



HARVARD | BUSINESS | SCHOOL

# Using Baker Resources for your Business Plan

Meghan Dolan

February 2, 2010

Knowledge  
& Library  
Services

## You Need a Research Plan

- Develop a strategy for your information gathering
- Think about the questions you need to answer
- Start with key resources
- Review for gaps

## Overview

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

Our Website - <http://www.library.hbs.edu/>

**HARVARD | BUSINESS | SCHOOL**  
**BAKER LIBRARY | BLOOMBERG CENTER**

Site Map | Contact Us | **FIND :** | **DATABASES** | **SERVICES** | **FAST ANSWERS** | LIBRARY INFO

- articles
- books
- hbs cases
- corporate reports
- historical collections
- journals / e-journals
- research guides**
- working papers

**HOLLIS CATALOG** >>>

**FAST ANSWERS** dropdown:

- Select Databases by Content Type
- Select Databases by Subject
- Browse Database A-Z Listing**
- Database Help Sheets
- E-Research@Harvard Libraries
- More ...

**research guides** dropdown:

- View All Guides

**Resources for:**

- First-Time Users
- MBA Students
- Joint Degree Students
- Doctoral Students
- Executive Education
- Faculty and Staff
- Alumni
- Visitors

**Today's Hours:**

Baker Library will be closed on Monday, September 7 in observance of Labor Day. Summer hours are in effect until September 13. **More**

Baker Library Open House: Wed., 9/9, 2:00pm-4:30pm. Tours offered continually. Come any time. The library will remain open. Questions? Call 617.495.6040. **More**

**Databases:** [View All Databases](#)

**Research Guides:** [View All Guides](#)

**New:**

## 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
- Trade publications
- Wide variety of current industry and research reports

# Background: Factiva

The screenshot displays the Factiva search interface with the following components:

- Free Text:** A search input field with a "Run Search" button.
- Date:** A dropdown menu set to "All Dates".
- Duplicate Articles:** A section with a "New!" badge, a dropdown for "Identify Duplicates: On", and a link for "What's this?".
- Select Sources and Factiva Intelligent Indexing TM:** A sidebar with expandable filters:
  - Source:** All Sources
  - Company:** All Companies
  - Subject:** All Subjects
  - Industry:** Currently Selected: **Alternative Fuels**. Below this is a search box "Find an Industry" and a list of industry categories:
    - Consumer Products
    - Energy (expanded):
      - Alternative Fuels (selected)
      - Coal Mining
      - Coal Mining Support Activities
      - Crude Oil/Natural Gas
      - Electricity/Gas Utilities
      - Fuel Cells
      - Gasoline Stations
      - Natural Gas Processing
  - Region:** Poland
  - Language:** English Or Polish
  - Look up:** (empty)

# Background: Business Source Complete

Basic Search
Advanced Search
Visual Search

[Search History/Alerts](#) | [Search Other Databases](#)

**Find:**  in

in

in  [Add Row](#)

**in:**

(Searching: *Business Source Complete*)

[Search Tips](#)

**Limit results to:**

<b>Full Text</b>	<input type="checkbox"/>																				
<b>Scholarly (Peer Reviewed) Journals</b>	<input type="checkbox"/>																				
<b>References Available</b>	<input type="checkbox"/>																				
<b>Published Date from</b>	<input type="text" value="Month"/> <input type="text" value="Year"/> to <input type="text" value="Month"/> <input type="text" value="Year"/>																				
<b>Document Type</b>	<table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> All</td> <td><input checked="" type="checkbox"/> Article</td> </tr> <tr> <td><input type="checkbox"/> Bibliography</td> <td><input type="checkbox"/> Biography</td> </tr> <tr> <td><input type="checkbox"/> Book Entry</td> <td><input type="checkbox"/> Book Review</td> </tr> <tr> <td><input checked="" type="checkbox"/> Case Study</td> <td><input type="checkbox"/> Company Report</td> </tr> <tr> <td><input type="checkbox"/> Directory</td> <td><input type="checkbox"/> Editorial</td> </tr> <tr> <td><input type="checkbox"/> Erratum</td> <td><input checked="" type="checkbox"/> Industry Overview</td> </tr> <tr> <td><input type="checkbox"/> Interview</td> <td><input type="checkbox"/> Letter</td> </tr> <tr> <td><input type="checkbox"/> Obituary</td> <td><input type="checkbox"/> Proceeding</td> </tr> <tr> <td><input type="checkbox"/> Product Review</td> <td><input type="checkbox"/> Report</td> </tr> <tr> <td><input type="checkbox"/> Speech</td> <td><input checked="" type="checkbox"/> Working Paper</td> </tr> </table>	<input type="checkbox"/> All	<input checked="" type="checkbox"/> Article	<input type="checkbox"/> Bibliography	<input type="checkbox"/> Biography	<input type="checkbox"/> Book Entry	<input type="checkbox"/> Book Review	<input checked="" type="checkbox"/> Case Study	<input type="checkbox"/> Company Report	<input type="checkbox"/> Directory	<input type="checkbox"/> Editorial	<input type="checkbox"/> Erratum	<input checked="" type="checkbox"/> Industry Overview	<input type="checkbox"/> Interview	<input type="checkbox"/> Letter	<input type="checkbox"/> Obituary	<input type="checkbox"/> Proceeding	<input type="checkbox"/> Product Review	<input type="checkbox"/> Report	<input type="checkbox"/> Speech	<input checked="" type="checkbox"/> Working Paper
<input type="checkbox"/> All	<input checked="" type="checkbox"/> Article																				
<input type="checkbox"/> Bibliography	<input type="checkbox"/> Biography																				
<input type="checkbox"/> Book Entry	<input type="checkbox"/> Book Review																				
<input checked="" type="checkbox"/> Case Study	<input type="checkbox"/> Company Report																				
<input type="checkbox"/> Directory	<input type="checkbox"/> Editorial																				
<input type="checkbox"/> Erratum	<input checked="" type="checkbox"/> Industry Overview																				
<input type="checkbox"/> Interview	<input type="checkbox"/> Letter																				
<input type="checkbox"/> Obituary	<input type="checkbox"/> Proceeding																				
<input type="checkbox"/> Product Review	<input type="checkbox"/> Report																				
<input type="checkbox"/> Speech	<input checked="" type="checkbox"/> Working Paper																				

**Browse**

- [Subjects](#)
- [Authors](#)
- [Author Profiles](#)
- [Cited References](#)
- [Indexes](#)
- [Publications](#)**
  - [Academic Journals](#)
  - [Books/Monographs](#)
  - [Company Profiles](#)
  - [Country Reports](#)
  - [Industry Profiles](#)
  - [Magazines](#)
  - [Market Research Reports](#)
  - [SWOT Analyses](#)
  - [Trade Journals](#)
  - [Working Papers](#)

## Background: Additional Resources

**Research 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/>

- Search for print books, journals and newspapers
- Can limit your search to the Baker Library

# Background: HOLLIS catalog

HOLLIS

[> Text-Only / Accessible Version](#)    [> My Account / Renew](#)

[> Find articles](#)    [> Help](#)    [> Ask a Librarian](#)

> Harvard Libraries

SEARCH

> Advanced search

Results 1 - 25 of 46 for **clean energy**, sorted by: relevance

⌂ > Your query: clean energy

Only items from Baker Business (and Online Resources) are shown.

- Financing **clean energy** /**

London : Thomson, 2008.

> Check Availability
- Japanese High **Energy** Efficiency & **Clean Energy** Technologies**

> Check Availability      Available Online
- The Cost of **energy** and a **clean** environment /**

Houston : Gulf Pub. Co., Book Division, c1978.

> Check Availability
- How to obtain abundant **clean energy** /**

McGown, Linda Baine.

New York : Plenum Press, c1980.

> Check Availability
- Incinerating Cash: The Department of **Energy**'s Failure to Develop and Use Innovative Technologies To **Clean** Up the Nuclear Waste Legacy**

> Check Availability      Available Online
- Clean coal today [microform] : an update of the U.S. **Clean** Coal Technology Demonstration Program. Office of Fossil **Energy**. U.S. Department of **Energy****

**Show results from:**

Baker Business

**Refine**

- ▼ Online
- > Online (14)
- ▼ Publication Date
- > In the last 3 years (5)
- > In the last 10 years (18)
- > All years by decade (44)
- ▼ Author / Creator
- > Climate, Energy & Pollution Program (World Resources Institute) (3)
- > Baumert, Kevin A. (3)
- > Langer, Maria (3)
- > Pernick, Ron (2)
- 66 more...
- ▼ Format
- > Book (41)
- > Journal / Serial (5)
- ▼ Language
- > English (44)
- > French (1)

**clean energy**

Association     Spelling variation  
 Translation     Thesaurus term  
 Discovery trail

## Industry Information

S&P NetAdvantage: [http://www.library.hbs.edu/go/s\\_and\\_p.html](http://www.library.hbs.edu/go/s_and_p.html)

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

Thomson ONE Banker: <http://www.library.hbs.edu/go/thomsonbanker.html>

- reports from investment banks and investment research firms
- ignore pricing, no charge for reports!

[Company, Industry & Career Research Guide](#)

- great overview of library resources for industry research
- provides information on how to access Datamonitor industry reports

# Industry Information: S&P NetAdvantage

**STANDARD & POOR'S**

## NetAdvantage

Glossary | Contact Us | Help

Keyword Search

Home | Companies | **Industries** | Financial Education

**Industry Research**

Select

Industry Surveys  
Oil & Gas: Production & Marketing

Global Industry Surveys  
Select Region  
Asia

and Industry  
Advertising

Sub-Industry Reviews  
Advertising

**Search by Company**

Industry Survey  
 Sub-Industry Review

Search by  
Company Name

**Industry in Focus**  
Wed Jan 13, 2010 (12:00 PM EST)  
**SECTORS: NOTES FROM DAY ONE OF THE NATIONAL RETAIL FEDERATION CONVENTION**

**Economic Insight**  
Thu Jan 14, 2010 (12:00 PM EST)  
**S&P WEEKLY ECONOMICS CALL**

**Stovall's Sector Watch**  
Tue Jan 12, 2010 (11:00 AM EST)  
**Q4 EPS OUTLOOK: A COMPARISON OF EXTREMES**

► Trends & Projections

Copyright © 2010 Standard & Poor's. All rights reserved. Privacy Notice Terms of Use Disclosure Accreditations **The McGraw-Hill Companies**

# Industry Information: Thomson ONE Banker

The screenshot displays the Thomson ONE Banker web application interface. The left sidebar contains a navigation menu with categories: Companies, Portfolios, Company Analysis, Filings, Ownership, Officers & Directors, Comparables, and Report Writer. Under the 'Company Analysis' section, the 'Research' sub-item is highlighted with a red box, and its sub-item 'Conduct Research Report Search' is highlighted with a yellow box. The main content area is titled 'To View Company Information' and contains two steps:

**Step 1.** Enter a Ticker, CUSIP, SEDOL, ISIN, or Permanent Identifier in the Company Name/Symbol/Key box on the left.  
*Note:* To search for a Company by Name, click on the "Searching" button.

**Step 2.** Click on a desired tab, then select the options from the pull-down menus

## 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.

### OneSource

<http://www.library.hbs.edu/go/onesource.html>

- Includes company profiles, company and industry news and
- Build lists of companies by self-defined criteria.

### Financial Markets Research Guide

[http://www.library.hbs.edu/guides/financial\\_markets/](http://www.library.hbs.edu/guides/financial_markets/)

- List of all the resources available at Baker for financial analysis research.

# Company Information: Capital IQ

The screenshot displays the Capital IQ web application interface. At the top, the navigation bar includes the Capital IQ logo, a search bar, and several menu items: 'My Capital IQ', 'Company Intelligence', 'Market Analysis', 'Screening & Analytics' (highlighted with a red box), and 'Coverage Management'. The 'Screening & Analytics' menu is currently selected, leading to the 'Company Screening' page. This page features a 'Screen Builder' section with tabs for 'Idea Generation' and 'Saved Screens'. Below this, there are radio buttons to select the screening criteria: 'Companies', 'Fixed Income', 'Key Devs', 'People', and 'Transactions'. A search box for 'Search data points' is provided, with an example: 'e.g. "Public Company" or "Market Cap" or "Consumer Discretionary"'. There are also links for 'View all criteria' and 'View all display columns'. A checkbox option 'Always expand this list when I visit this page' is checked. The main content area is a grid of various screening criteria categories, each with a list of sub-links:

- Company Details:** Industry Classifications, Geographic Locations, Business Descriptions, Products, Company/Strategy Notes, Status/Ownership, Company Type/Investment Type, Company Statistics, Exchanges/Indices, Most Recent Auditor.
- Financial Information:** Financial Statements, Industry Specific Financials, Valuation & Multiples, Operating Metrics & Ratios, Estimates, Stock Performance/Volume, Intra-Company Ranking, Inter-Company Universe Ranking.
- Formula Builder:** Create Custom Formula.
- Corporate Actions:** Investment/Transaction History, Bankruptcies, Filings, Takeover Defenses/Statistics.
- Company Ownership:** Company Ownership, Insider Ownership.
- Key Developments:** Key Developments by Category, Key Developments by Type, Key Developments by Keyword, Key Developments By Date, Key Development Stock Return.
- Investment Criteria:** Industries of Interest, Geographies of Interest, Bite Sizes, Stages of Interest.
- List Management:**
- Person Details:** Biographies, Ages, Person Locations.
- Compensation/Ownership:** Compensation/Options, Ownership Positions.
- Education:** Degrees, Graduation Year, Colleges/Universities, Majors.
- Employment/Board:** Professional Job Functions, Board Job Functions, Committees, Professional Types, Titles, Specialties.
- Targeting Engine:**
- General Transaction Details:** Transaction Dates, Transaction Descriptions, Pre-Deal/Post-Deal Comments, Transaction Types/Status, Primary Features, Transaction Valuations.
- M&A/Buyback Details:** Merger/Acquisition Features, Buyback Features, Target Security Types/Details, Consideration Offered/Details, Deal Conditions/Responses, Deal Attitude, Deal Approach.
- Spin-off/Split-off Details:** Spin-off/Split-off Features, Spin-off/Split-off Conditions.
- Private Placement Details:** Private Placement Features.

# Company Information: OneSource

**OneSource** Global Business Browser

LIVE SUPPORT Feedback | Support | My Account

Welcome, RU.harvard156

Home **Companies** Executives Industries News & Reports

Find a Company

Advanced Financial Analysis »  
US Government Search »

Recently viewed

This section provides links to your most recently viewed company summaries, allowing you to revisit them with a single click.

**Global Preferences** [Edit](#)

**Region:** US/Canada  
**Currency:** USD (000)

**Search**

**Companies**  
Enter a company, ticker symbol, or registered number below, or [build a list](#) of companies.

**Executives**  
Enter last name or both first and last name below, or [build a list](#) of executives.

**News & Articles**  
Enter one or more keywords to search multiple global media sources.

**Industries**  
Search for an industry by entering a keyword, industry activity, or industry code.

Total Companies: 17,431,399 Total Executives: 24,313,332

**Top Business News**

- » [Alcoa invests in Saudi aluminium](#) 15-Jan-2010  
Business Middle East (653 Words)
- » [Fisker Automotive Secures Additional Funding for Plug-in Hybrids](#) 15-Jan-2010  
PR Newswire US (443 Words)
- » [XBRL US Announces Results from XBRL Preparedness Survey](#) 15-Jan-2010

**What's New at OneSource**

- » [Introducing OneSource for Salesforce](#)  
Release of OneSource for Salesforce, providing major new functional, content, and usability enhancements within the CRM.
- » [Expanded coverage and enhancements for AsiaPac](#)

## Country Information /Demographic Data

### EIU Suite of Databases:

The Economist Intelligence Unit (EIU) suite of databases includes:

- [EIU City Data](#) (pricing information on products and services)
- [EIU Country Commerce](#) (business regulations, operating conditions, etc)
- [EIU Country Finance](#) (analysis of financial systems)
- [EIU Risk Briefing](#) (risk factors in over 150 markets)

### IMF Suite of Databases:

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)

Doing Business: <http://www.doingbusiness.org/>

Provides measures of business regulations and their enforcement.

# Country Information: EIU Country Commerce

The screenshot shows the EIU Country Commerce website for China. The page is titled "Country Commerce China" and features a navigation menu on the left, a main content area, and promotional content on the right. A red box highlights the "Analyst directory" link in the left navigation menu.

**eiu.com** **Economist Intelligence Unit** **The Economist**

**Search**  
SEARCH  
Advanced search  
Search help  
Country home pages  
Choose region/coun

**Home**  
All titles  
All countries  
Africa/Middle East  
Americas  
Asia  
Europe  
**Analyst directory**  
Conferences  
Corporate Network  
Press releases  
Products & services  
EIU speakers  
EIU websites

**Economist Conferences**  
On-site insight for senior executives worldwide

Contact us | Register | Help | Logout  
Home :: Asia :: China :: Country Commerce

## Country Commerce China

**Main report - 2009**  
Download this report: [html](#) | [pdf](#)  
Regulatory/market assessment  
Regulatory/market watch  
Fundamental indicators: exchange rates against chief trading partners  
Key commercial indicators  
The operating environment  
Organising an investment  
Incentives  
Licensing  
Competition and price policies  
Exchanging and remitting funds  
Corporate taxes  
Personal taxes  
Capital sources  
Human resources  
Foreign trade  
E-commerce  
Key contacts

**Recent issues**  
[html](#) | [pdf](#) 2009 Main report  
[html](#) | [pdf](#) 2008 Main report  
[html](#) | [pdf](#) 2007 Main report  
[html](#) | [pdf](#) 2006 Main report  
[html](#) | [pdf](#) 2005 Main report  
[More archive issues](#)

**Promotional content**  
A webcast from the Economist Intelligence Unit  
Commissioned by Philips  
**PHILIPS**  
Economist Conferences  
**RETHINK THE BIG**  
Design Council  
Economist Conferences  
14th Business Roundtable with the Government of India  
March 16th- 17th 2010 • New Delhi  
So how can I be in a position to capitalize when

## 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: IMD




*Real World, Real Learning®*

WORLD COMPETITIVENESS ONLINE

---

[HOME](#)
[CONSOLIDATED RANKINGS](#)
[COUNTRY PROFILES](#)
[CRITERIA](#)
[ABOUT](#)

[SEARCH](#)
[SIGN OUT](#)



**IMD WORLD COMPETITIVENESS ONLINE** (Your subscription will expire on 04/13/2010)

Welcome to the most comprehensive database on the competitiveness of nations, based on information from the IMD World Competitiveness Yearbook, the leading annual report which has been published by IMD since 1989. The statistics are updated on a regular basis, as soon as new data become available. The competitiveness rankings are recalculated once a year, usually by mid-May. Time series for up to 14 years can be downloaded in Excel or PDF format. For an optimal view, **we recommend the use of Internet Explorer, which allows pop ups and Java Script.**

**» Consolidated Rankings**

Display the consolidated rankings used to compute the overall competitiveness ranking.

**» Country Profiles**

Display all the information for one country.

**» Criteria**

Select one criteria to generate reports for all countries or for your personal selection.

**» About**

Learn more about the methodology, the Executive Opinion Survey, our Partner Institutes, etc.

**» First-time Users**

Learn more about the breakdown of criteria and options for accessing the information.

Just updated criteria
Coming soon

- Real GDP growth - Quarterly
- Forecast: Real GDP Growth
- Forecast: Inflation
- Forecast: Unemployment
- Forecast: Current account balance
- Tariff barriers
- Part-time employment
- Total expenditure on R and D
- Total expenditure on R and D
- Total expenditure on R and D per capit
- Business expenditure on R and D
- Business expenditure on R and D

**BENCHMARKING THE US HEALTH CARE SYSTEM IN THE GLOBAL ECONOMY**

A view from IMD's World Competitiveness Center, by Suzanne Rosselet-McCauley, Deputy Director

[View Archive](#)
[Read Article](#)

[View IMD special focus on China](#)

## Country Information /Demographic Data

### Global reports published by IGO's/NGO's

Global Competitiveness Report, Global Information Technology Report, Human Development Report, Global Corruption Report, Global Financial Stability Report (*see the [Country & International Research Guide](#) for access to these reports*)

### 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.

### National Statistics Agencies: [http://www.census.gov/aboutus/stat\\_int.html](http://www.census.gov/aboutus/stat_int.html)

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

# Country Information /Demographic Data: Statistical Agencies



The screenshot shows the U.S. Census Bureau website. The header includes the U.S. Census Bureau logo and navigation links: People, Business, Geography, Newsroom, Subjects A to Z, and Search@Census. The main heading is 'About Us'. Below this is a breadcrumb trail: 'You are here: Census.gov > About Us > Contact Us > International Statistical Agencies'. A secondary navigation bar contains: What We Do, Who We Are, Policies & Notices, Plans & Budget, and Contact Us. The main content area is titled 'International Statistical Agencies' and lists 15 countries with links to their respective statistical agencies. A sidebar on the left is titled 'In this section' and contains a list of links: Contact Us, Regional Contacts, Technical Contacts, Subject/Topic Contacts, and Other Contacts.

U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

## About Us

You are here: [Census.gov](#) > [About Us](#) > [Contact Us](#) > International Statistical Agencies

[What We Do](#) | [Who We Are](#) | [Policies & Notices](#) | [Plans & Budget](#) | [Contact Us](#)

### In this section

- [Contact Us](#)
- [Regional Contacts](#)
- [Technical Contacts](#)
- [Subject/Topic Contacts](#)
- [Other Contacts](#)

### International Statistical Agencies

- Afghanistan [Central Statistics Office](#) ↗
- Albania [Institute of Statistics](#) ↗
- Algeria [National Office of Statistics](#) ↗
- Andorra [Department of Studies and Statistics](#) ↗
- Anguilla [Statistics Unit](#) ↗
- Antigua and Barbuda [Reports and Statistics](#) ↗
- Argentina [National Institute of Statistics and Censuses](#) ↗
- Armenia [National Statistical Service](#) ↗
- Aruba [Central Bureau of Statistics](#) ↗
- Australia [Australian Bureau of Statistics](#) ↗
- Austria [Central Statistical Office](#) ↗
- Azerbaijan [State Statistical Committee](#) ↗
- Bahamas [The Department of Statistics](#) ↗

## Market Research

### Market Research.com Academic:

<http://www.library.hbs.edu/go/marketresearch.html>

- in-depth research reports; often 100+ pages
- ignore pricing, no charge for reports!

### Global Market Information Database:

<http://www.library.hbs.edu/go/gmid.html>

- great source for global market research and country-specific reports
- use the orange “Search” tab to search by keyword

### 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
- “Education” field that allows you to identify HBS alums

### HBS Alumni Clubs:

<http://www.clubhub.hbs.org/clubs.html>

# After the Contest: Thomson ONE Banker

The screenshot shows the Thomson ONE Banker search interface. The left sidebar contains a navigation menu with the following items: Profile Lookup, Company Analysis, Indices, Comparables, Market Awareness, Ownership, Private Equity (highlighted with a red box), News & Trends, Profiles, Companies, Firms (highlighted with a red box), IPOs, Limited Partners, Deal Prospecting, Fundraising, Benchmarking, Report Writer, My Searches, Officers & Directors, Screening & Targeting, and Tools.

The main content area is titled "Search for Firms" and includes a "Quick Search" section with the following filters:
 

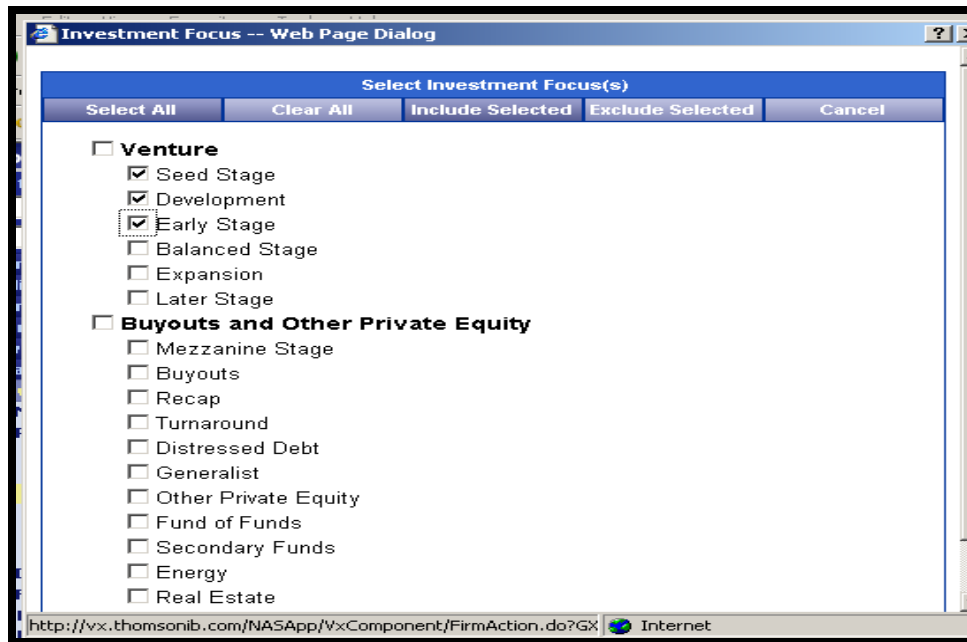
- Currency: USD-US Dollar
- Firms That Invested In: All Private Equity Deals

Below the filters is a table with two columns: "Company/Investment Details" and "Firm/Fund Details". The table contains the following rows:
 

Company/Investment Details	Firm/Fund Details
<a href="#">Location</a>	<a href="#">Location</a>
<a href="#">Industry</a>	<a href="#">Firm Type</a>
<a href="#">Technology Application</a>	<a href="#">Capital Under Management</a>
<a href="#">Business Description</a>	<a href="#">Investment Focus</a> (highlighted with a red box)
<a href="#">Investment Stage</a>	
<a href="#">Investment Date</a>	

At the bottom of the search results, there is a "Current Search Criteria" section with buttons for "Remove Criterion", "Open a Saved Search", "Start New Search", "Save Your Search", "Sample Report", and "Execute Search". A footer note indicates "Please select number of preferred Results per Page" with a dropdown menu set to "10".

## After the Contest: Thomson ONE Banker



# After the Contest: Thomson ONE Banker

The screenshot shows the Thomson ONE Banker search interface. On the left is a navigation menu with categories like Profile Lookup, Company Analysis, and Private Equity. The main area is titled "Search for Firms" and includes a "Quick Search" section with dropdowns for "Currency" (set to USD-US Dollar) and "Firms That Invested In" (set to All Private Equity Deals). Below this is a table of search criteria:

Company/Investment Details	Firm/Fund Details
<a href="#">Location</a>	<a href="#">Location</a>
<a href="#">Industry</a>	<a href="#">Firm Type</a>
<a href="#">Technology Application</a>	<a href="#">Capital Under Management</a>
<a href="#">Business Description</a>	<a href="#">Investor Type</a>
<a href="#">Investment Stage</a>	<a href="#">Investment Focus</a>
<a href="#">Investment Date</a>	<a href="#">Firm Industry Focus</a>

Below the table is a "Current Search Criteria" section with a red box around it. It contains three criteria, each with a checkbox and a "Remove Criterion" link:

- [CompanyNation](#) (United States)
- [CompanyIndustry](#) (Level1)
- [FundInvestmentFocus](#) (Seed Stage)

At the bottom right, there is a red box around the "Execute Search" button. Other elements include a "Sample Report" button and a "Results per Page" dropdown set to 10.

# After the Contest: Thomson ONE Banker

**Thomson ONE**

Profile Lookup  
 All Profiles [v]  
 [Go]

Company Analysis  
 Indices  
 Comparables  
 Market Awareness  
 Ownership  
 Deals Analysis  
 Private Equity  
 News & Trends  
 Profiles  
 Companies  
 Funds  
**Firms**  
 Executives  
 IPOs  
 Limited Partners  
 Deal Prospecting  
 Fundraising  
 Benchmarking  
 Report Writer  
 My Searches  
 Officers & Directors  
 Screening & Targeting  
 Tools

Selected Profiles: ABS Ventures [v]  
[Click Here to download all Selected Profiles](#)

Back to Previous > Firm Profile

**Firm Profile ABS Ventures**

890 Winter Street, Suite 225  
 Waltham, Massachusetts 02451  
 United States  
 Phone: 781-250-0400  
[www.absventures.com](http://www.absventures.com)

**Firm Status:** Making few, if any, new investments  
**Firm Type:** Private Equity Firm  
**Founded:** 1982  
**Other Offices:** [More](#)  
**Cap Under Mgmt:** USD 500.00 Mil (As of 05/21/2002)

Profile last updated: 02/16/2009  
**Affiliations:** Mid-Atlantic Venture Association  
 National Venture Capital Association - USA (NVCA)

**Top Co-Investors**

Firm Name	# of Companies	# of Rounds
Undisclosed Venture Firm	111 [i]	165
<a href="#">New Enterprise Associates</a>	43 [i]	113
<a href="#">J.P. Morgan Partners (FKA: Chase Capital Partners)</a>	29 [i]	59
<a href="#">Alex Brown &amp; Sons (AKA: ABS Ventures, Ltd.)</a>	39 [i]	55
<a href="#">Oak Investment Partners</a>	16 [i]	50

**Direct Investments**

# After the Contest: Thomson ONE Banker

**Thomson ONE** -- Jump To -- | Product Overview | FAQ | About Us | Support | Training | Help | Logout

Profile Lookup

Company Analysis  
 Indices  
 Comparables  
 Market Awareness  
 Ownership  
 Deals Analysis  
 Private Equity  
 News & Trends  
**Companies**  
 Funds  
 Firms  
 Executives  
 IPOs  
 Limited Partners  
 Deal Prospecting  
 Fundraising  
 Benchmarking  
 Report Writer  
 My Searches  
 Officers & Directors  
 Screening & Targeting

**Selected Profiles:** 4-D Neuroimaging (FKA: Biomagnetic Technologies, Inc.)

[Click Here to download all Selected Profiles](#)

[Back To Previous](#) > **Company Profile**

**Company Profile**  
**4-D NEUROIMAGING** ID: C000026241 | Profile Last Updated: 12/08/2007

9727 Pacific Heights Boulevard, San Diego, CA 92121-3719 UNITED STATES  
 Phone: 619-453-6300 | Fax: 619-453-4913 | [www.4dneuroimaging.com](http://www.4dneuroimaging.com)

VE Industry Code: Diagnostic Test Products & Equipment (5130)

SIC Code: Surgical and medical instruments (3841)

**Quick Filing Links**

<a href="#">ARS</a>	09/30/2007
<a href="#">ARS</a>	09/30/2006
<a href="#">ARS</a>	09/30/2005

[View Full Filings List](#)

**Business Description**

Develops magnetic sensing technologies. The Company produces specialized instruments for ultra-sensitive magnetic field and low temperature measurements based on its proprietary and revolutionary cryogenic and measurement technologies. BTi has been developing its core magnetic sensing technologies since the early 1970s and has incorporated those technologies into its magnetoencephalography ("MEG") systems.

**Key Facts**

<b># of Employees</b>	30
<b>Last Available Sales Figure</b>	10.60 USD Mil (2002)
<b>Company Founded Date</b>	01/01/1970

# After the Contest: Thomson ONE Banker

The screenshot displays the Thomson ONE Banker interface. On the left is a navigation menu with categories like Profile Lookup, Company Analysis, and Private Equity. The 'Profiles' section is expanded, and 'Companies' is highlighted. The main content area shows the profile for '4-D Neuroimaging (FKA: Biomagnetic Technologies, Inc.)'. A table titled 'Investment Rounds' lists various funding events from 1984 to 1995. Below this, a table lists 'Current Private Equity Investors' including Broventure Capital Management, Chesapeake Ventures L.P., Humana Venture Capital, Humana Inc., and New West Ventures.

**Selected Profiles:** 4-D Neuroimaging (FKA: Biomagnetic Technologies, Inc.)

[Click Here to download all Selected Profiles](#)

	2000	2001	2002
	8.40	N/A	

\* indicates no data available

Date	Stage	# of Inv	Deal Value (USD Mil)	Equity Amount (USD Mil)	PE Debt Amt (USD Mil)
01/01/1995	Other	1	-	0.08	
01/01/1989	Expansion	1	-	0.66	
11/01/1988	Expansion	2	-	1.74	
08/01/1988	Expansion	18	-	5.95	
04/01/1987	Expansion	13	-	4.17	
05/01/1985	Expansion	8	-	5.31	
02/01/1984	Startup/Seed	2	-	0.55	

\*Denotes the lead investor for the investment round

Firm	Fund	Focus
<a href="#">Broventure Capital Management</a>	<a href="#">Chesapeake Ventures L.P.</a>	Balanced Stage
<a href="#">Humana Venture Capital</a>	<a href="#">Humana Inc.</a>	Balanced Stage
<a href="#">New West Ventures</a>	<a href="#">New West Ventures</a>	Balanced Stage

## 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 [i.e. market research and Thomson ONE Banker 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.

## 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

- 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](http://www.library.hbs.edu/copyright_restrictions.html)
- Additional Information for MBAs on Using Baker  
[http://www.library.hbs.edu/resources\\_mba.html](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](mailto:infoservices@hbs.edu)

**Request a consultation** (email: [infoservices@hbs.edu](mailto:infoservices@hbs.edu)) to 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>.