

eSEED page

www.apl.org/eseed

resources for entrepreneurs

This page includes a list of books and periodicals, databases that require your library card number to access, and free online resources.

Limit by topic to find resources that fit your needs.

eLibrary page

www.apl.org/e

all our electronic resources

Get to this page by clicking on 'eLibrary' in the menu on APL's website.

Find more than just business-related resources, including fun stuff for leisure and enjoyment.

AtoZdatabases

www.apl.org/e/atozdatabases

alternative to ReferenceUSA

Find information on businesses, create searches to identify your competitors or build a direct marketing list to consumers.

If you've used ReferenceUSA, you can use AtoZdatabases.

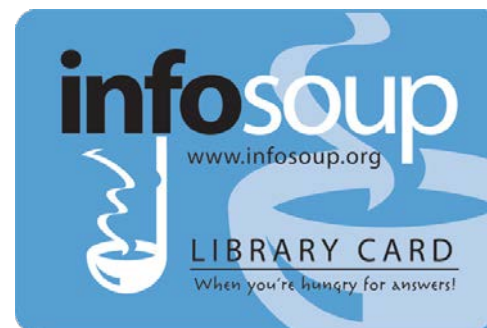
These resources will require your Library Card number.



You can get a card for Appleton even if you already have one for Neenah or Menasha.

We just need to see

- **Photo ID**
- **Proof of your current Wisconsin address.** This may be on an ID or a recently dated utility bill, rental agreement, or financial statement, etc.



- access business information
- watch streaming movies
- read e-magazines, ebooks, & comics
- download audiobooks
- learn languages
- study for tests
- get car repair info
- take online classes, and more

A Search for a particular business to find

- Overview
- Demographic Profile
- Industry Profile
- Job Postings
- Other Important Information
- Description
- QR Code
- Ownership
- Competitors
- Corporate Linkage
- Nearby Businesses
- Historical Data
- Est. Annual Expenditures
- Executive Directory

➔ **Get Started**

B Build a search to identify competitors, market saturation, or potential business-to-business customers (especially in the NEW Businesses database), etc.

C Identify a potential customer base

The screenshot shows the AtoZdatabases website interface. At the top, there is a navigation bar with links for Data Quality, Intro Videos, FAQ, About, Reference Desk, and Contact. A prominent banner reads "Ultimate Search Tool for" with options to "Find a Business", "Find a Job", "Find a Person", and "Background Search". Below this, there are three main search panels: "Find a Business Profile", "Find a Job", and "Find a Person". Each panel contains various input fields like Business Name, Title, First Name, Last Name, City, and State, along with search buttons. To the right, there is a "Background & Criminal Search" section with options for hiring checks and a "Send Free Emails" section with options for family reunions and announcements. At the bottom, there is an "Advanced Searching" section with several database categories, each with a "Get Started" button:

- 30 Million Businesses & Executives**: Search by Type of Business, Emp/Size, Sales, Geography, & more. [View Sample Reports](#) → Get Started
- 2 Million NEW Businesses**: Search by Time Frame, Keyword, Geography, & more. [View Sample Reports](#) → Get Started
- 7.9 Million Healthcare Professionals**: Search by Speciality, State of License, Geography, & more. [View Sample Reports](#) → Get Started
- 220 Million Residents**: Search by Income, Home Value, Geography, Lifestyles, & more. [View Sample Reports](#) → Get Started
- 200,000 NEW Movers Added Weekly**: Search by Move Distance, Housing Type, & more. [View Sample Reports](#) → Get Started
- 50,000 NEW Homeowners Added Weekly**: Search by Geography, Time Frame, & more. [View Sample Reports](#) → Get Started
- Universal (Simultaneously search Businesses and Residents)**: A radical NEW way to search! [View Sample Reports](#) → Get Started