Library Resources for Entrepreneurship

Center for Engineering Innovation & Design

October 4, 2018

Miriam Olivares, Andy Shimp, and Erin Wachowicz
How the library can help

Intellectual Property
Market & Industry Research
Company & Competitor Information
Customer & Demographic Information
Web-Mapping & Data Analysis
Trade Journals & Industry News
Venture Capital & Public Equity Information
Subject Specialist Librarians
And yes – even books.
Agenda

Presentation

Questions

We will be available for individual questions
Recommended Reading and Top Titles

- The Lean Startup by Eric Ries
- The Hard Thing About Hard Things by Ben Horowitz
- Innovating for Trust
- Funded: The Entrepreneur's Guide to Raising Your First Round by Katherine Hague
Online Access to Popular Journals
Intellectual Property
What is Intellectual Property?

Creation of the mind
There are four kinds of intellectual property:
  Copyrights
  Trademarks
  Trade Secrets
  Patents
What is copyright?

A form of protection provided to the creators of “original works of authorship.”
Includes artistic and literary works.
Term: author’s life plus 70 years.
Copyright protects the expression of an idea; not the idea itself.
What is a trademark?

A brand name, word or symbol used to identify the source of the goods and services of one owner.

Distinguishes the goods/services from those of a competitor.

Term is 10 years; continues indefinitely.
What is a trade secret?

Provides a competitive advantage over competitors.
Not registered with any government authority.
Can last forever if owner keeps it secret.
  Courts can protect trade secrets against unauthorized disclosure by awarding damages.
If a trade secret holder fails to main secrecy or if the information is independently discovered, protection is lost.
What is a patent?

Right of title to an invention for 20 years
Requires **full** disclosure (*note difference with a trade secret*)
Three patent types: Utility, Design, and Plant
Patent rights only apply to the country where the patent is issued
Why search the patent literature?

- Discover prior art
- Only source for much technical information
- Avoid duplication of research
- Find information on a company’s research efforts
- Identify experts in a field
- Identify new research fronts
Challenges of patent literature

Patents do not include product names
Final product names and manufacturing processes are determined later

Patent language is legal, technical, descriptive
Example: *The invention herein provides a sealing closure for containers in the form of a hollow finger-engageable stopper having elasticity and flexibility with a slow rate of recovery to provide a non-snapping and noiseless type of cover which is applicable to the lip of the container by hand conformation and removable therefrom by a peeling-off type of procedure. (US 2,487,400)*

Patents are not really scientific literature
Patents are granted for novelty and are not required to demonstrate proof of success
How would you describe this invention?
Koosh Ball Patents

“Generally spherical object with floppy filaments to promote sure capture” (Utility Patent: 4,756,529)

“Throwing Toy” (Design Patent: D317,489)
METHOD AND APPARATUS FOR MEASUREMENT AND ANALYSIS OF A GOLF SWING

ABSTRACT
A method for analyzing at least one golf swing using a plurality of accelerometers located at distal ends of a golf club, a signal processing system utilizing a double pendulum model of the swing, said model for describing swing parameters including an upper portion, a pivot point and a lower method comprising the steps of entering initializations and golf club parameters, performing a least squares estimation from the accelerometers, determining a mode signal from the acceleration data, computing a pivot point location relative to each accelerometer, calculating a common mode signal, the pivot point location relative to each accelerometer, calculating a common mode signal, and determining at least one parameter as a function of time using the common signal. In a specific embodiment, the step of computing the pivot point location relative to each accelerometer comprises the step of minimizing the variation of an accelerometer signal comprising a mode signal and the common mode signal, may also comprise the step of displaying the swing parameter.
Cooperative Patent Classification
Industry & Market Research

- Market Size
- Performance
- Trends, forecasts, & projections
- Competitors
Do we have this report I found on Google?
The sixth cohort of the Yale School of Engineering & Applied Science’s Summer Design Fellowship is underway and student teams are innovating away at the Center for Engineering Innovation and Design (CEID).

The nine students comprise four teams of two to three members, each working on a specific project. With access to resources that allow them to develop hardware and software solutions for a specific problem, the Summer Fellows choose a project that solves a specific problem and work to complete it by the end of the 8-week session.

Designed to assist “makers” at Yale, the fellowship is the only one of its kind at Yale, and has proven fruitful in its six years. Past CEID fellows have published papers, started companies, and developed medical devices, sound cancellation systems and many other innovations. Here’s this year’s set of projects-in-progress:

Soil Drying - The team composed of Natalie Irwin and Seila De Leon aim to make a device that can dry a 5-gram soil sample in the field within one to two minutes. They’re making it for Yale’s Ucross High Plains Stewardship Initiative as a way to simplify the reading of carbon levels in soil on agriculturally productive land.

DropLets - Team members Michelle Tong, Sinem Sinmaz, and Ting Gao have set out to develop a way to minimize and prevent global water waste, starting with the faucets in our own homes. Household sinks are a major source of wasted water, with many homes leaking more than 90 gallons per day. The team plans to create a device to automate existing faucets to prevent leaks.

LitKit - The team of Alex Epstein and Dylan Young are exploring the potential of converting optical microscopes into fluorescent microscopes. Currently, microscopes used in many high schools cannot be used for modern research techniques. Using basic light microscopy, users often see only dead cells. State-of-the-art fluorescent microscopy, however, allows users to see molecular machines moving in live cells.

AIB - The team of Lance Chantiles and Isaac Shelanski are working on a device that would serve as a navigation tool for museum visitors. The project grew out of Making Spaces, a course held at the CEID in 2017. In that course, students worked in partnership with the Smithsonian on possible uses for a temporary space at the Arts and Industries Building (AIB) on the National Mall.
Annual water consumption per capita worldwide in 2016, by select country (in cubic meters)*

- New Zealand: 768.4
- United States: 1,362.5
- Estonia: 1,330.1
- Canada: 1,016.9
- Greece: 835.3
- Spain: 835.3
- Australia: 686.0
- Mexico: 678.6
- Turkey: 674.7
- Japan: 674.7
- Netherlands: 554.4
- Hungary: 554.4
- Korea: 468.2
- China: 442.0
ABSTRACT

Water stress is a major cause of concern across the globe. Optimal water resource management, reducing leaks, and achieving lower non-revenue water (NRW) are the key challenges faced by utilities or entities managing water allocation. One of the key initiatives to promote water conservation across the globe is the installation of smart water meters. Smart water meters conserve water by monitoring usage and detecting leaks. Additionally, its billing transparency and efficiency helps to effectively address NRW.

Executive Summary

Market Drivers and Restraints
Cost savings through improved billing efficiency and enhanced water conservation and resource optimization are the major drivers of the global smart water meter market. Slow project implementation and low availability of funds are the biggest restraints but they can be overcome through low-cost modules and innovative business models.

Forecast and Trends
A gradual shift in policies, especially in water-stressed countries, along with investments in and development of smart cities are propelling the growth of the smart water meter market. The market shipped 13.8 million units in 2017 and this is forecast to grow to 82.6 million units by 2026. The $11.2 billion market revenue is forecast to touch $51.12 billion by 2026. China is set to install over 150 million units over the next 5-10 years.

Market Share and Competitive Analysis
Xylem Sensus is the global market leader. Kamstrup is rapidly gaining market share through its aggressive push in relatively new markets with significant growth potential. Itron, Honeywell Elster, and Arad group are sustaining their growth in the Europe, Middle East, and Africa (EMEA) and Asia-Pacific (APAC) regions. Cost effective and innovative products as well as collaboration with regional players and Internet of Things (IoT) solution providers/system integrators are key growth enablers.

Technology
The communication module of the smart meter has undergone rapid technological transformations. There is a steady rise in the demand for IoT-enabled advanced metering infrastructure (AMI) smart water meters due to its multiple capabilities of real-time visualization, leak detection, and machine-to-machine (M2M) communications. Low power wide area network (LPWAN) and narrow band (NB) IoT are being explored and adopted for their efficiency and enhanced battery life. Huawei has pioneered the implementation of NB-IoT communication module for smart water metering. Vodafone is leading the implementation of NB-IoT communication network for smart metering across Europe.
IBIS World Industry Research Reports

IBISWorld Industry Report OD5328
Faucet Manufacturing in the US
April 2018 | Robert Miles

Running water: Rising overall construction activity will sustain industry revenue growth

Market Share Concentration

Concentration in this in this industry is medium

Key Success Factors

IBISWorld identifies 260 Key Success Factors for a business. The most important for this industry are:

- Ability to expand and control operations rapidly in line with market demand. This industry is subject to fluctuations in downstream investment into the building sector (particularly residential building). All operators’ ability to secure contracts in several downstream industries can influence the overall performance of the industry.
- Having a good reputation: To maintain and attract new customer orders, faucet manufacturers must build and sell quality products using the best materials, manufacturing, safety features, parts, delivery and service.
- Ability to develop new products and adhere to specific market requirements: Customer markets rely on specific product requirements in terms of material options and applications. Operators must provide consistent quality to meet these requirements. The operator’s quality control also relates to this factor.
- Ability to alter products and services produced in favor of market conditions: Industry operators must be constantly aware of market thresholds for low-cost substitute products and change their product line as necessary to remain competitive.
The global wearable computing market reached nearly $19.7 billion in 2017 and should reach $82.3 billion by 2023, at a compound annual growth rate (CAGR) of 28.3% for the period of 2018-2023.

- Fitness & wellness market reached $8.3 billion in 2017 and should reach $36.9 billion by 2023 at a CAGR of 35.8% through 2023.
- Healthcare & medical reached nearly $5.2 billion in 2017 and should reach $16.8 billion by 2023 at a CAGR of 33.1% through 2023.
A note about market sizing

Chapter 5 Global Market for Permanent Magnets

Global Market for Permanent Magnets

The global market of permanent magnets is segmented based on the four types of permanent magnets: AlNiCo (AlNiCo-Nickel Cobalt), neodymium (Neodymium-Iron-Boron), samarium-cobalt, and ferrite/ceramic magnets.

The global market of permanent magnets is expected to increase from $14.2 billion in 2016 at a YOY growth rate of 7.7% to reach nearly $15.5 billion in 2017. Further, the market is estimated to grow at a five-year CAGR (2017 to 2022) of 8.4% to reach approximately $23.2 billion in 2022.

In 2016, NdFeB was the largest segment in the global market of permanent magnets, accounting for 52.4% of the overall market of permanent magnets. In terms of value, followed by the ferrite market, samarium-cobalt and AlNiCo magnet market, which accounted for 45.2%, 2.6% and 1.8%, respectively. BCC Research’s projections of the global market for permanent magnets by type are shown in the following table and figure.

<table>
<thead>
<tr>
<th>Type</th>
<th>2016</th>
<th>2017</th>
<th>2022</th>
<th>CAGR% 2017–2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>NdFeB</td>
<td>7,495.7</td>
<td>8,135.6</td>
<td>12,311.9</td>
<td>8.6</td>
</tr>
<tr>
<td>Ferrite</td>
<td>6,179.6</td>
<td>6,725.4</td>
<td>10,178.8</td>
<td>8.6</td>
</tr>
<tr>
<td>SmCo</td>
<td>371.9</td>
<td>371.9</td>
<td>463.7</td>
<td>4.5</td>
</tr>
<tr>
<td>AlNiCo</td>
<td>257.5</td>
<td>263.4</td>
<td>231.9</td>
<td>-2.5</td>
</tr>
<tr>
<td>Total</td>
<td>14,304.7</td>
<td>15,496.3</td>
<td>23,186.3</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Source: BCC Research

BCC: Magnets and Magnet Materials: Global Markets, October 2017
Company & Competitor Information

Screen or Search for Companies
Company Profiles & Overviews
Corporate Structure
Supply chain & business relationships
Comparables
NetAdvantage by S&P Global

Comprehensive database featuring company descriptions & financials, mutual fund research, industry surveys, equity research reports and more.

Notable Features: Company screening function, equity research and industry research reports.

Limitations: Industry categories don’t necessarily always reflect a company accurately
NetAdvantage by S&P Global

Amazon.com, Inc. (NasdaqGS:AMZN) Public Company Profile

Website: www.amazon.com
Number of Employees: 566,000
Current Professionals Profiling: 15
Year Founded: 1994

Business Description

Amazon.com, Inc. engages in the retail sale of consumer products and subscriptions in North America and internationally. The company operates through three segments: North America, International, and Amazon Web Services (AWS) segments. It sells merchandise and content purchased for resale from vendors, as well as those offered by third-party sellers through physical stores and retail websites, such as amazon.com, amazon.ca, amazon.co.uk, amazon.com.au, amazon.com.br, amazon.cn, amazon.fr, amazon.de, amazon.in, amazon.it, amazon.co.jp, amazon.nl, amazon.es, and amazon.co.uk. The company also manufactures and sells electronic devices, including kindle readers, fire tablets, fire tvs, and echo devices; and provides kindledirect publishing, an online service that allows independent authors and publishers to make their books available in the Kindle store. In addition, it offers programs that enable sellers to sell their products on its websites, as well as their own branded websites; and programs that allow authors, musicians, filmmakers, app developers, and others to publish and sell content. Further, the company provides compute, storage, database, and other AWS services, as well as fulfillment, publishing, digital content subscriptions, advertising, and co-branded credit card agreement services. Additionally, it offers Amazon prime, a membership program, which provides free shipping of various items; access to unlimited streaming of movies and TV episodes; and other services. It serves consumers, sellers, developers, enterprises, and content creators. The company was founded in 1994 and is headquartered in Seattle, Washington.

Primary Industry Classification

View Complete Industry Classification

Internet and Direct Marketing Retail

Primary Office Location

410 Terry Avenue North | Seattle, WA | 98109 | United States
Phone: 206-266-1000

Current and Pending Investors


Prior Investors

Cedar Grove Investments LLC, Destination Wealth Management, Kingdom Holdings Company (SASE:4280), Klafter Perkins Caufield & Byers (L. Dower, William Gordon), JPCB China Fund, Medina Venture Group, LLC (Tom Alberg), Gahl Inc.

Stock Quote and Chart (Currency: USD)

Recent Delayed Quote*: Last Updated on Apr-02-2018 03:37 PM (GMT-7)

Last (Delayed): 1,303.43 Market Cap (mm): 700,667,771
Open: 1,417.62 Shares Out (mm): 484,116
Previous Close: 1,417.34 Float 4%: 83.6%
Change on Day: 23.85 (1.65) Shares Sold Short (mm): 4.0
Change % on Day: (1.65) Dividend Yield %: -
Day High/Low: 1,421.36 / 1,360.00 Diluted EPS Excl. Extra Items: 6.15
52 wk High/Low: 1,517.52 / 884.99 P/Diluted EPS Before Extra: 22.83%
Volume (mm): 8.36 Avg 3m Dayv Mln (mm): 5.75
Beta SY: 1.55

NasdaqGS:AMZN - Common Stock

Dec 20, 2017
CB Insights

Artificial Intelligence Trends To Watch In 2018

A look at 13 AI trends reshaping industries and economies.

China is racing ahead in AI. Deep learning is getting a make over. AI is coming to Cannabis tech. Artificial intelligence is changing the fundamental structure of every industry in areas ranging from agriculture to cybersecurity to commerce to healthcare, and more.

Funny how? Like a clown?

Hi there,

Yesterday’s newsletter had a subtle joke that my teammate Nick and I thought was awesome, but only 3 of you got.

Or perhaps most of you didn’t think it was funny?

Anyways, just wanted to let you know that it didn’t bother me.

If we took this poll today

Facebook didn’t fare well in this survey from January 2018.

In < 2 months, things have gone from bad to worse.

CB INSIGHTS POLL
In ten years, which company will we say was a net negative for society?

n=4217

- Facebook: 59%
- Amazon: 11%
- Google: 4%
- Apple: 3%
- Microsoft: 2%
- All net positive: 22%

Due to rounding, percentages add up to greater than 100%.
CB Insights at Yale

https://yale.cbinsights.com
To access CB Insights you must be on the Yale network.

First time users will need to create a username and password with an @yale.edu email address.

Users are limited to downloading up to 6,000 company or investor profiles per year.

Previously had a trial account? You might have trouble creating an account with your yale.edu email address. Email erin.wachowicz@yale.edu for help.

Academic accounts have some limitations.
Customer & Demographic Information

- Demographics
- Psychographics
- Location Analysis
Mintel

Full-text market research reports for the U.S. and UK and global trend spotting

Mintel reports feature market drivers, market size and trends, market segmentation, supply structure, advertising and promotion, retail distribution, consumer characteristics, and market forecasts.

Limitations: Outside of UK, no international coverage; emphasis on consumer goods

Researchers must agree to Mintel’s terms of use and register for an individual account, in addition to being on the Yale Network.
Efficiency worth premiums

A willingness to pay a premium for energy-efficient products is far more common than the perception that energy-efficient products will not deliver savings. Nearly four times as many respondents (33%) agree that the extra cost for energy-efficient products is almost always justified, while only 9% see energy-efficient products as usually not worth the extra cost.

The greater perception of value in energy-efficient products may also be informed by changing attitudes toward large carbon footprints. This idea is informed by the Mintel Trend Hungry Planet, which discusses how waste product culture is becoming a contentious issue, as population growth will put a substantial strain on resources through 2050, requiring a 50% productivity increase to be able to satisfy demand even for the most basic necessities such as food.

By inference, however, the majority of adults (58%) have mixed feelings about the value of energy-efficient products, seeing them as sometimes worth the extra cost; premiums likely need to be kept to a minimum to satisfy this group.

Figure 38: Attitudes to energy-efficient products. October 2016
Base: 2,000 internet users aged 18+

"With which of the following statements about energy consumption do you agree?"

- It is almost always worth the extra cost to buy the most energy-efficient products: 33%
- Energy efficient products are usually not worth paying extra for: 9%

Source: Lightspeed/Mintel
### Interest in smart home features and products

**Interest in smart home features and products, October 2016**

"*Which of the following products do you have or would like to have for your home?*

**Base:** 2,000 internet users age 18+

<table>
<thead>
<tr>
<th>Feature</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor security cameras</td>
<td>35</td>
</tr>
<tr>
<td>Door/window sensors</td>
<td>33</td>
</tr>
<tr>
<td>A &quot;smart&quot; thermostat that learns what temperatures you prefer (eg Nest)</td>
<td>31</td>
</tr>
<tr>
<td>Water leak/flood detection</td>
<td>27</td>
</tr>
<tr>
<td>Cleaning robots (eg iRobot, Neato)</td>
<td>25</td>
</tr>
<tr>
<td>Keyless entry</td>
<td>25</td>
</tr>
<tr>
<td>A television that responds to voice controls</td>
<td>24</td>
</tr>
<tr>
<td>Indoor security cameras</td>
<td>24</td>
</tr>
<tr>
<td>Automated shades</td>
<td>21</td>
</tr>
<tr>
<td>A speaker that responds to voice controls (eg Amazon Echo)</td>
<td>17</td>
</tr>
<tr>
<td>A refrigerator that tracks its contents</td>
<td>16</td>
</tr>
<tr>
<td>None of the above</td>
<td>25</td>
</tr>
<tr>
<td>Number of categories selected (excluding &quot;None of the above&quot;)</td>
<td>2.8</td>
</tr>
</tbody>
</table>

Source: Lightspeed/Mintel
Smart Water Management

17 January 2018 - US
Phyn Plus is a new smart water assistant and monitoring system that protects families and their homes from leak damage and fluctuations in water pressure.

Supported Trends: The Suite Life; Prepare for the Worst; Help Me Help Myself

36% of consumers say they’re interested in water filtration features that have the ability to monitor minerals/chemicals in water

Water Filtration - US, October 2017
Passport (by Euromonitor)

Provides statistics, analysis, reports, surveys and breaking news on consumer products, commercial industries, national and global economies and consumers worldwide.

Features: Industry and consumer overviews, product pricing, brand shares, and other hard to find statistics.

Limitations: Coverage varies across industries and countries.

Researchers must agree to Passports terms of use and register for an individual account, in addition to being on the Yale Network.
Key traits of the five US consumer types

**Balanced Optimist (30%)**
- Seeks quality items
- Values healthy living and personal wellbeing
- Seeks value for money

**Secure Traditionalist (25%)**
- Avoids shopping
- Avoids strong or premium branded products
- Prefers to save rather than spend

**Empowered Activist (11%)**
- Feels they can make a difference
- Concerned with global issues
- Seeks products with green or eco-conscious labelling

**Undaunted Striver (12%)**
- Image conscious
- Likes to try new things
- Tech-savvy

**Conservative Homebody (22%)**
- Prefers to follow
- Focuses on personal issues such as family and spirituality
- Not very image conscious

### Income

Household income distribution for five consumer types (USD)

<table>
<thead>
<tr>
<th>Consumer Type</th>
<th>Average Annual Household Income (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undaunted Striver</td>
<td>84,798</td>
</tr>
<tr>
<td>Empowered Activist</td>
<td>81,461</td>
</tr>
<tr>
<td>Conservative Homebody</td>
<td>69,301</td>
</tr>
<tr>
<td>Balanced Optimist</td>
<td>55,429</td>
</tr>
<tr>
<td>Secure Traditionalist</td>
<td>40,880</td>
</tr>
</tbody>
</table>
Why B2B e-commerce matters

- Due to the specifics of B2B goods, many of the products are usually not of practical use for household consumers. This means that B2B companies require a different business model from B2C companies to reach their customers.
- In order to sell their goods, B2B companies had to rely heavily on specialised wholesalers to reach their customers or maintain close relationships with the key buyers, which inflates sales costs.
- However, the emergence of e-commerce provides benefits for B2B companies, and manufacturers in particular. As of 2017, global B2B e-commerce sales amounted to an estimated USD4 trillion.
- The e-commerce platform enables manufacturers to expand their client pools (thanks to 24/7 service and lesser geographic boundaries) and reduce sales costs by simplifying customer service or skipping some of the intermediaries. Moreover, simplified sales procedures free up valuable time of sales staff, which can be allocated to offering higher-value services for clients.

Manufacturing industries lead in e-commerce

- On average, manufacturing industries receive more revenue from e-commerce activities than other industries. Developed nations, having strong manufacturing industries and good IT infrastructure, are in the lead.
- In order to succeed, manufacturing companies must have an effective account management team, and a smooth sales and logistics process. E-commerce platforms offer significant improvements in sales process optimisation for manufacturers, explaining greater involvement in e-commerce.

27% > 18%

- of manufacturing industries revenue come from e-commerce (average in 18 largest economies)
- of all business revenue come from e-commerce (average in 18 largest economies)
Web-Mapping and Data Analysis

Location-based analysis
Spatio-temporal patterns
Open and licensed data

Limitations:
  Granularity (time and geographic scale)
  Date ranges
  Coverage mostly U.S.
Library Resources

- Mintel Reports
  Offers research reports covering US and UK consumer markets. Features market drivers, sizes and trends, market segmentation, along with consumer attitudes and purchasing habits. Users must create individual accounts in Mintel and login in order to download or export data from the database.

- Passport (Euromonitor)
  Market data & research, consumer demographics, and data tables. Includes market size for over 330 products, trends, and more.

- eMarketer
  Features access to data, statistics, and analysis on digital markets, including: digital advertising, social media, retail and eCommerce, and more.

- SimplyAnalytics
  Web-based mapping application includes data from the U.S. Census, EASI Analytics, and Simmons LOCAL.

- Business Analyst Online from Esri
  Web-based software that applies GIS technology to perform market analysis with over 8,000 variables concerning demographics, consumer behavior, employment and many others. Requires an individual account. For more information and to request an account, visit: Guide to Geographic Information Systems at Yale: Web-Mapping more...

For more consumer data and statistics, visit the guide for Social Science Data Resources.

Online

- American Fact Finder
DEMO

https://www.screencast.com/t/GyJnupqA

https://www.screencast.com/t/u5jtU2o4m
SimplyAnalytics

Features data from:
- U.S. Census
- Mediamark MRI
- Nielsen Scarborough
- EASI Analytics
- Dun & Bradstreet
- Mediamark MRI
- Dun & Bradstreet

Users can create individual accounts to save searches or maps
Add variables and businesses
Export data from selected areas to all USA
SimplyAnalytics
PolicyMap

3-layer map
Data uploader
ReferenceUSA

53M Businesses (Current)

228M Businesses 2003-2018
Mapping ReferenceUSA data
Esri Business Analyst Web Apps

Featured analysis:
  Driving- & walking-time
  Market-rings (1, 3, 5 mi)
  Smart maps

Featured 8,000+ variables:
  ReferenceUSA
  Government data
  Traffic data

Limitations: Date ranges depend on data source &
World data and mostly U.S. data on licensed data
Users can upload their own data
Data-sharing platform
Esri Business Analyst Web Apps
Esri Business Analyst

Drive Time Analysis

Traffic Count Report
Keep Current: Trade Journals and News

Yale Library Databases
http://search.library.yale.edu/databases

- ABI/Inform Collection (ProQuest)
- Business Source Complete (EBSCO)
- Nexis Uni
- Factiva
VC & PE Information

- Search for firms by industry, geography, and other investment preferences
- Search of portfolio companies
- Search for previous venture deals
- Build lists & export to excel
Subject Specialist Librarians

http://web.library.yale.edu/subject-specialists
http://guides.library.yale.edu/
Suggested Reading on Entrepreneurship

Popular Business Publications
Find full-text access to several popular business magazines through Yale University Library including:
- Entrepreneur
- Fast Company
- Forbes: Entrepreneurs
- Harvard Business Review
- Inc.

Journals & Scholarly Publications on Entrepreneurship
- Entrepreneurship Theory & Practice
- Journal of Entrepreneurship
- Journal of International Entrepreneurship

Recommended Reading
Check out these recommended titles that can help you begin to map out your business—from attracting customers to building a team.

The Lean Startup by Eric Ries
ISBN: 9780307387694
Publication Date: 2011-09-13

Founders at Work (e-Book) by Jessica Livingston
ISBN: 9781430210768
Publication Date: 2008-09-18

Business Model Generation by Alexander Osterwalder; Yves Pigneur
ISBN: 9780470880441
Publication Date: 2010-07-13

Crossing the Chasm by Geoffrey A. Moore
ISBN: 9780060517120
Publication Date: 2006-07-25
guides.library.yale.edu/entrepreneurship