[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=ndnyPQhzMvFUZM&tbnid=29R0MA7YMauRlM:&ved=0CAUQjRw&url=http://en.wikipedia.org/wiki/File:Milwaukee_Public_Library_logo.png&ei=MkIBUoXHMYm6yAH8hIGADA&bvm=bv.50310824,d.aWc&psig=AFQjCNFsRqOfgnME-NthXkV6ZzGRrQZ92A&ust=1375900592183797)

**Business and Technology Department**

**E-Resources for Small Business Planning**

**Library Databases**

Available for use within City of Milwaukee libraries and by remote access to City of Milwaukee library cardholders.

**DemographicsNow** [www.mpl.org/file/business\_index\_select.htm](http://www.mpl.org/file/business_index_select.htm)

DemographicsNow is a comprehensive business and residential research tool that provides users with access to highly-detailed demographic data. It is ideal for gaining consumer and market insight as you consider opening a business, finding an untapped audience for your products/services, analyzing the shifts and needs of a given population, and much more.

**ReferenceUSA** [www.mpl.org/file/business\_index\_select.htm](http://www.mpl.org/file/business_index_select.htm)

Find competitors and create mailing lists using ReferenceUSA. Detailed information on nearly 12 million U.S. businesses and 102 million U.S. residents.

**Websites**

**BizStarts Milwaukee** [www.bizstartsmilwaukee.com](http://www.bizstartsmilwaukee.com)

Connects resources, content and contacts that will assist entrepreneurs to launch new enterprises. Bizstarts Milwaukee was formed by a group of forward-looking business leaders in the Milwaukee region who saw a need to accelerate early stage business and ideas.

**Bplans.com** [www.bplans.com](http://www.bplans.com)

Hundreds of free sample business plans from the Small Business Administration and Palo Alto software. Business plans contain realistic sample content for various business types.

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=ndnyPQhzMvFUZM&tbnid=29R0MA7YMauRlM:&ved=0CAUQjRw&url=http://en.wikipedia.org/wiki/File:Milwaukee_Public_Library_logo.png&ei=MkIBUoXHMYm6yAH8hIGADA&bvm=bv.50310824,d.aWc&psig=AFQjCNFsRqOfgnME-NthXkV6ZzGRrQZ92A&ust=1375900592183797)

**Forward Wisconsin’s Wisconsin Business Toolkit**

<http://forwardwi.org/section13/Wisconsin-Business-Toolkit>

Toolkit listing government agencies, financial resources, and general start-up information. Forward Wisconsin provides resources for businesses looking to either open a new location, to expand an existing business in Wisconsin or to start a new business.

**Milwaukee Neighborhood Strategic Planning Statistics** <http://itmdapps.ci.mil.wi.us/publicApplication_SR/neighborhood/index.jsp>

Access to a wide variety of information for each of the 18 Neighborhood Strategic Planning (NSP) areas in the City of Milwaukee. By clicking on a NSP name you can view a summary of housing, criminal, census, safety and health data.

**SCORE of Southeast Wisconsin** [www.scoresewisconsin.org/](http://www.scoresewisconsin.org/)

SCORE, the Service Corps of Retired Executives, is a resource partner with the U.S. Small Business Administration. SCORE provides business plan templates for start-up and established businesses and local mentoring opportunities.

**Wisconsin Small Business Development Centers (SBDCs)** [www.wisconsinsbdc.org/sbdc.htm](http://www.wisconsinsbdc.org/sbdc.htm)

The Wisconsin Small Business Development Centers provide business counseling and training to aspiring entrepreneurs through a variety of educational classes and programs.