



# Caribou Public Library

*"Where heritage meets innovation."*

## PRESS RELEASE

**For IMMEDIATE RELEASE**  
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## **Caribou Public Library Offers New Business Tool to Enterprenurials**

**CARIBOU - February 22, 2018** – The U.S. Census Bureau states that, there are approximately 28 million small businesses in the United States. That is quite a large number. When business owners are looking for resources—from business plan development to determine if their idea is cost-effective, they will often turn to their public library. The Caribou Public Library recently subscribed to *Gale Small Business Builder*, described as the premier online business planning tool for individuals who are exploring the idea of entrepreneurship, want to start a small business, or operating an existing business.

"This resource will help small businesses and nonprofits increase their likelihood of success by helping them build a Business Plan," said Weigle, Library Director. The Gale Small Business Builder will provide a new level of assistance to small business owners and entrepreneurs.

The Gale Small Business Builder's intuitive dashboard allows public libraries to provide patrons with creative tools for those patrons interested in planning a small business or a nonprofit. The program walks patrons through four areas of exploration: 1) the entrepreneur profile, 2) business ideation, 3) break-even analysis, and 4) financial projections. The program is available to all patrons at the Caribou Public Library for free. For patrons who would like to access the database from their home must have a current library card.

In edition to the Small Business Builder, The Caribou Public Library and Caribou Events & Marketing Department have been collaborating on new ways to support established businesses and foster entrepreneurs. Discussions are on-going for a series of workshops intended to offer information and help clear confusion about everything from budgeting to self employment.

"We want to inspire the community members who want to take that next step," explained Christina Kane-Gibson with the Events & Marketing Department. "Anastasia and I have been visiting local businesses and asking questions. We are working to implement training opportunities and discussing the best ways to show our support and invest in the residents who want Caribou to thrive."

Patrons interested in learning how to use the Gale Small Business Builder, should contact Library Director, Anastasia Weigle, to set up a day and time for a one on one training. The Library and the City of Caribou Events & Marketing Department will also collaborating on training workshops on how to use the *Small Business Builder* database.

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