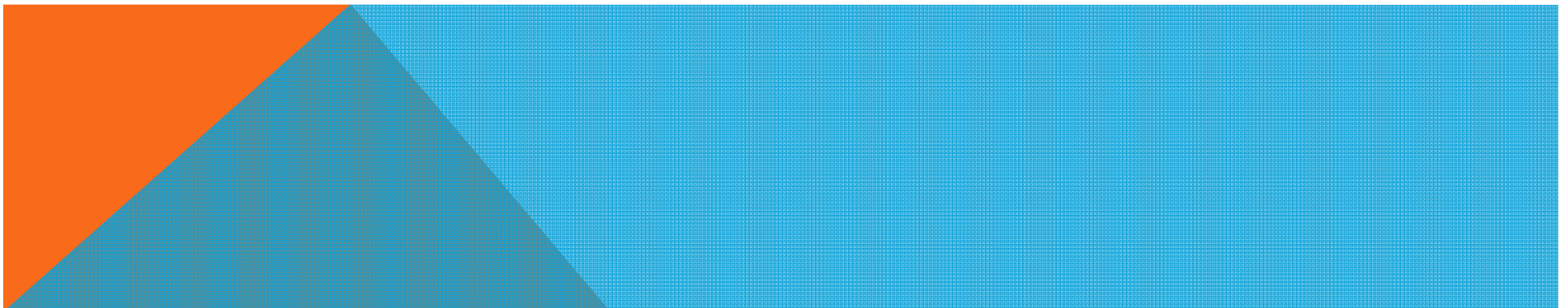
Health.gov

Census.gov

Business.gov



American Fact Finder

NAICS & SIC codes



FINDING THOSE CONTACTS

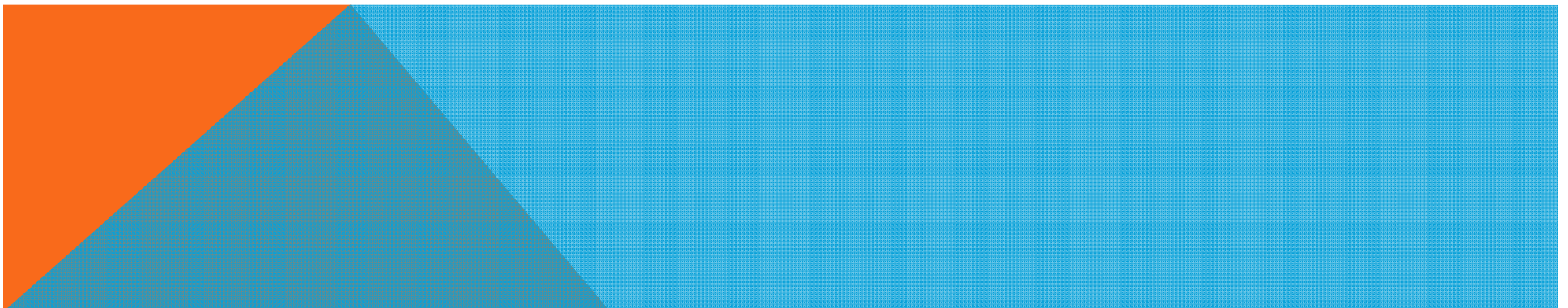
Sales lists

- Demographics Now 
- Reference USA 

Professional Organizations Lists

Other Methods

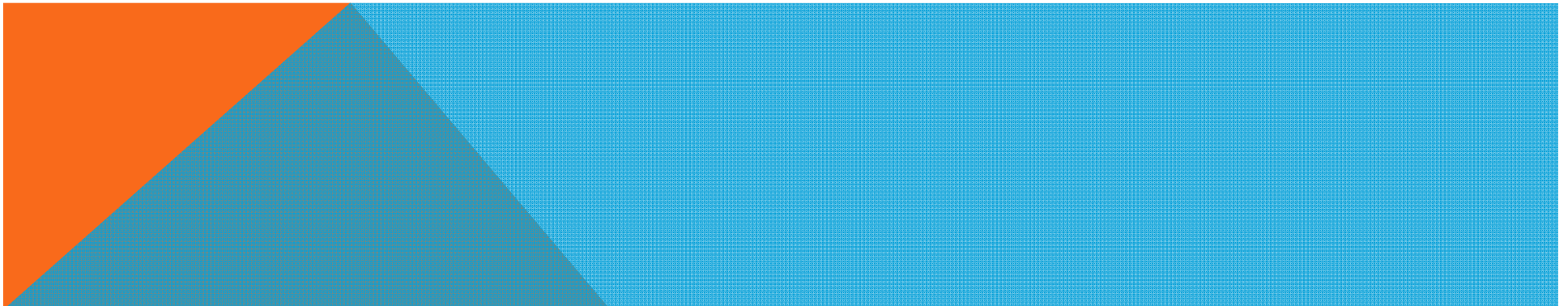
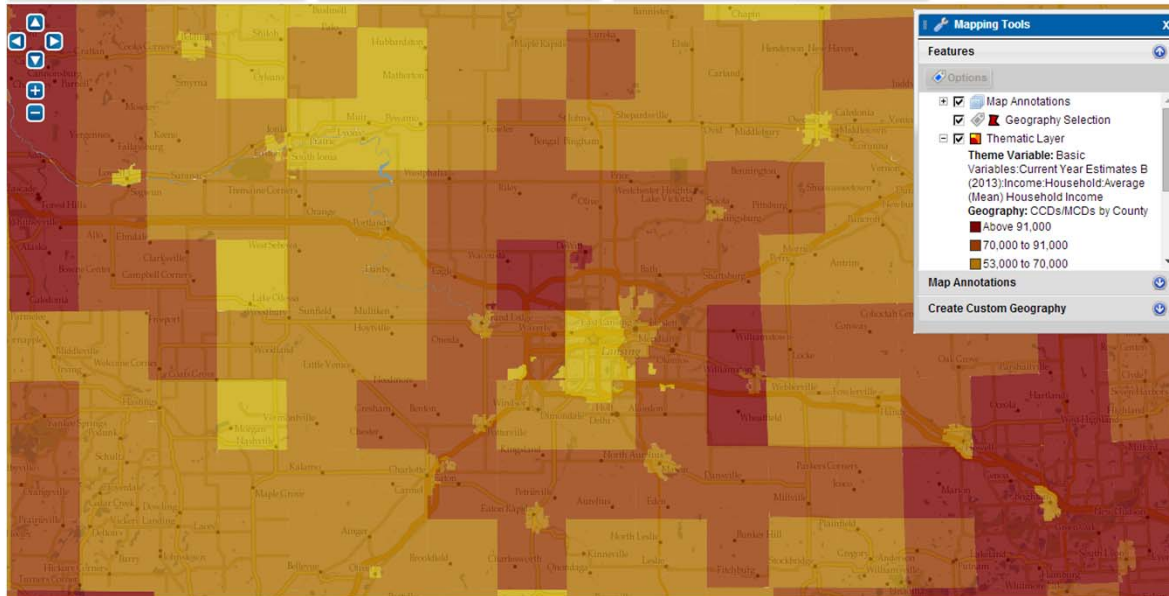
- Linked In
- Local groups
- Twitter / Facebook

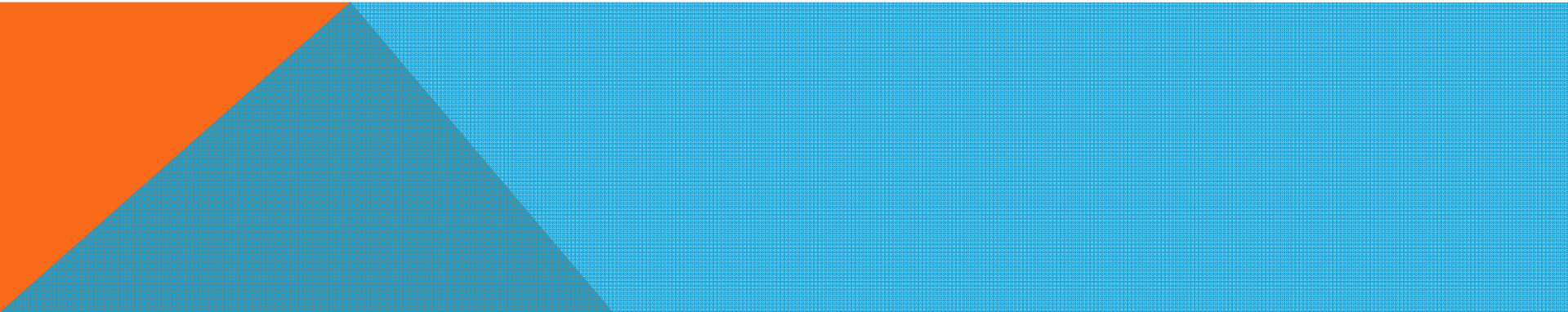
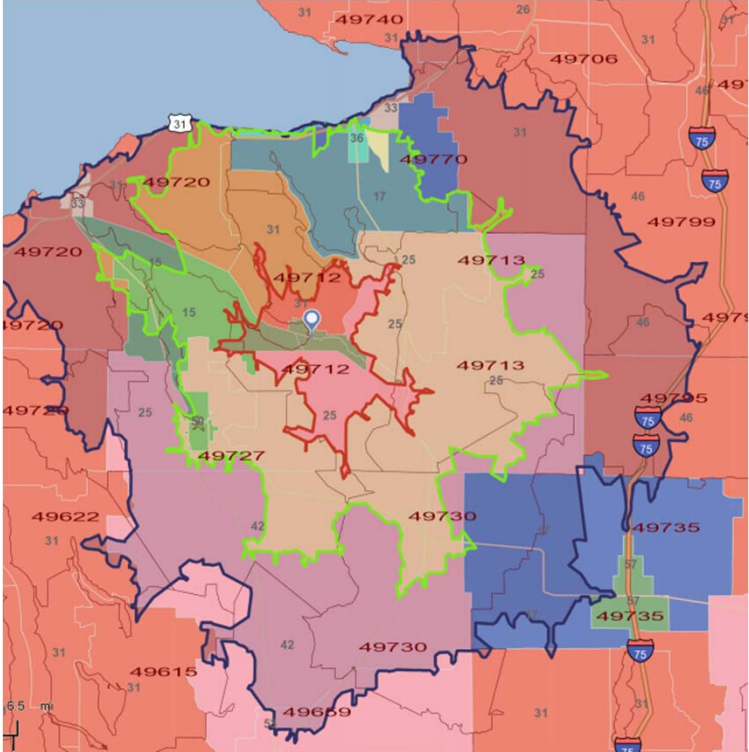


Enter Geography (City, State, Zip, Address, Etc.)
Entire US [Geography Menu](#)

Mapping Options
[Mapping Tools](#) [Export Map](#) [E-mail Map](#)
[Save Geography](#) [Upload Geography](#)

Thematic Controls
Variable: ...ousehold:Average (Mean) Household Income
Geography (based on zoom): CCDs/MCDs by County
Colors: Red/Yellow Scale

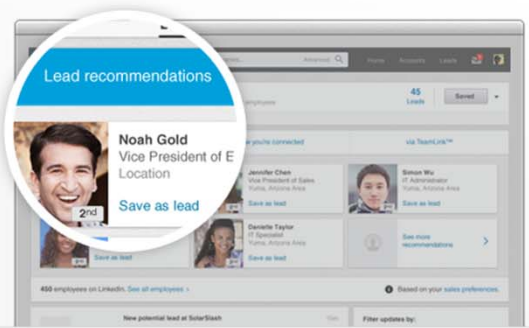
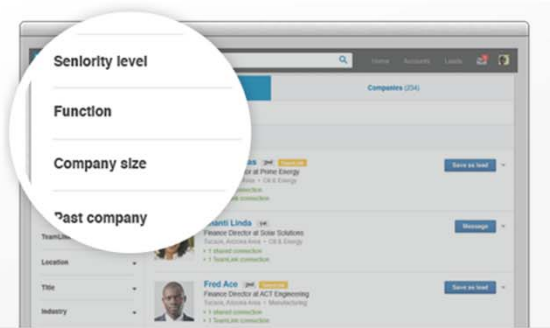




Lead Builder

Create lead lists with custom searches to source and close deals.

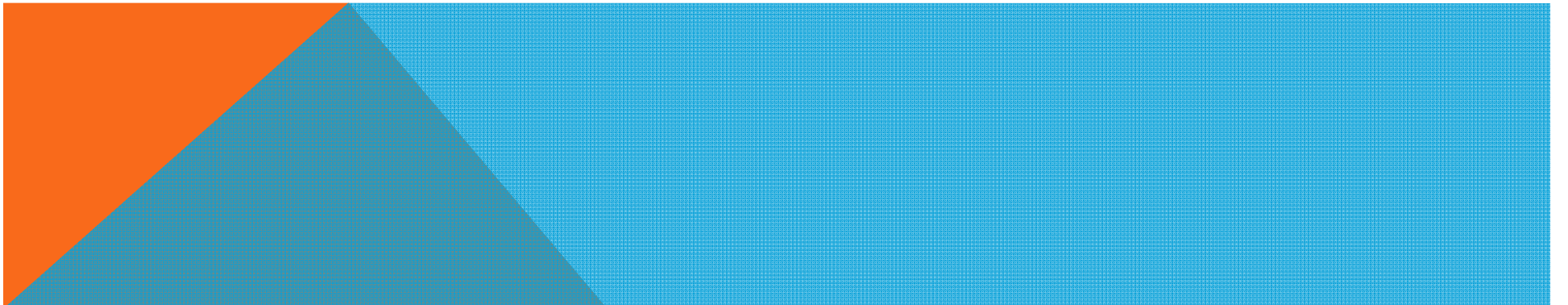
[Upgrade free](#)



Lead Recommendations

Quickly discover decision makers and potential prospects with personalized recommendations just for you.

[Upgrade free](#)



Available Databases

U.S. Businesses Database

Quick Search Custom Search

Expand All Select All

- Company Name
- Executives
- Business Type
- Geography
- Phone
- Business Size
- Ownership
- Financial Data
- Special Selects

To start your search...

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

Record Type

Search Tips Collapse

- 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)

VIEW RESULTS

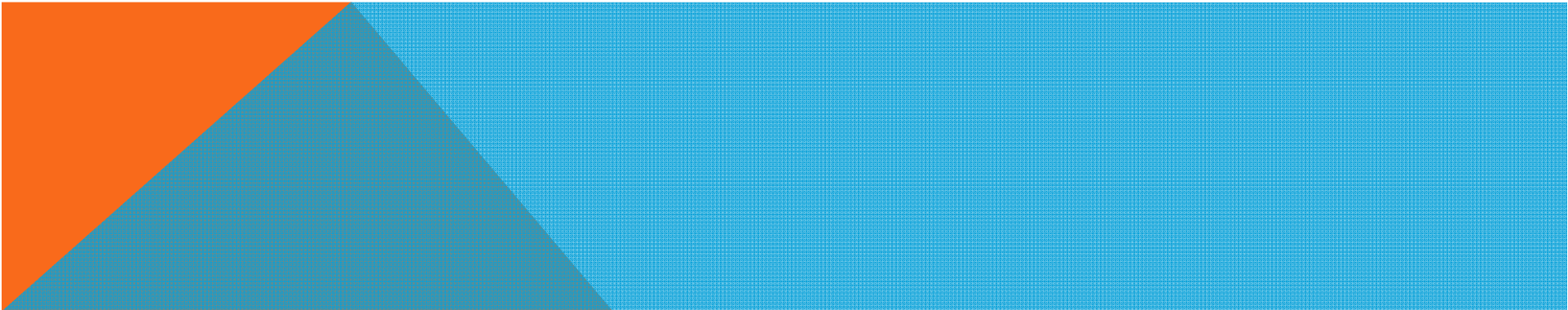
UPDATE COUNT

RECORD COUNT
15,878,860

EMAIL COUNT
1,809,770
[more info](#)

CLEAR SEARCH

[Back To Top](#)



Business Demographics

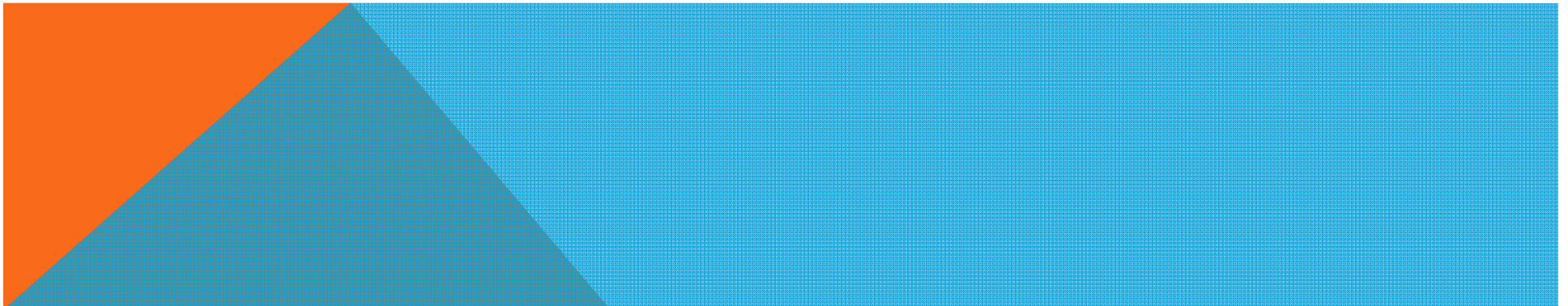
Collapse

Location Employees	1	Location Sales Volume	\$124,000
Corporate Employees	<i>Not Available</i>	<u>Corporate Sales Volume</u>	<i>Not Available</i>
<u>Type of Business</u>	Private	Location Type	Single Loc
Affiliated Records	<i>Not Available</i>	Affiliated Locations	<i>Not Available</i>
Parent Company	<i>Not Available</i>	Foreign Parent	<i>Not Available</i>
EIN	<i>Not Available</i>	Fortune 1000 Ranking	<i>Not Available</i>
Credit Cards Accepted	MV	<u>Last Updated On</u>	July, 2014
Years in Database	22	Year Established	<i>Not Available</i>
Square Footage	2,500 - 9,999	Number of PCs	0 - 1 Pcs
IUSA Number	49-124-5205	Home Business	No
<u>Credit Rating Score</u>	C+	Full Credit Report	Buy from Experian



Hours of Operation

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Closed	11:00 AM - 5:00 PM	11:00 AM - 5:00 PM	11:00 AM - 5:00 PM	11:00 AM - 5:00 PM	Closed	Closed



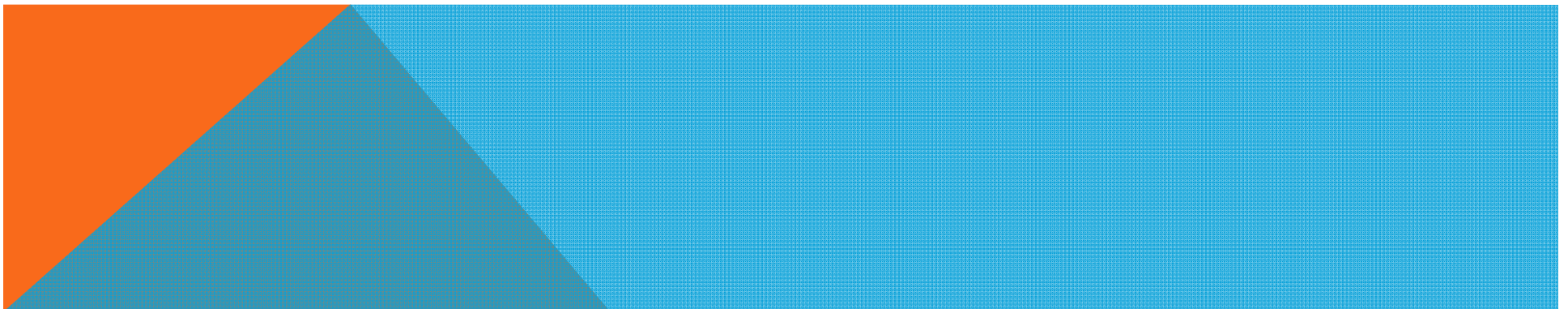
APIS AND DATA

Bloomberg Open economic data project

National Library of Medicine

World Bank Indicators/ Finance/ Projects

UN ComTrade



EXAMPLE OF A RESOURCE STACK

Industry Reports

- IBIS World
- Business Insights Global

Consultants:

- “Restaurant Briefing: Industry Intelligence”

Demographics:

- Reference USA

Relevant groups

- National Beer Wholesaler’s Association
- American Brewers Association: “Draught beer quality manual”

Press

- MLive: “Mold and bacteria in local beers from draft beer lines”
- Modern Brewery Age

