Library Resources for Entrepreneurship Research

CITY Summer Fellows
July 10, 2019
Andy Shimp and Erin Wachowicz
Yale University Library - Center for Science and Social Science Information
How the library can help with your research

- 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.
Recommended Reading and Top Titles

1. The Lean Startup
   - Eric Ries
   - New York Times Bestseller
   - How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

2. The Hard Thing About Hard Things
   - Ben Horowitz
   - Building a Business When There Are No Easy Answers

3. Innovating for Trust
   - Edited by Marika Lüders, for W. Andreassen, Simon Clatworthy, and Tore Kallestad

4. Funded
   - Katherine Hague
   - The Entrepreneur's Guide to Raising Your First Round
Online Access to Popular Journals
E. Whitney
Cotton Gin
Patented Mar. 14, 1794.
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.
If a trade secret holder fails to maintain secrecy or if the information is independently discovered, protection is lost.
What is a patent?

Owner has exclusive rights to exclude others from making or selling the invention.

Right of title to an invention for 20 years.

Requires full disclosure *(note difference with a trade secret)*


Patent rights only apply to the country where the patent is issued.
Why search the patent literature?

Avoid duplication of research
Discover prior art
Only source for much technical information
Find information on a company’s research efforts
Identify experts in a field
Identify new research fronts
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)
Generally spherical object with floppy filaments to promote sure capture

Abstract

An amusement device which has a substantially spherical configuration, and which is formed from a large plurality of floppy elastomeric filaments that radially extend from a central core region. The elements are sufficiently floppy to collapse on impact, thus to absorb enough energy to avoid any tendency to bounce. They are also sufficiently dense and floppy that they tend to quickly thread their way between the fingers of a user on contact with the hand. These features promote sure and quick capture of the device during the act of catching.

Images (2)

Classifications

- A65F/9278: Projectiles
- A61H/02: Dolls made of fabric or stuffed
- A61H/00: Special methods or compositions for the manufacture of dolls, toy animals, toy figures, or parts thereof

Description

BACKGROUND AND SUMMARY OF THE INVENTION

This invention pertains to an amusement device, and more particularly, to a throwing/catching device which is especially easy to catch.

To youngsters who are just developing motor control, to youngsters and others who may have some motor control disabilities, as well as to many who simply enjoy throwing and catching, it is often difficult and frustrating to try to catch various typically available throwing/catching amusement devices, such as balls, etc.

One of the problems with many conventional throwing/catching devices is that an

Claims (8)

It is claimed and desired to secure by Letters Patent:

1. An amusement device comprising:
   a core region.
   plural, elongate, floppy, radially-extending elastomeric elements, each having a cross-sectional dimension which is extremely small in relation to its length, said elements radially extending between opposing planar surfaces of a central, bushy configuration from said core region to form a generally spherical object, with the filaments being sufficiently floppy to collapse significantly on impact, thus to absorb enough energy to avoid any tendency to bounce, and with the
Industry & Market Research

- Market Size
- Performance
- Trends, forecasts, & projections
- Competitors
Do we have this report I found on Google?
Selected Market Research Resources

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 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 composing 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 Simmaz, 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 Lylah Young are exploring the potential for 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.
Global water withdrawal per capita by select country 2016

Annual water consumption per capita worldwide in 2016, by select country (in cubic meters)*

- New Zealand: 798.4
- United States: 1,362.5
- Estonia: 680.0
- Canada: 1,016.9
- Greece: 533.3
- Spain: 874.7
- Australia: 874.7
- Mexico: 874.7
- Turkey: 874.7
- Japan: 874.7
- Netherlands: 554.4
- Hungary: 554.4
- Korea: 554.4
- 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.

More...

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 is forecast to grow to 32.2 million units by 2026. The $5.12 billion market revenue is forecast to touch $5.12 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 water meter has undergone rapid technological transformations. The demand for IoT-enabled advanced metering infrastructure (AMI) smart water meters due its multiple capabilities of real-time visualization, leak detection, and machine-to-machine (M2M) communications. Low power wide area network (LPWAN) communication technologies like low range (LoRa) 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 ODS328
Faucet Manufacturing in the US
April 2018 | Robert Miles

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

Industry Definition
This industry comprises establishments primarily engaged in manufacturing metal and plastic plumbing fixtures, fittings and trim, such as faucets, flush valves and shower heads.

The Supply Chain

Faucet Manufacturing

Key Competitor Drivers
- Value of manufacturing
- Value of product innovation
- Sales of faucets and accessories
- Sales of parts and accessories

Supply Industries
- Famous Metal Products
- Nibco Inc
- Nukus Manufacturing

Key Success Factors
- Ability to expand and control operations rapidly in line with market demand: This industry is subject to fluctuations in downstream investment into the building industry (particularly residential building). All operators’ ability to secure contracts in several downstream industries can influence their overall success.
- Having a good reputation: To maintain and attract new customers, faucet manufacturers must build and market products using the best materials, finishes, safety features, parts, delivery and service.

Competitive Landscape

Market Share Concentration
Concentration in this in this industry is medium.

Key Success Factors
- IBISWorld identifies 262 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 industry (particularly residential building). All operators’ ability to secure contracts in several downstream industries can influence their overall success.
  - Having a good reputation: To maintain and attract new customers, faucet manufacturers must build and market products using the best materials, finishes, safety features, parts, delivery and service.
  - Ability to develop new products and achieve specific market requirements: Customer markets vary in specific product requirements in terms of materials, finishes and applications. Operators must provide consistent quality to meet these requirements. The operator’s quality control relates to this factor.
  - Ability to adjust pricing and services provided in favor of market conditions: Industry operators must be constantly aware of market trends and adjust their pricing or add-on services as necessary to stay 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 25.8% through 2023.
- Healthcare & medical reached nearly $3.2 billion in 2017 and should reach $16.8 billion by 2023 at a CAGR of 33.1% through 2023.
Company & Competitor Information

Screen or Search for Companies
Company Profiles & Overviews
Corporate Structure
Supply chain & business relationships
Comparables
Toot Toast Raises A $250M Series E: Here’s What It Means For Payments At The Point-Of-Sale

April 3, 2019
Core intelligence Digital banking Financial services Payments

This latest $250M round helps Toast gain scale, positions the company for a potential IPO (with a new $2.7B valuation), and allows the company to offer a wider suite of services.

On Monday, restaurant point-of-sale and software provider Toast raised $250M in a Series E round, putting its valuation at $2.7B, up from $1.4B in July 2018.

Below, we take a look at why this matters and why it’s happening now.

3 big takeaways:

1. This late-stage growth round is another vote of confidence in the
<table>
<thead>
<tr>
<th>Companies</th>
<th>Expert Tag</th>
<th>URL</th>
<th>Description</th>
<th>Total Funding</th>
<th>All Investors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ant Financial Services</td>
<td>#antfins#MoneyTransfer#Corporate#antfinsManagement</td>
<td>antfin.com</td>
<td>Ant Financial Services Group (NYSE: AFS), a financial technology company,</td>
<td>$78.144.7M</td>
<td>Alibaba Group, Baillie Gifford &amp; Co., CCB Trust,</td>
</tr>
<tr>
<td>One97 Communications</td>
<td>#one97#FinTech #Wallets#MoneyTransfer</td>
<td>one97.com</td>
<td>One97 Communications is a mobile internet company. Paytm: One97's FinTech.</td>
<td>$3.070.0M</td>
<td>Alibaba Group, Ant Financial Services Group,</td>
</tr>
<tr>
<td>Stripe</td>
<td>#Stripe#FinTech#California#Processing#Payments#payments</td>
<td>stripe.com</td>
<td>Stripe is an online payment system company that gives online</td>
<td>$1.120.0M</td>
<td>Aaron Lewis, Allen &amp; Company, American Express Ventures,</td>
</tr>
<tr>
<td>Affirm</td>
<td>#Affirm#FinTech#California#US#Accret#Scoring</td>
<td>affirm.com</td>
<td>Affirm is a consumer finance company that seeks to provide</td>
<td>$1.025.0M</td>
<td>Andressen Horowitz, Baillie Gifford &amp; Co.,</td>
</tr>
<tr>
<td>Avoidchange</td>
<td>#Avoidchange#US#FinTech#MerchantServices#payments</td>
<td>avoidchange.com</td>
<td>Avoidchange focuses on the way companies pay their bills. Serving:</td>
<td>$574.2M</td>
<td>Bain Capital Ventures, Boothouse Capital,</td>
</tr>
<tr>
<td>Toast</td>
<td>#Toast#MerchantFinancing#Payments</td>
<td>toasttab.com</td>
<td>Toast is an all-in-one restaurant management system. Toast</td>
<td>$930.0M</td>
<td>Bassamier Venture Partners, F-Prime Capital.</td>
</tr>
<tr>
<td>Klarna</td>
<td>#Klarna#MerchantFinancing#MerchantServices#payments</td>
<td>klarna.com</td>
<td>Klarna offers safe and easy-to-use payment solutions to e-stores</td>
<td>$497.2M</td>
<td>Anders Holch Povlsen, Attilico, Back in Black Capital, BESTSELL</td>
</tr>
<tr>
<td>TransferWise</td>
<td>#TransferWise#Payment#Transfer</td>
<td>transferwise.com</td>
<td>TransferWise offers a money transfer service that uses a peer</td>
<td>$418.0M</td>
<td>Andressen-Horowitz, Baillie Gifford &amp; Co., Blackrock,</td>
</tr>
<tr>
<td>Tradeshift</td>
<td>#Tradeshift#MerchantServices#MerchantServices#international_payments</td>
<td>tradeshift.com</td>
<td>Tradeshift is a flexible business commerce platform to digitally</td>
<td>$435.0M</td>
<td>American Express Ventures, CreditEase Fintech Investment Fund,</td>
</tr>
<tr>
<td>WorldRemit</td>
<td>#WorldRemit#MoneyTransfer#WorldMone#MoneyTransfer</td>
<td>worldremit.com</td>
<td>WorldRemit provides a digital money transfer platform. The company</td>
<td>$400.0M</td>
<td>Accele, Bank Negara Malaysia, Fintech Fast Forward, B3North, Coatue Management,</td>
</tr>
<tr>
<td>Marqeta</td>
<td>#Marqeta#Processing#Payments#MoneyTransfer#Marqeta#Marqeta</td>
<td>marqeta.com</td>
<td>Marqeta offers an open API payment card issuing platform that provides</td>
<td>$376.3M</td>
<td>Commerce Ventures,</td>
</tr>
</tbody>
</table>
CB Insights & Pitchbook at Yale: notes on access

• To access CB Insights and Pitchbook, you must be on the Yale network.
• CB Insights and Pitchbook have university-specific portals:
  https://yale.cbinsights.com/
  https://yale.pitchbook.com/
• First time users will need to create a username and password with an @yale.edu email address.
• CB Insights users are limited to downloading up to 6,000 company or investor profiles per year.
• Pitchbook users are limited to 10 downloads per day and 25 downloads per month (1 download = 1 row of data in an excel file).
• Previously had a trial CB Insights account? You might have trouble creating an account with your yale.edu email address. Email erin.wachowicz@yale.edu for help.
• Pitchbook accounts were automatically reset on May 31. To continue using your account, re-register at https://yale.pitchbook.com/ with your @yale.edu email address.
Customer & Demographic Information

- Demographics
- Psychographics
- Location Analysis
Key takeaways

- Moms are thrifty shoppers and are willing to explore re-purposing clothing, suggesting they could be interested in trade-in events or alternative ownership/purchasing options.

- Most parents are open to shopping unfamiliar brands, indicating an optimistic sign for new brands or those looking to expand into the category and/or capture new shoppers. It also signals an area of caution since most parents might not be as brand loyal.

- Dads care about their kids' appearance and prioritize stylish clothing. Customer service options that help them easily navigate options so they can find the most stylish (and appropriate) clothing for their kids – and even themselves – would capture their attention.

Most parents are open to new or unfamiliar brands

The most agreed upon attitude among parents is their willingness to shop unfamiliar brands, which 54% agreed with, consequently resulting in a lower preference to stick to the same brands (see Preferences for Buying). This is good news for emerging brands, or even existing ones undergoing a re-brand, as well as retailers looking to expand into the category. However, it also signals difficulty fostering loyalty among parents, and retailers can’t necessarily depend on previous customers to deliver on-going repeat visits. Price and convenience aren’t the only factors that draw in shoppers, and retailers need to consider the types of clothes that will keep parents engaged. Stylish clothes will attract many parents (some 44% agree it’s important that their children look stylish) and most won’t be deterred by clothing featuring characters (only 32% feel clothing without characters is more versatile), so character licensing opportunities are something retailers should consider when trying to attract more parents.
# Retailers Shopped

**Base:** 1,426 Internet users aged 18+ who are parents with children under age 12 and have purchased children's clothing in the last 12 months

<table>
<thead>
<tr>
<th>Retailer Type</th>
<th>Online</th>
<th>In-store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon.com</td>
<td>55%</td>
<td>0%</td>
</tr>
<tr>
<td>Target</td>
<td>41%</td>
<td>64%</td>
</tr>
<tr>
<td>Walmart</td>
<td>49%</td>
<td>69%</td>
</tr>
<tr>
<td>Department store</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td>Clothing store</td>
<td>40%</td>
<td>52%</td>
</tr>
<tr>
<td>Specialty children's clothing store</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Warehouse club</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Subscription service</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Discount store</td>
<td>26%</td>
<td>39%</td>
</tr>
<tr>
<td>Factory or outlet store</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Second hand retailer</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>None of the above</td>
<td>8%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Fieldwork:* November 2018  
*Source:* Lightspeed/Mintel  
*Note:* This data is weighted.
T-Shirts For Days
Eco-friendly start-up For Days will give customers store credit when they donate their old clothes to be upcycled.
13 March 2019 - US

News Brief
With a focus on recycling and upcycling, For Days will take clothing donations of any type in any condition or level of wear and give customers $1 per garment (up to $30) to use on its website.

Statistics
45% of US consumers feel encouraged to purchase products that are made from recycled products.

Supported Trends
Hungry Planet
Waste not, want not. Our 'throwaway' culture is becoming a contentious issue and consumers are looking for ways to conserve the planet’s resources.
State of the travel industry in the next five years

Thinking About the Next Five Years, How Do You Feel About the Overall State of the Travel Industry in Your Country?

Expert Commentary

“The majority of the travel industry is feeling optimistic, with a share of 84%, illustrating the level of confidence amongst travel professionals. Growth is powered by macro-economic, demographic and technological shifts, giving rise to innovative business models like Airbnb, and enabling brands to provide authentic experiences that resonate with consumers.”

Caroline Bremner
Head of Travel Research

Most important attributes for travellers

What Attributes Do Your Customers Most Value From Your Travel Company or Organization?

Source: Euromonitor International Voice of the Industry: Travel and Tourism survey, April 2019
## Passport City Travel Briefing: Bangkok

### Key findings

<table>
<thead>
<tr>
<th>Destination dynamics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bangkok - preferred destination for regional tourists</strong></td>
<td>Asia Pacific’s rising income levels and the expansion of regional air travel routes, have been the key driving forces behind Bangkok’s growing inbound tourism. Asian middle-class millennials often visit the city for its unique culture, cuisine, shopping, wellness and spas. China remains as Bangkok’s key source market, with inbound arrivals from China, South Korea and Japan experiencing strong growth.</td>
</tr>
<tr>
<td><strong>Government promotes international and domestic tourism</strong></td>
<td>In efforts to boost international tourism, the government has temporarily waived the visa-on-arrival fee for visitors arriving from 21 countries, including China and India. Due to overcapacity, both of Bangkok’s airports are currently undergoing expansion to accommodate more domestic and international arrivals. The new train lines are also expected to help ease traffic congestion in the city.</td>
</tr>
<tr>
<td><strong>Short-term rentals relevant as tourists seek to experience more</strong></td>
<td>With more Free Independent Travellers, tourists are seeking to ‘experience more’ and have a preference for mid-market hotels and short-term rentals (eg. Airbnb) over luxury hotels. These travellers are less interested in the full service offering of luxury hotels and would rather spend more experiencing local cuisine and culture.</td>
</tr>
<tr>
<td><strong>Increased short haul routes and secondary cities</strong></td>
<td>Increased air connectivity within the region will continue to drive inbound tourist arrivals. For instance, the new flight routes between Bangkok and China’s second tier cities has led to increased arrivals in 2018.</td>
</tr>
<tr>
<td><strong>Opportunities for luxury retail and medical tourism</strong></td>
<td>With the opening of new luxury retail mall, Iconsiam, in late 2018, the city is well positioned to attract high-spending Chinese tourists. Medical tourism is also expected to grow given its quality medical facilities, well-trained professionals and affordability.</td>
</tr>
</tbody>
</table>

### In-destination activities

- Listed among the world’s top 10 attractive cities, Bangkok draws guests from a diverse range of backgrounds and source markets, offering visitors the opportunity to experience fascinating glimpse of culture in the midst of a bustling dynamic metropolis.
- Bangkok takes great pride in its hundreds of glittering Buddhist temples, palaces, dance extravaganza and shopping centres. The Royal Grand Palace remains the leading attraction in Bangkok, garnering more tourists every year. Built in 1782 and the home of the Thai Kings, the Grand Palace continues to attract tourists in awe with its magnificent architecture and intricate craftsmanship. The Wat Phra Kaew (Temple of the Emerald Buddha) is located within the Palace complex and is regarded as the most important temple in the country.
- Street food in Bangkok has been the biggest draw to tourists from all over the world for decades as it represents local culture and is highly affordable. The city was also lauded for being a haven for street food by Time Out City Life 2018 with more people eating on the street, on average 42 times a year, higher than anywhere else globally. With the Bangkok Metropolitan Administration’s recent ban on street food, in an effort to clean up the capital and improve accessibility, many parties are concerned regarding the charm of street food being lost for tourists. The ban has been put in place in Khao San Road, with an estimated 200 street stalls being affected.

### Bangkok Leading Attractions 2017/2018

![Graph showing Leading Attractions]

© Euromonitor International
SimplyAnalytics

Features data from:
- U.S. Census
- Simmons LOCAL
- EASI Analytics
- Nielsen Scarborough

Users can create individual accounts to save searches or maps
Add variables and businesses
Export data from selected areas to all USA
SimplyAnalytics
<table>
<thead>
<tr>
<th>Location</th>
<th>Median Household Income, 2018</th>
<th>% Education, College, Master's or Doctorate Degree, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>District of Columbia</td>
<td>$88,482.00</td>
<td>44.23%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$87,775.00</td>
<td>37.93%</td>
</tr>
<tr>
<td>Colorado</td>
<td>$76,170.00</td>
<td>35.76%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$91,833.00</td>
<td>35.24%</td>
</tr>
<tr>
<td>Maryland</td>
<td>$97,465.00</td>
<td>35.14%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$94,108.00</td>
<td>34.86%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$86,446.00</td>
<td>34.07%</td>
</tr>
<tr>
<td>Vermont</td>
<td>$71,927.00</td>
<td>33.70%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>$86,331.00</td>
<td>33.45%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$78,666.00</td>
<td>32.17%</td>
</tr>
<tr>
<td>New York</td>
<td>$76,147.00</td>
<td>31.72%</td>
</tr>
<tr>
<td>Washington</td>
<td>$77,693.00</td>
<td>30.85%</td>
</tr>
<tr>
<td>Illinois</td>
<td>$75,324.00</td>
<td>30.65%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>$74,168.00</td>
<td>29.73%</td>
</tr>
<tr>
<td>Kansas</td>
<td>$68,691.00</td>
<td>29.70%</td>
</tr>
</tbody>
</table>
Find Funding

- Search for investors & VC firms by industry, geography, and other investment preferences
- Search for previous venture deals
- Search for grantmakers (and their recipients)
- Build lists & export to excel*

* Exception in Pitchbook
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
Subject Specialist Librarians

http://web.library.yale.edu/subject-specialists
http://guides.library.yale.edu/
guides.library.yale.edu/entrepreneurship