

Show Me the Money

Encouraging Use of Entrepreneurship Information
Resources: Faculty/Library Collaboration

Business & Entrepreneurial Information for Engineers Panel
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The Rundown

- About Us
- Information Needs of Entrepreneurs
- Connecting Engineers with Information
- Library & CEI Collaboration
- Curricular Infusion
- Benefits
- Lessons Learned



About WPI

- Founded in 1865 as *Worcester County Free Institute of Industrial Science* as nation's third-oldest private independent technological university
- More than **50 undergraduate and graduate degree programs** in science, engineering, technology, management, social sciences, and humanities and arts
- 2,861 undergraduates/1042 graduate students/324 faculty



About Gordon Library

- The library partners with the WPI community in teaching, learning, and scholarship by providing resources and innovative services that anticipate and respond to changing information needs
- [Information Literacy Vision](#)



Entrepreneurship & Innovation

- *Collaborative for Entrepreneurship & Innovation* is a university-wide entrepreneurship program founded in 1999
- Business plan competitions
- Venture Forum
- Other programs



Information Needs of Entrepreneurs

- Does research relate to better performance for startup companies?
- How do industry experience & expectations match with students' university experience?
- What types of information do entrepreneurs really need?

Types of Information Gathered

- Business planning - general sources
- Competitors products, strategy & market share
- Customer needs
- Demographics of marketplace
- Market research, including information on competitors, suppliers, size of market, market share
- Financial data
- Marketing examples, comparables, distribution options
- Funding sources
- Intellectual property research, patents, trademarks

Databases by Subject & Type: [Company](#) | [Industry](#) | [Patents](#)

Library & CEI Evolving Collaboration

Business
planning
workshops†

CEO East
Conference

Focused
workshops
(patents,
company)

Supporting
distance
learners

Curricular
Infusion

† [Business Plan Resources](#) | [Video](#) (30 minutes)

Curricular Infusion

- Graduate Qualifying Project
 - Required for management students
 - In class visits & myWPI Blackboard online tutorials
- Entrepreneurship course
 - In class visit & [How-to tutorial](#) for online learners

Connecting Engineers with Information

- Your own outreach & promotional ideas





Connecting Engineers with Business Information

How does your campus library connect engineers with business information sources?



Benefits

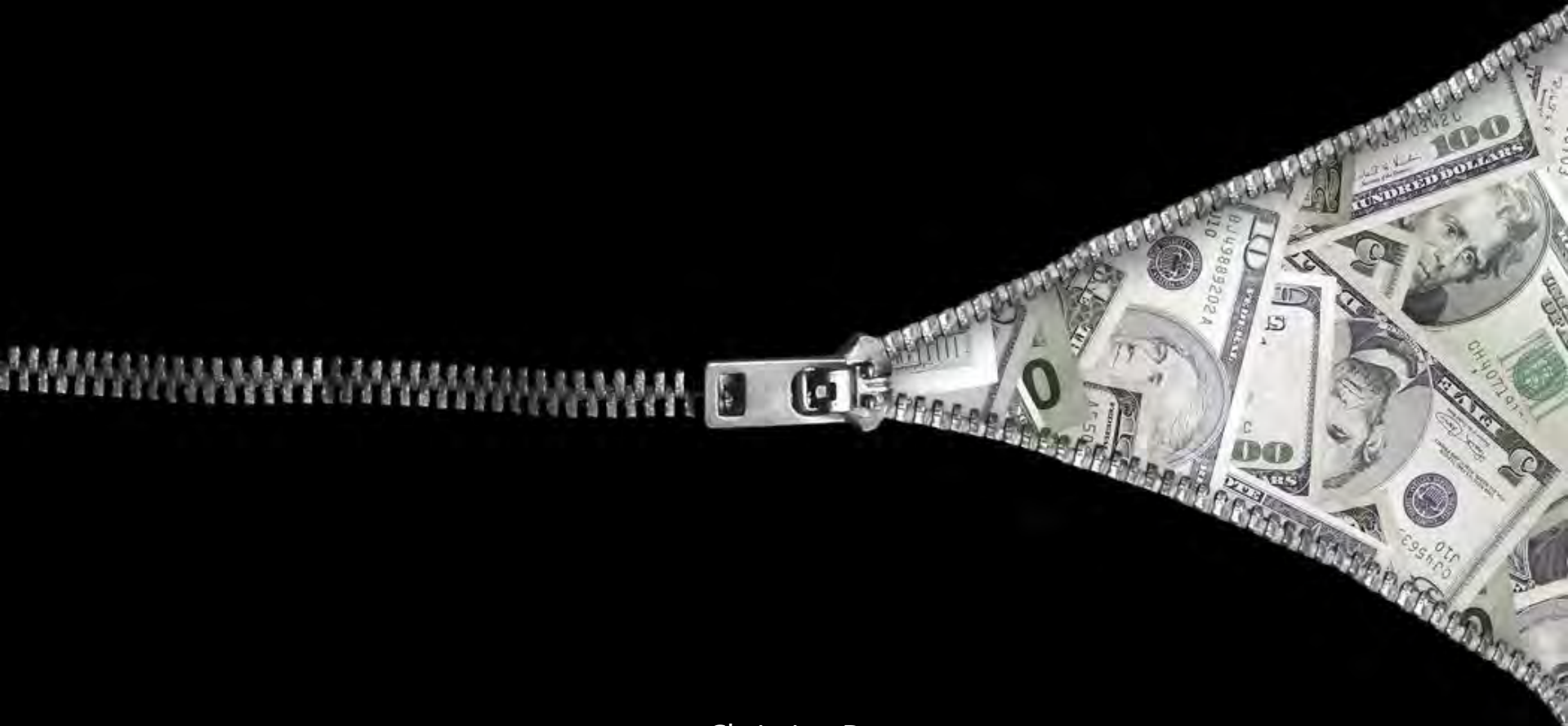
- Users have increased awareness of business information resources & library services
- Librarians have gained better understanding of faculty & researchers needs
- Faculty state that students are better equipped to find scholarly information after librarian intervention

Lessons Learned



Future





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