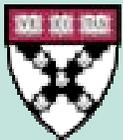


Creating Your Target List Using Baker Library Resources

Leslie Burmeister &
Cynthia Churchwell

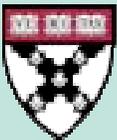
September 26, 2017



HARVARD | BUSINESS | SCHOOL
Baker Library | Bloomberg Center

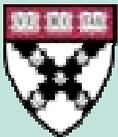
Baker Library – another tool in your toolbox.

- Use our resources in conjunction with Jobtreks and the Career Hub
- We can help save you time and identify additional opportunities
- Specific target list resources:
Capital IQ, OneSource, Book of Lists



Capital IQ

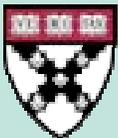
- Strong coverage of private companies
- Sophisticated screening capabilities
- Includes private equity and deal activity
- Can add HBS alumni affiliation to screens
- **Sign up for an individual account on our website**



Capital IQ

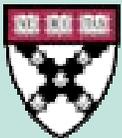
How can I find...

- Private equity firms
- Based in London
- Actively investing in emerging markets
- With HBS connections



OneSource

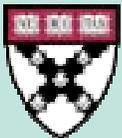
- Public and private companies
- Easy interface – fewer screening options but easier to use
- Includes related industry reports & ratios
- Available to partners in person at Baker



OneSource

How can I find...

- Biotech companies
- Based in Boston
- Ranked based on 1 years' sales growth?



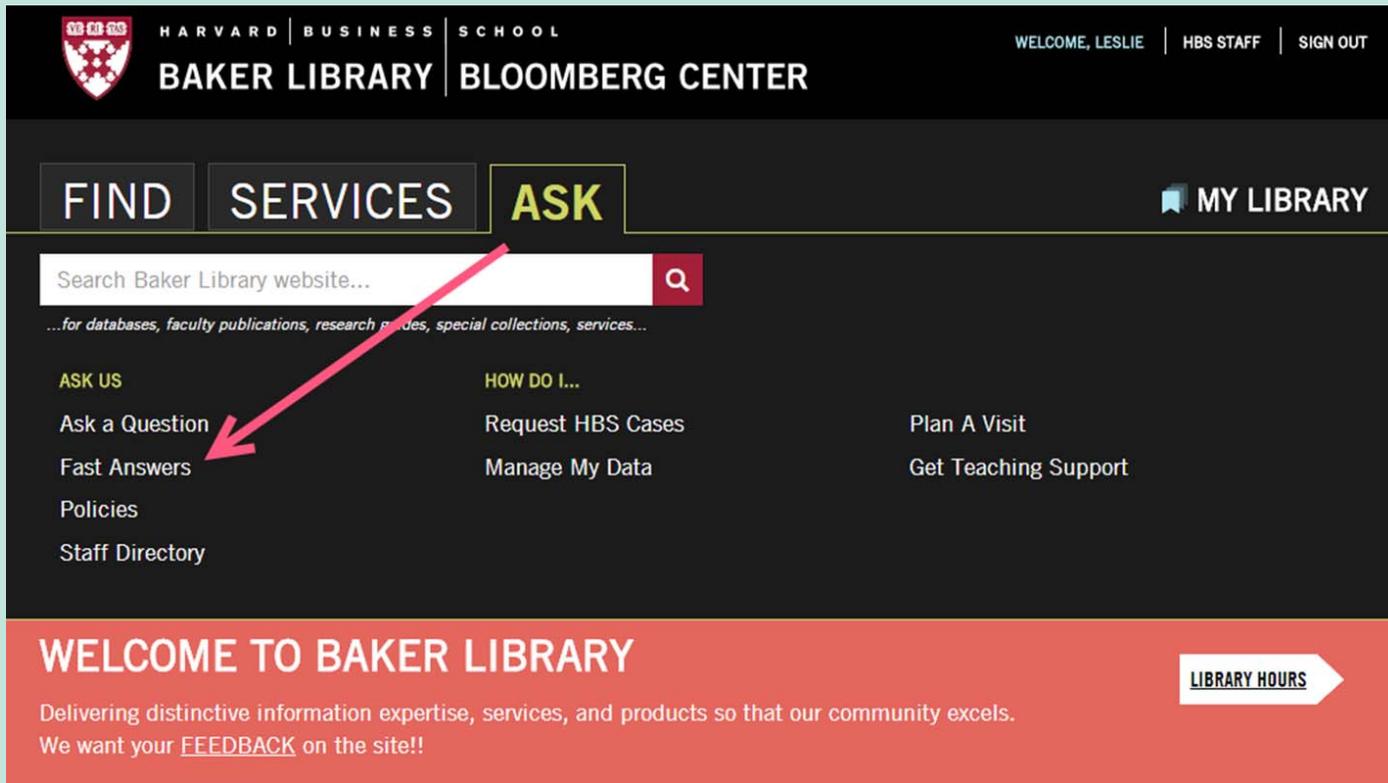
Book of Lists – American City Business Journals

- Available online and in print for several major US cities
- Packaged lists for wide range of categories
- Local business articles included

BUSINESS INCUBATORS & ACCELERATORS IN OREGON								
RANKED BY TOTAL NUMBER OF GRADUATE COMPANIES AS OF JANUARY 2016								
Name / URL	Address / phone	Startups graduated	Current startups	Funding raised	Description	Year founded	Top executive(s)	
1 TenX tenx.org	707 S.W. Broadway #1100 Portland, OR 97205 503-809-0362	250	15	\$30 million	Accelerator that helps business owners and entrepreneurs learn and apply great business principles through interactive peer mentorship and advising	2009	Carolynn Duncan	▶ CLOSER LOOK 1,365 Combined number of startups graduated from organizations on The List. 495 Combined number of startups currently served by organizations on The List. 226K Combined total 7
2 Micro Enterprise Services of Oregon mesopdx.org	4008 N.E. Martin Luther King Jr. Blvd. Portland, OR 97212 503-841-3351	250	0	\$2 million	Seeks to improve the economic opportunities of underserved individuals through empowerment, education, and entrepreneurship for the benefit of the greater community	2005	Nita Shah	
3 Starve Ups starveups.com	220 N.W. 8th Ave. Portland, OR 97209 503-887-7034	125	125	\$435 million	Startup accelerator offering "proven peer mentoring for founders" of innovative and disruptive startups in all industries	2000	John Friess	
4 Center for Excellence coeglobal.com	133 S.W. 2nd Ave. #300 Portland, OR 97204 503-200-2727	100	7	\$5 million	Catalyst for sustainable, global product/technology innovation; resources and tools to bring new ideas to market from footwear to software; commercial technologies in all market verticals	2007	William Weinstein	
5 Gorge Innoventure gorgeinnoventure.com	1000 E. Port Marina Dr. #101 Hood River, OR 97031 541-436-0797	96	19	\$0	Business accelerator that helps growth startups and expanding companies connect to the resources they need to be successful and create jobs	2012	Laury Wymore	
6 Oregon Technology Business Center otbc.org	3800 S.W. Cedar Hills Blvd. #260 Beaverton, OR 97005 971-223-4660	75	8	\$40 million	Nonprofit tech startup incubator that provides coaching, networking events, entrepreneurship programs and shared office space for tech, biotech, cleantech and opentech startup ventures	2004	Steve Morris	

Find out more: Fast Answers

- Collection of 500 research FAQs on our website, **library.hbs.edu**
- Includes more guidance on using Capital IQ, OneSource, and more



The screenshot shows the top navigation bar of the Baker Library Bloomberg Center website. The header includes the Harvard Business School logo and the text "HARVARD | BUSINESS | SCHOOL" and "BAKER LIBRARY | BLOOMBERG CENTER". On the right, it says "WELCOME, LESLIE | HBS STAFF | SIGN OUT". Below the header is a navigation menu with "FIND", "SERVICES", and "ASK" (highlighted in yellow), and "MY LIBRARY" with a book icon. A search bar is present with the placeholder text "Search Baker Library website..." and a magnifying glass icon. Below the search bar, there is a list of links under the heading "ASK US". A red arrow points from the search bar to the "Fast Answers" link. The "ASK US" section includes links for "Ask a Question", "Fast Answers", "Policies", and "Staff Directory". The "HOW DO I..." section includes links for "Request HBS Cases", "Manage My Data", "Plan A Visit", and "Get Teaching Support". At the bottom, there is a red banner with the text "WELCOME TO BAKER LIBRARY" and "Delivering distinctive information expertise, services, and products so that our community excels. We want your FEEDBACK on the site!!". A "LIBRARY HOURS" button is also visible in the bottom right corner.

HARVARD | BUSINESS | SCHOOL
BAKER LIBRARY | BLOOMBERG CENTER

WELCOME, LESLIE | HBS STAFF | SIGN OUT

FIND SERVICES **ASK** MY LIBRARY

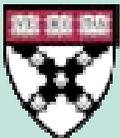
Search Baker Library website...
...for databases, faculty publications, research guides, special collections, services...

ASK US
Ask a Question
Fast Answers
Policies
Staff Directory

HOW DO I...
Request HBS Cases
Manage My Data
Plan A Visit
Get Teaching Support

WELCOME TO BAKER LIBRARY
Delivering distinctive information expertise, services, and products so that our community excels.
We want your FEEDBACK on the site!!

LIBRARY HOURS



Find out more: Fast Answers

- Type **target list** into search box

Q. Target List: screen for companies by industry, location, and size

How do I create a list of companies by industry, location, and/or size?

Search Fast Answers here Browse: All To

Answered By: Poping Lin 📅 Sep 25, 2017 👁 7807

[OneSource](#)

Strengths: Includes some industry reports, market data, a list of brands, industry ratios.

Create a list:

1. Click "Build a List" under Companies.
2. Select desired criteria for Geography, Industry, Size, and more.
3. Click "Run Search"
4. Custom table results can be exported to Excel.

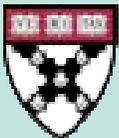
[Capital IQ](#)

Strengths: Includes PE and VC investments, funded firms, and deal data. Granular data screening options. Can add alumni affiliation as search criteria.

Create a list:

1. Click Screening > Companies.
2. Search criteria appear below. Common screening criteria are in the **Company Details** section.
3. Click "View Results" which can be exported to Excel.

Screening Tip: If companies you are expecting to see aren't included in the results, click "Where's My Company?" to see which criteria don't match.



Get personal assistance.

- Stop by the library for a drop-in consultation during service hours
- Email infoservices@hbs.edu to set up an appointment
- Call us: 617-495-6040
- Visit **Job Search Café**

**JUST
ASK!**

