

# Show Me the Money

Encouraging Use of Entrepreneurship Information  
Resources: Faculty/Library Collaboration

Business & Entrepreneurial Information for Engineers Panel  
*American Society of Engineering Educators Annual Conference*  
*June 25, 2007*



Christine Drew  
Manager, Instruction & Outreach  
Worcester Polytechnic Institute  
cdrew@wpi.edu

[users.wpi.edu/~cdrew/ppts/ASEE\\_June2007.ppt](http://users.wpi.edu/~cdrew/ppts/ASEE_June2007.ppt)

# 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

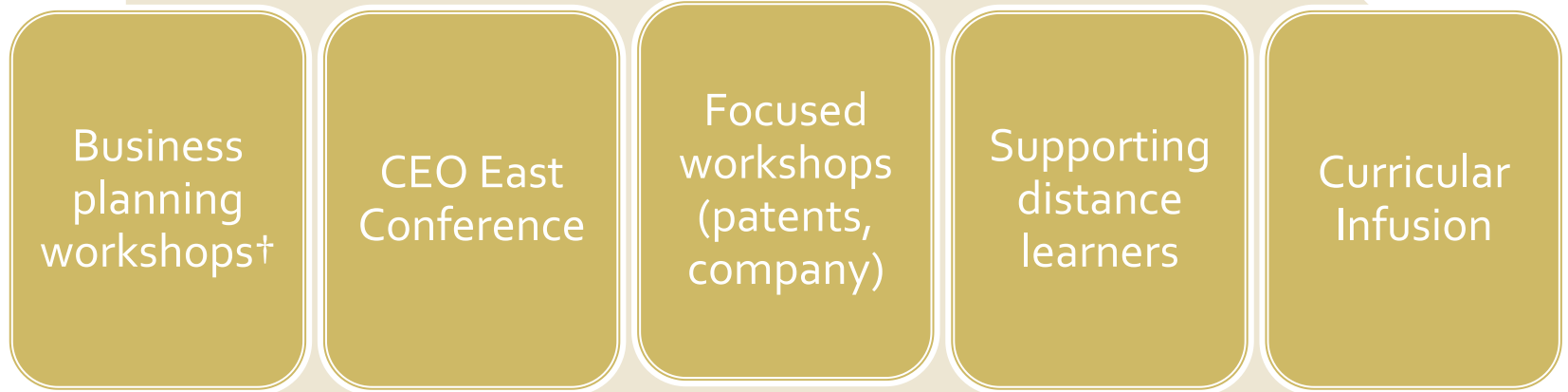
- Does research relate to better performance for startup companies?
- How do industry experience & expectations match with students' university experience?
- What types of information do entrepreneurs really need?

# 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 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





Christine Drew  
Manager, Instruction & Outreach  
Worcester Polytechnic Institute  
[cdrew@wpi.edu](mailto:cdrew@wpi.edu)  
[users.wpi.edu/~cdrew/ppts/ASEE\\_June2007.ppt](http://users.wpi.edu/~cdrew/ppts/ASEE_June2007.ppt)