Leveraging Library Resources for your Business Plan
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Reasons for Today’s Workshop

1. Provide a **strategy** in planning your research.

2. Help you think about which **questions** to ask in probing your topic.

3. Highlight extensive **resources** available to you to answer these questions.
Research Strategy Overview

• Background
• Industry information
• Company Information / Identify competitors
• Country Information/Demographic Data
• Market Research
• Build your Network
• After the Contest...

Baker Library website - http://www.library.hbs.edu/
Baker Library website – Fast Answers

Baker Library website – Research guides
Background: Getting Started

Factiva: http://www.library.hbs.edu/go/factiva.html
  – News articles from over 10,000 publications
  – Global in coverage
  – Original language content

Business Source Complete: http://www.library.hbs.edu/go/buscomplete.html
  – Extensive full-text of articles
  – Full archive of the Harvard Business Review
  – Wide variety of current industry and market research reports

ABI/ProQuest: http://www.library.hbs.edu/go/ABI.html
  – Extensive full-text of articles
  – Business Monitor International (BMI) industry reports

Background: Factiva

http://www.library.hbs.edu/go/factiva.html
Background: Business Source Complete

http://www.library.hbs.edu/go/buscomplete.html

Background: ABI

http://www.library.hbs.edu/go/ABI.html
Background: Additional Resources

Research Guides: [http://www.library.hbs.edu/guides/](http://www.library.hbs.edu/guides/)
- Subject specific guides that highlight best resources
- Often include news feeds from industry publications
- Many contain a Google Custom Search feature that allows you to search within the guide

and Books!!

HOLLIS catalog: [http://discovery.lib.harvard.edu/](http://discovery.lib.harvard.edu/)
- Search for print books, journals and newspapers
- Can limit your search to the Baker Library

Background: HOLLIS catalog
Industry Information

- industry trends
- how the industry is organized
- how to analyze a company within the industry

Thomson ONE: [http://www.library.hbs.edu/go/thomsonbanker.html](http://www.library.hbs.edu/go/thomsonbanker.html)
- reports from investment banks and investment research firms
  - no charge for reports
  - only works with Internet Explorer

**Company, Industry & Career Research Guide**
- great overview of library resources for company and industry research
- provides information on how to access Datamonitor industry reports

Industry Information: S&P NetAdvantage
Industry Information: Thomson ONE

Company Information

Capital IQ
http://www.library.hbs.edu/go/capitaliq.html
- Public and private company data, investment firms, capital transactions
- Build lists of companies by self-defined criteria
- Requires an account; may take 2-3 days to set up account

OneSource
http://www.library.hbs.edu/go/onesource.html
- Includes company profiles, company and industry news and analysis
- Build lists of companies by self-defined criteria
**EIU Suite of Databases:**
The Economist Intelligence Unit (EIU) suite of databases includes:

- **City Data:** pricing information on products and services (see “Data Tools” link)
- **Country Commerce:** business regulations, operating conditions, etc.
- **Country Finance:** analysis of financial systems
- **Risk Briefing:** risk factors in 150 markets

**IMF eLibrary:**
The International Monetary Fund (IMF) suite of databases includes:

- **International Financial Statistics:** exchange rates, money supply, commodities
- **Balance of Payment Statistics:** balance of payments, international investments
- **Direction of Trade Statistics:** value of imports and exports

Provides measures of business regulations and their enforcement
Country Information /Demographic Data

CountryData.com:
http://www.library.hbs.edu/go/countrydata.html
Risk rating characteristics including government stability, exchange rate stability, conflict, and investment.

Standard & Poor’s Ratings Direct:
http://www.library.hbs.edu/go/ratingsdirect.html
Analysis of debt issues including sovereign debt.

IMD World Competitiveness Yearbook:
http://www.library.hbs.edu/go/imd.html
Analyzes and ranks the ability of nations to create and maintain a competitive environment. Contains cross-country and regional comparisons.
Country Information /Demographic Data

Global reports published by IGO’s/NGO’s


World Development Indicators: http://www.library.hbs.edu/go/wdi.html
Statistics for almost 600 development indicators (including public health, environment, education, and labor force) dating as far back as 1960.

A list of links to national statistical agencies. This website is a good access point for country-specific social and economic indicators, including national census data.
Market Research

Market Research.com Academic:
http://www.library.hbs.edu/go/marketresearch.html
- Great source for market research reports for the life sciences, consumer goods, technology and energy sectors.

Global Market Information Database:
http://www.library.hbs.edu/go/gmid.html
- Published by Euromonitor
- In-depth, global coverage of consumer products and industries
- Use the “Search” tab at the top of the page, select “Advanced Text”

Analyst & Research Reports databases
- lists all market research databases available via Baker (including eMarketer)
- descriptions highlight strengths of each database

Build Your Network

HBS Alumni Navigator:
http://apps.alumni.hbs.edu/navigator
- contact information for HBS alumni around the world
- HBS alumni directory searchable by country, industry and position

Capital IQ:
http://www.library.hbs.edu/go/capitaliq.html
- build lists of companies by industry and geography
- include “Education” section that will allow you to identify HBS alums
After the Contest: Thomson ONE
After the Contest: Thomson ONE

Firm Type

Selected Choice

Add
Remove

Included in results
Excluded from results

Fund Location
Fund Stage
Fund Industry Focus
Fund Status
Fund Investor Type
Fund Size (M$)
Fund Size (M$ Target)
Total Capital Invested by Fund (M$)
Total Number of Companies Invested In
Executive Details
Executive Name
Executive Title

Thomson ONE

Company Analyst
Industry
Market Analyst
Fund Analyst
Trends & Analysis

Overview

Screening & Targeting

15 29 30
After the Contest: Thomson ONE

Thomson ONE

Company Analysis
Detailed
Comparisons
Market Assessment
Investment
Executive
Equity
Limited Partners
Funding
Performance
Fees
Fund Performance
Report Writer
My Searches

Thomson ONE

Firm Search Result

Select Output:

Firm Name
Firm Type
Capital Under Management (US$M)
No. of Funds
Total Number of Companies Acquired

After the Contest: Thomson ONE

Firm Profile | SAM Ventures

2200 Sand Hill Rd
Suite 100
Menlo Park, CA 94025
United States

Phone: 650-223-8688
Web: www.samventure.com

Profile Last Updated: 02/15/2010

Pre-Stages: Active waiting new investments
Affiliations: National Venture Capital Association - USA (NVCA)

Firm Name
SAM Ventures
Pre-Stages: Active waiting new investments
Affiliations: National Venture Capital Association - USA (NVCA)

Direct Investments

- Antennas, Inc.
  - Biototechnology
  - 05/14/2009
  - Active
  - LA, USA
  - United States

- Serotech, Inc.
  - Biototechnology
  - 10/26/2007
  - Active
  - Burlington, United States

- Micronta, Inc.
  - Biototechnology
  - 05/01/2005
  - In-Regulation
  - Chino, California, United States

- Texas Inc. (POT, Service Therapeutics, Inc.)
  - Biototechnology
  - 09/01/2006
  - Acquisition
  - Santa Clara, United States

- Xyra, Inc.
  - Biototechnology
  - 04/26/2006
  - Active
  - Bedford, Massachusetts
  - United States
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Company Profile: Anaphore, Inc.

Business Description:
Develop peptide therapeutics for cancer and immune-mediated diseases. The company develops Zimuvam, which are drug candidates engineered from a fully human serum protein that is naturally secreted by a human vascular endothelial cell line.

After the Contest: PitchBook

[Image of PitchBook interface]
After the Contest: PitchBook

Searching for Investors and Funds

After the Contest: PitchBook

Searching for Investors and Funds
After the Contest: PitchBook
HBS and HU Database Tips

Database Passwords  “More Info” page will tell you if a resource needs an extra password or Harvard PIN; also searching tips, database trouble-shooting.

No extra charge for reports from our databases [i.e. Marketresearch.com and Thomson ONE analyst reports].

Always use database’s indexing and “Advanced Search” features.

Numerous download formats often available.

Where did the information come from? – feel free to ask a librarian about data sources.

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Speaking of Harvard

Baker Library may not have exactly what you need...

- Harvard Medical School Library (Countway)
- Harvard Law School Library (Langdell)
- Harvard Kennedy School Library
- Cabot Science Library
Don’t Forget…

- Rock Center Resources
  http://www.hbs.edu/entrepreneurship/resources/

- Citation Guide for HBS Students
  http://www.library.hbs.edu/guides/citationguide.pdf

- HBS Copyright and Licensing Policies
  http://www.library.hbs.edu/copyright_restrictions.html

- Additional Information for MBAs on Using Baker
  http://www.library.hbs.edu/resources_mba.html

- Keep track of your sources
  RefWorks or EndNote

We’re in the Business of Hope

In-Person Assistance:

Reference hours:
SUN: 12 pm – 7 pm; MON-THUR: 9am – 7pm; FRI: 9am – 5pm

Stamps Reading Room Quiet Study hours*:
SUN – THUR: 7pm – 12am; SAT: 12pm - 7pm

Drop by at your convenience: Please ask for reference librarian at the front desk
Phone: (617) 495-6040
Email: infoservices@hbs.edu
Request a consultation (email infoservices@hbs.edu): schedule an appointment for an in-depth research consultation with a reference librarian.

* Please Note: Reading Room hours vary during the summer and holidays, see “Baker Hours” at: http://www.library.hbs.edu/info/hours.html