



# The Seattle Public Library

## Researching Your Business Plan at The Seattle Public Library (SPL)

### *Where can I find sales statistics and trends about my market, product or service?*

1. U.S. Census <http://www.census.gov> – Economic census. Data provided includes total sales, number of establishments, payroll and number of employees by business type at city, county and sometimes zipcode level.
2. SPL Databases <http://www.spl.org/>
  - Search industry and trade news in ABI Inform Trade & Industry, Business & Company Resource Center, Business and Industry, Onefile, Proquest and Washington State Newsstand.
  - Search for trade associations in Associations Unlimited. Associations often collect and distribute data on markets, products and trends.
3. "Standard & Poor's Industry Surveys" – Profiles and analysis of 50 industries, includes sections on the current environment, industry trends and how the industry operates (available online through SPL database Standard and Poor's NetAdvantage.)
4. General and specialized business ratio books for expense and profit ratios by business type (SPL Central Library, Level 7 Reference Desk).

### *Where can I find a list of and information about competitors and/or business-to-business customers?*

1. SPL Databases <http://www.spl.org>
  - Use the Reference USA's Business database to search for an individual company or to create a list of companies with the custom search option.
  - Search company news in ABI Inform Trade & Industry, Business & Company Resource Center, Business and Industry, Onefile, Proquest and Washington State Newsstand.
  - Standard and Poor's NetAdvantage and Morningstar (public companies only) provides investment research tools such as SEC records, new, and stock analysts' reports.
2. Regional Business Journals (Puget Sound Business Journal) <http://www.bizjournals.com/> – Coverage of business news in 41 U.S. regions. Search archives and view full-text articles with free registration.
3. Book of Lists • Puget Sound Business Journal & Top Washington – Washington CEO
  - Rankings of statewide and Puget Sound area businesses by industry and other categories (SPL Central Library, Level 7 Reference Desk).
4. SPL's extensive collection of directories of local and national businesses often compiled by product or service.

### *Where can I find information on neighborhoods and cities to target markets?*

1. Market Profile Analysis for age, business statistics, income, etc. by zipcode. Updated yearly.
2. U.S. Census <http://www.census.gov> People census. Data for age, income, homeownership, home values, educational level down to zipcode. [www.seattle.gov/dpd/Research/](http://www.seattle.gov/dpd/Research/) complements.
3. Sourcebook of Zip Code Demographics This tool is based on 2000 census data but still offers useful information.
4. "Local Market Data" file of local statistics maintained by the business reference staff of SPL. Located at the 7<sup>th</sup> floor reference desk.
5. Traffic flow maps for Seattle are available at [www.ci.seattle.wa.us/transportation/tfdmaps.htm](http://www.ci.seattle.wa.us/transportation/tfdmaps.htm)



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## **Financial and Technical Help for Local Small Businesses**

Suggested by the Business Department, The Seattle Public Library ([www.spl.org](http://www.spl.org))

### *Begin with these organizations to be assured of all opportunities:*

- Community Capital Development is funded through the City of Seattle and offers technical and financial assistance to small businesses. (206) 324-4330
- SCORE (Service Corps of Retired Executives) works with the Small Business Administration at local SBA headquarters to lead you through SBA services and loan Options, as well as offering workshops and individual counseling for start-ups. (206) 553-7320
- Washington State Small Business Development Centers are sponsored by the Small Business Administration and several Washington state universities to provide technical and financial help. [www.wsfdc.org](http://www.wsfdc.org)

### *Additional loan ideas:*

- Alliance of Angels is a group of investors that help match venture capitalists to young technology companies. (206) 389-7261. Other organizations for venture capital include Zino Society, Angels with Attitude, Seraph Capital Forum. Washington Research Foundation also funds technology start-ups.
- Shorebank Enterprise Cascadia is a development loan fund targeting coastal businesses. [www.sbpac.com](http://www.sbpac.com)
- Evergreen Community Development Association works to secure loans for small businesses. [www.ecda.com](http://www.ecda.com)
- Washington CASH provides training and microloans to low-income women, people with disabilities and new immigrants. [www.washingtoncash.org](http://www.washingtoncash.org). Jumpstart Fund also offers microloans to immigrants. [www.jumpstartfund.org](http://www.jumpstartfund.org)
- Virgin Money US [www.virginmoneyus.com](http://www.virginmoneyus.com), Prosper [www.prosper.com](http://www.prosper.com); and Zopa [www.zopa.com](http://www.zopa.com) offer guides to individuals seeking micro venture capital from friends and family.

### *What about small business grants?*

According to the web pages of the Washington State Small Business Development Center and the National Foundation Center there are virtually no grants for small businesses. The Catalog of Federal Domestic Assistance ([www.cfdp.gov](http://www.cfdp.gov)) available at the library lists grants available to local governments, with a very few in the area of business. The *Small Business Administration* web page [www.sba.gov](http://www.sba.gov) has a grants section under Financing on its homepage. For additional possible sources, the library holds reference and circulating copies of Government Giveaways for Entrepreneurs by Matthew Lesko.