

APPENDIX 3.2 Internet Resource Table**Resources to Help Complete the First Screen Worksheet in Appendix 3.1**

Source	Description	Applicable Parts of First Screen	Cost/Availability
American Factfinder (www.factfinder2.census.gov)	An easy-to-use portal for obtaining census data. One quick way to retrieve data is to get a "Fact Sheet" on a geographic area (by city, county, or zip code), which provides population, median household income, demographic breakdown (age, gender, race), and other information.	Part 3	Free
A-Z Index of Trade Associations (www.usa.gov/directory/tradeassoc/index.shtml)	Directory provides access to the phone numbers and website addresses of trade associations in all industries. Trade associations can be contacted to obtain information on all areas of feasibility analysis.	Parts 1, 2, 3, 4, and 5.	Free
BizMiner (www.bizminer.com)	Industry statistics, sample pro forma financial statements by industry (and size of business), business start activity and failure rates by industry, and similar information. Provides data on small private firms.	Parts 2, 3, and 5	Fee based (more affordable than most); typically free if accessed through a university library
BizStats (www.bizstats.com)	Has a variety of detailed financial data on various retail categories. On the site, a user can type in the projected income of a firm, by industry, and receive a mock income statement in return.	Parts 2 and 5	Free
City-Data.com (www.city-data.com)	Contains detailed information on cities, including median resident age, median household income, ethnic mix of residents, and aerial photos.	Part 3	Free
County Business Patterns (www.census.gov/econ/cbp)	Good resources for looking at business activity, including the number of competitors, at a city, county, or state level. For example, you can find the number of dry cleaners (or any other business) in a specific zip code or city.	Parts 2 and 3	Free
Factiva (www.factiva.com)	Robust search engine that aggregates content from more than 36,000 sources such as newspapers, magazines, journals, photos, and radio and television transcripts.	Parts 1, 2, 3, 4, and 5	Fee based; typically free if accessed through a university library website
FedStats (www.fedstats.gov)	Provides easy access to information generated by over 100 federal agencies.	Parts 1, 2, 3, 4, and 5.	Free
Hoovers Online (www.hoovers.com)	Brief histories and financial information on companies, industries, people, and products. Premium service provides access to detailed financial information and 10-K reports for publicly traded firms.	Parts 2, 3, and 5	Free; premium version available on a fee basis or typically for free if accessed through a university library
IBISWorld (www.ibisworld.com)	Detailed reports available on hundreds of industries, including industry statistics, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Fee based; typically free if accessed through a university library

(continued)

Source	Description	Applicable Parts of First Screen	Cost/Availability
LexisNexis Academic (www.lexisnexis.com)	Provides access to sales data for public and private firms, which can be searched in a number of useful ways. Helps start-ups estimate the financial performance of similar businesses. Go to "Business" and then "Company Financial."	Part 5	Fee based; typically free if accessed through a university library
MagPortal.com (www.magportal.com)	Search engine and directory for finding online magazine articles. Helps start-ups by providing access to magazine articles about their product/service and industry of interest. This information may be helpful in all areas of feasibility analysis.	Parts 1, 2, 3, 4, and 5	Free
Mergent Online (www.mergentonline.com.)	Provides near instant access to financial data, including income statements, balance sheets, and cash flows, on more than 10,000 U.S. public corporations.	Parts 2 and 5	Fee based; typically free if accessed through a university library
Mintel (www.mintel.com)	Detailed reports available on hundreds of industries, including industry statistics, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Fee based; typically free if accessed through a university library
ProQuest (http://proquest.com)	Very robust search engine for searching publications such as the <i>Wall Street Journal</i> and the <i>New York Times</i> . Useful for all areas of feasibility analysis.	Parts 1, 2, 3, 4, and 5	Fee based; typically free if accessed through a university library
Quickfacts (http://quickfacts.census.gov)	A very quick way to access census bureau data, including population, median household income, census breakdowns by age and other demographic characteristics, and so on.	Parts 2 and 3	Free
ReferenceUSA (www.referenceusa.com)	Provides contact information, estimated annual sales, credit rating score, year established, news, and other information on both public and private companies. Contains more information on private firms than many similar sites. Helps start-ups estimate the financial performance of similar businesses.	Part 5	Fee based; typically free if accessed through a university library
Salary.com	Useful resources for determining salary ranges for positions (such as computer programming) in a specific city or zip code.	Part 5	Free
SimilarWeb (www.similarweb.com)	Allows users to assess the website traffic for any URL. Information can be helpful in assessing the attractiveness of a similar business idea.	Part 1	Free
Standard & Poor's NetAdvantage (www.netadvantage.standardpoor.com)	Detailed reports available on hundreds of industries, including industry statistics, trends, buyer behavior, and expected returns.	Parts 1, 2, 3, and 5	Free; premium version available on a fee basis or typically free if accessed through a university library
Thomas Register of American Manufacturers	Search engine for sourcing components, equipment, raw materials, and customer manufacturing services. Helpful in determining how much it will cost to manufacture a product.	Part 5	Free

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U.S. Small Business Administration (www.sba.com)	Describes loan availability, eligibility, sources of grants, etc. Helpful in determining the financial feasibility of a business idea.	Part 5	Free
Yahoo! Industry Center (http://biz.yahoo.com/ic)	Provides a directory of industries, along with a list of the companies in each industry, the latest industry-related news, and performance data on the top companies in an industry.	Parts 2, 3, and 5	Free

Endnotes

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7. W. Drover, M. S. Wood, and G. T. Payne, "The Effects of Perceived Control on Venture Capitalist Investment Decisions: A Configurational Perspective," *Entrepreneurship Theory and Practice*, in press; J. J. Ebbers, "Networking Behavior and Contracting Relationships Among Entrepreneurs in Business Incubators," *Entrepreneurship Theory and Practice*, in press.
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11. BizMiner home page, www.bizminer.com, (accessed April 3, 2014).
12. T. Astebro and J. Chen, "The Entrepreneurial Earnings Puzzle: Mismeasurement or Real?" *Journal of Business Venturing* 29, no. 1 (2014): 88-105.