Overview

Topics to Cover

- Overview of the ZIP Launchpad
- Making the Connection, Areas of Proposed Research Support
- Services Offered
- Managing the Research Appointments
- Tracking Team Success
- Assessment Plan
- Sample Quantitative and Qualitative Results
- Potential Service Improvements
- Questions

Overview of the ZIP Launchpad

- Applications are open to students, faculty, and staff from all disciplines

- New business ideas are accepted in Spring, Fall, and Summer Cohorts

- These businesses go through a 10-week training process before being evaluated for full acceptance

Making the Connection:

Where Librarians Add Value with Traditional Resources (Print and Databases) or Free Web Searches

INDUSTRY OR MARKET SIZING

Example Resource: Industry Reports from IBISWorld

COMPETITIVE ANALYSIS

Example Resource: Articles from Trade Journals and Local Business Publications

LEAD GENERATION AND SOURCING

Example Resource: Exhibitor Lists form Trade Shows

MARKETING OR CONSUMER RESEARCH

Example Resource: Consumer Surveys from the RKMA Market Research Handbooks

FINANCING OR FUNDING STREAMS

Example Resource: VC/PEI databases like PrivCO

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Overview of Services Offered

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SELECTION ASSISTANCE

Review and make reccomendations on the applications in the 3 cohorts

MARKET RESEARCH WORKSHOPS

Conduct a 1.5 Hour Market Research workshop for the newly accepted groups

ONE-ON-ONE RESEARCH APPOINTMENTS

Personalized research appointments for the groups in each stage

Set Potential Appointment Times

Click on any time to make a booking. All In-Person appointments will take place in my office in the Library Addition near the Research Services desk (LA-1101D).

Time Zone: USA Pacific

Mon 4/15/19	Tue 4/16/19	Wed 4/17/19	Thu 4/18/19	Fri 4/19/19	Sat 4/20/19	Sun 4/21/19	>
10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	
11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	
12:00 PM	12:00 PM	12:00 PM	12:00 PM	12:00 PM	12:00 PM	12:00 PM	
1:00 PM	1:00 PM	1:00 PM	1:00 PM	1:00 PM	1:00 PM	1:00 PM	
2:00 PM	2:00 PM	2:00 PM	2:00 PM	2:00 PM	2:00 PM	2:00 PM	
3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	3:00 PM	
4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	

Powered for FREE by YouCanBook.Me

Develop an Appointment Form

BOOKING:
Thursday, April 18, 2019 10:00 AM

FIRST NAME:

LAST NAME:

EMAIL:

PLEASE CHOOSE:
- General Research Assistance
- ZIP Launchpad Research Consultation
- Career Research Consultation

DESCRIBE YOUR QUESTION:

HOW WOULD YOU LIKE TO MEET?
- In-Person
- Virtually via Zoom

[ ] I'm not a robot — reCAPTCHA Privacy - Terms

Confirm Booking   Cancel

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MANAGING APPOINTMENTS USING YOUCANBOOK.ME

Connect to Google Calendar (or Outlook)

Provide the Link to the Incubator

Tim Tully

SDSU Business Librarian - Competitive Analysis Office Hours
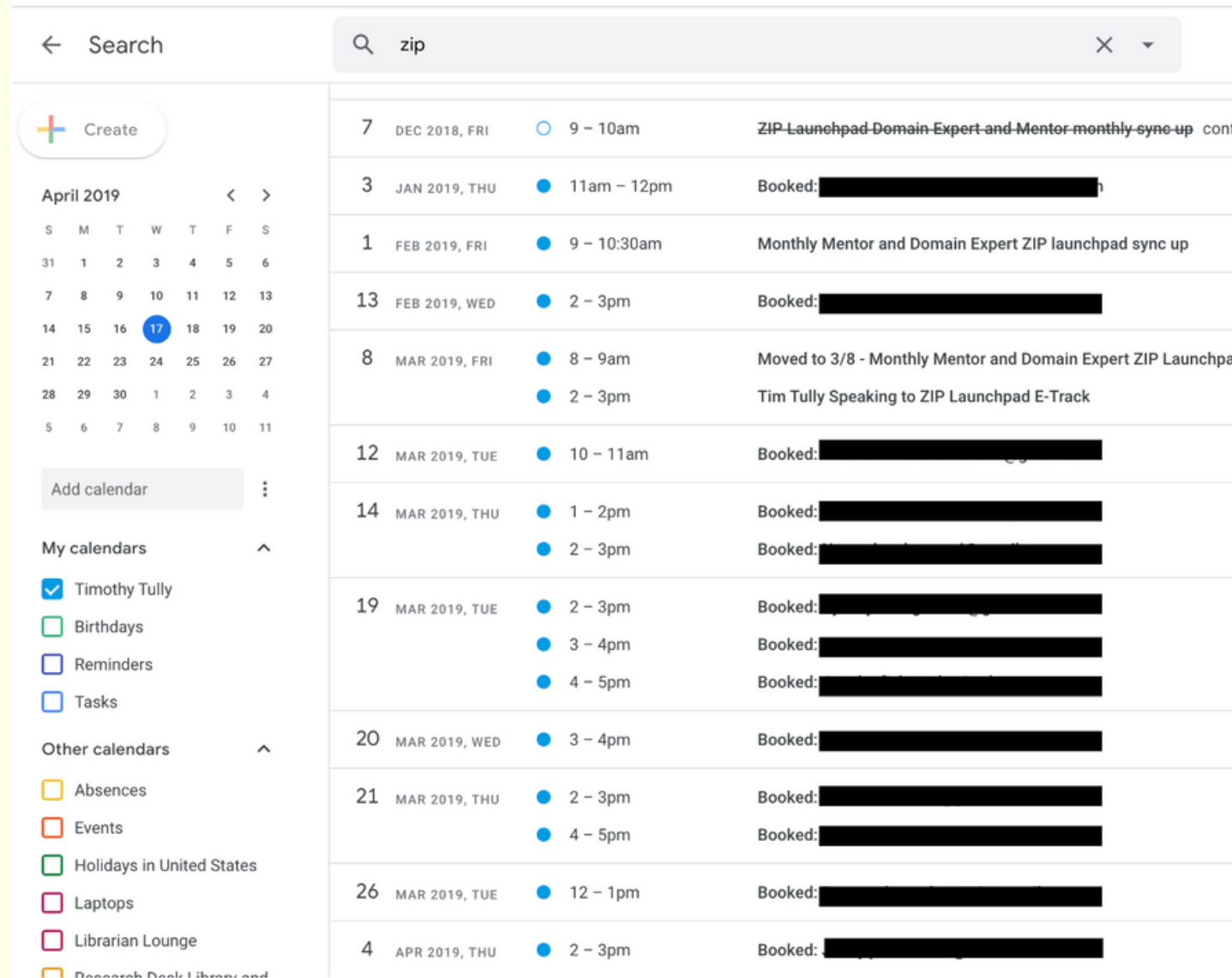
RSVP for Tim's Office Hours

Banking Office Hours

Yakiesha F. Paul of US Bank

Contact Yakiesha for Office Hours

US bank

Tracking Team Consultations

Maintain a spreadsheet of team appointments by mining the Google Calendar.

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Out of 40 Teams:

55%

scheduled a One-One appointment (n=22)

7.5%

scheduled multiple One-One appointments (n=3)

7.5%

of consulted teams have successfully launched their company (n=3)

Tracking Team Success

ZIP Launchpad by the Numbers

Incubators keep their own records of team successes for reporting purposes. Work with them to identify which teams/companies have hit key milestones

Example Numbers from the ZIP Launchpad website: https://ziplaunchpad.sdsu.edu/

$ Over $11.95 Million Raised by Teams

Over 79 Jobs Created by Teams

26 Teams Successfully Launched

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Putting It All Together

Tracking Totals and Drawing Positive Correlation from Library Usage

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Tracking Totals:

The Teams That Worked With a Librarian Created X Jobs

Teams That Worked With a Librarian have raised $X Million Raised

Showing Positive Correlation:

*positive correlation is not causation, but positive correlation is good

Teams That Worked With a Librarian, On Average, Raise $X More in Outside Capital

On Average, X% More Teams Launch After Working With a Librarian

Library Service Assessment Plan

POST-INSTRUCTION SURVEYS FOR THE WORKSHOP AND THE ONE-ON-ON APPOINTMENTS

Mixed-methods surveys were created in Qualtrics to assess the workshop and the appointments. These surveys were designed to:

1) Assess the perceived effectiveness
2) Identify which concepts added the most value
3) Identify potential service improvements

BASIS OF THE SURVEYS

Both of the Surveys were adapted from the Post-instruction survey in Appendix C of the following article:

Melissa Whitesell & Marilyn M. Helms (2013) Assessing Business Students' Research Skills for the Capstone Project in the Strategic Management Course, Journal of Business & Finance Librarianship, 18:1, 14-32, DOI: 10.1080/08963568.2013.736307

San Diego State University

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Survey Response Rates

Email was an ineffective distrubution method

![San Diego State University Library logo]

Fall 2018 - Surveys for the Workshop and the One-on-One appointments were emailed

Workshop Survey Response Rate: 11.11% (n=3)
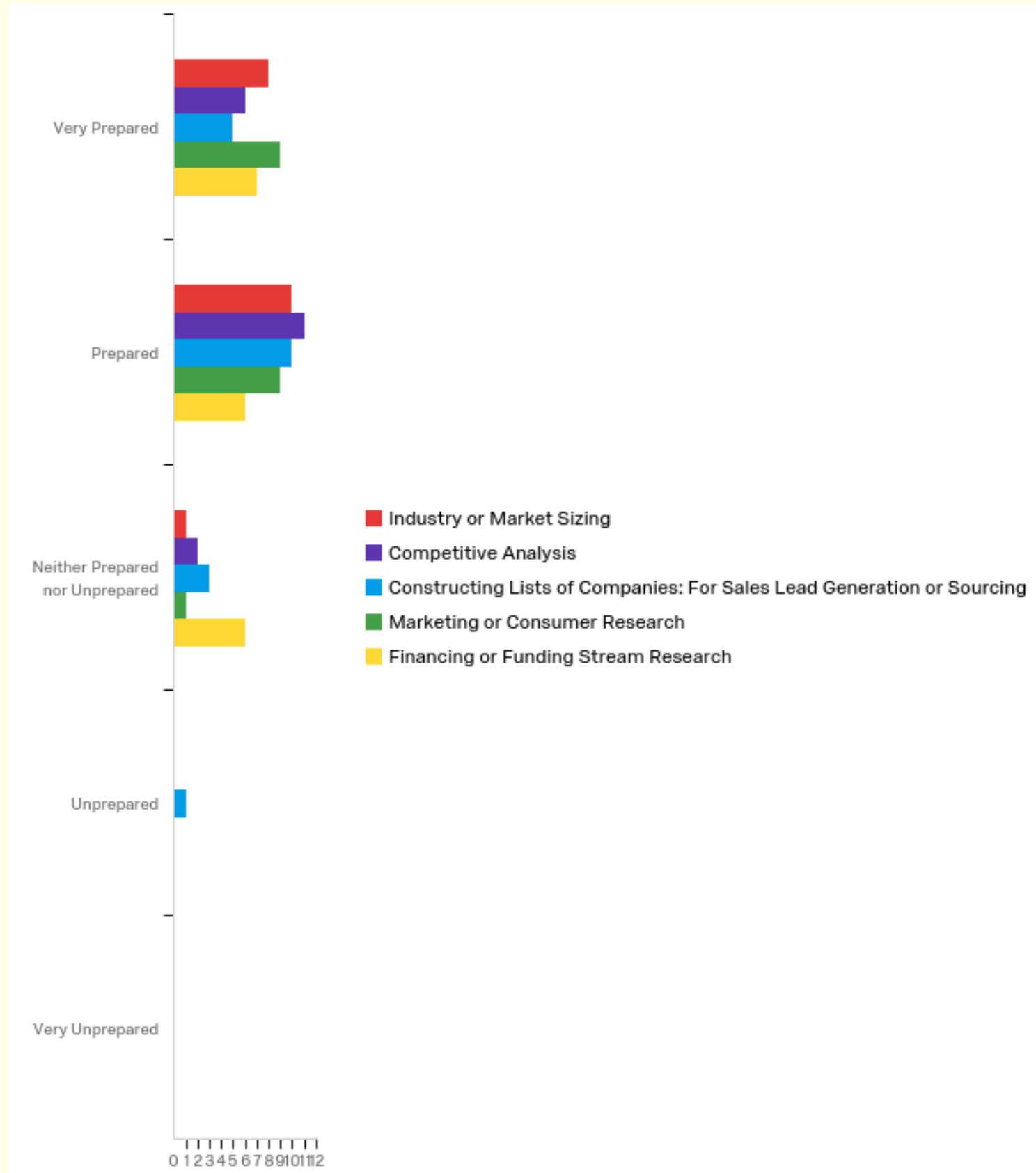**One-on-One Survey Response Rate: 7.14 (n=1)**

Spring 2019 - Surveys for the Workshop were printed, and the surveys for the One-on-One appointments were opened on the computer used for the appointment at the end.
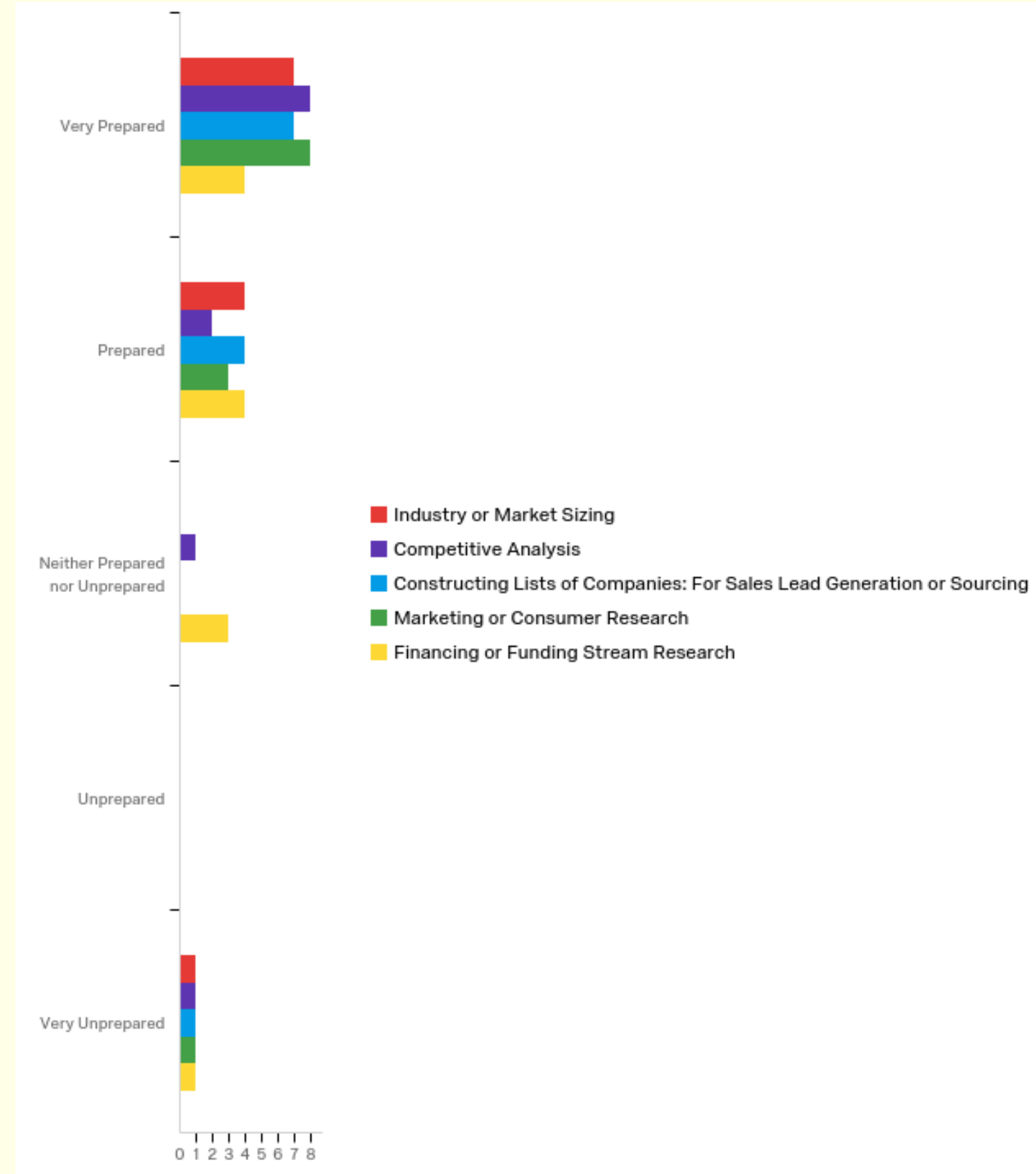
Workshop Response Rate: 80% (n=20)
One-on-One Survey Response Rate: 75% (n=12)

Perceived Research Preparedness Post-instruction - Results from Spring 2019

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Workshop Survey Results

One-on-One Appointment Survey Results

Legend:
- Industry or Market Sizing
- Competitive Analysis
- Constructing Lists of Companies: For Sales Lead Generation or Sourcing
- Marketing or Consumer Research
- Financing or Funding Stream Research

"What were the most useful things that you learned?"

In both post-instruction surveys for Spring 2019, competitor research concepts were the most mentioned research concepts in the free text responses.

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In the Workshop Survey:

20%

Of respondents wrote "Competitor" in the text field (n=4)

Quotes:

"I liked he showed us to look up competitors"

"how to find industry codes and locating competitors"

In the One-on-One Survey:

20%

Of respondents wrote "Competitor" in the text field (n=3)

Quotes:

"Where to look for competitors and what sources that could be useful besides the general ones"

"How best to use keywords in searches, his advice to focus our research on primary consumers, helped us to find a new key competitor"

POTENTIAL SERVICE IMPROVEMENTS

Based on Responses in both surveys to
"What could the librarian do to improve
this service?"

Screen Capture the One-on-One Appointments

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QUOTES:
"HAVE A PROGRAM THAT RECORDS THE SCREEN AND TURNS IT INTO A VIDEO SO THE USER CAN GO BACK AND WATCH IT AGAIN IF THEY ARE UNSURE ON HOW TO DO SOMETHING."

"MAKING VIDEOS ON WHERE EVERYTHING IS ON THE SITE"

Include an Active Learning Exercise, Possibly Think-Pair-Share

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QUOTES:
"HAVE INDIVIDUALS TRY OUT THE TOOLS THEMSELVES; DON'T JUST SHOW HOW TO USE IT; PEOPLE LEARN BETTER BY DOING"

"MORE EXAMPLES, HOW TO ANALYZE"

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Questions?

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