

Researching business intelligence for new ventures

A workshop for District 3 by Olivier Charbonneau

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When launching a new business, information about industries, markets or competitors can be invaluable. In this session, we will cover resources from the Internet as well as licensed market and industry intelligence databases available from Concordia University Library. This is a workshop adapted from the “Entrepreneurship” course at the John Molson School of Business.

Learning objectives

- Locate industry and market reports from the Internet and the Library
- Understand how to use datasets from Statistics Canada (Census & Cansim) and other national agencies
- Develop a healthy information diet

Proposed Course Outline

1. Know your industry (IBISWorld, Mergent Intellect, SME Benchmarking)
2. Using Google for business research (governments & trade associations)
3. Statistics Canada for entrepreneurs (including SimplyMaps)
4. Reading up on your idea & staying up to date with articles (ProQuest Business Databases & EBSCO's Business Search Complete)

Resources

District 3 will supply **temporary netnames and passwords** to participants to connect on the Concordia Wi-Fi network with their own devices. This will allow participants to access and use library databases. After the workshop, participants can visit the Library in person to obtain a temporary netname and password should they want to continue their research.

During the workshop, we will use the **Business Research Portal**, which lists the search tools and training videos for researching a new business venture on the library website (<http://www.concordia.ca/library/guides/business.html>).