

Launch

Launch is a new Business Resource Centre by the National Library Board (NLB) designed for aspiring entrepreneurs, microbusinesses and freelancers.



Let's **Launch** the
next phase of
your growth,
together.

Here's what Launch can offer.



We know it can be overwhelming when it comes to starting a company or growing your business. That's why we're here to help. With Launch, you'll have access to:



Business Kickstarter

No matter what stage your business is at, we have the resources and tools to help take it to the next level. Our Launch Specialists are also here to guide you on gathering the data and insights you need for your business success.



NLB resources

A curated list of resource guides, directories, eBooks, databases and articles for your business needs.



Workshops and programmes

Various curated programmes ranging from masterclasses to pitch events hosted by NLB and led by expert partners to elevate your business.



Not sure where to begin? Here's a user journey on how you can get started with Launch.

Start

"I want to open a Korean fried chicken stall that also provides vegan options."

"I heard that NLB has many resources but I'm not sure how to use them."

- Book a consultation with our Launch Specialists
- Attend a Business Info Literacy Workshop

"What are the steps to set up a business? How big is my potential market? Where can I get data to strengthen my marketing plan? What are the business profiles of some of my potential competitors?"

- Check out Business Kickstarter on our website
- Book a consultation with our Launch Specialists



"I'm excited to realise my Korean fried chicken stall dream. I just need the right skills and get contacts and insights."

- Workshops
- Networking sessions
- Masterclasses

"I managed to open my stall and it's doing well. I want to set up a new branch in Southeast Asia. Which city would be best in terms of potential market size?"

- Book a follow-up consultation

Discover how Business Kickstarter can help realise your potential.

Having the right information is vital to the success of your business. With Business Kickstarter, you'll have complimentary access to the data, insights and answers you need from NLB's premium databases.

Not sure where to look for the information you want and what to look for? Book a one-to-one consultation session with our Specialist. We will walk you through NLB's wide range of business databases and other resources, introduce you to useful programmes, or link you up with others with the right tools and expertise.

In summary, with Business Kickstarter, you'll find out how to:

- 1** Access premium databases such as Euromonitor Passport, EIU Viewpoint and MarketLine Advantage, for free
- 2** Uncover data about potential markets and customers
- 3** Read reports on industry trends and opportunities
- 4** Connect with key partners to build and grow your business



Ready to kickstart
your journey?
Scan the QR code
to begin now!



For the aspiring entrepreneur

You've got a brilliant business idea, but it's a little daunting trying to figure everything out. Get the support and resources you need to make a smoother transition to being an entrepreneur.



Validate your idea/the market:

How do you know if your product or service has sufficient demand and the right pricing? We'll help you find out.

Book an appointment with us at:

<https://go.gov.sg/nlb-launch-consultation>



Starter guides and toolkits:

With the vast amount of information out there, it can all get quite confusing. We have summarised the key steps and information sources you will need to register your business, licenses, copyright and intellectual property (IP) issues.

Find out more at:

<https://go.gov.sg/nlb-launch-bizkickstarter>



Attend our programmes:

We have programmes featuring local and international speakers for you to gain knowledge and ideas, as well as events that sharpen your skills and help you make the right connections.

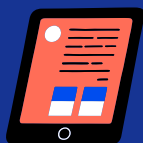
Sign up at:

<https://go.gov.sg/nlb-launch-programmes>



For the business owner

Ready to expand your business?
We're here to help you find new opportunities and markets to grow in.



Expand overseas:

If you want to know how to navigate the shift of growth opportunities to Asia and beyond, a good place to start is with NLB's curated programmes and resources. Tap on our *Eye on Asia* portal and learn from the experiences of professionals who have ventured overseas, or glean insights from our wide range of business databases and books.

Watch past programmes and find out more at:

<https://go.gov.sg/nlb-launch-goglobal>



Find your next market:

Whether you want to enter new markets or simply want to expand your current ones, we'll help you figure out the best way forward.

Book an appointment with us at:

<https://go.gov.sg/nlb-launch-consultation>



Attend our programmes:

Growing your skill set will help you grow your business. We have workshops and masterclasses on negotiations, digital marketing and business scaling. You can also attend our pitching events to help your business get to the next level.

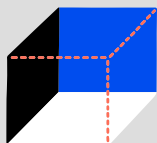
Find out what's most suitable for you and sign up at:

<https://go.gov.sg/nlb-launch-programmes>



For the freelancers and the self-employed

We know it can be hard to look for help or resources on your own.
Not anymore.



Attend our programmes:

We have talks featuring local businesses where you can discover useful strategies. You can also attend networking sessions and pitching events to connect with like-minded individuals in the industry. Plus, our workshops and masterclasses cover topics such as negotiations, digital marketing and scaling up without burning out.

Find out what's most suitable for you and sign up at:

<https://go.gov.sg/nlb-launch-programmes>



Increase your earnings:

We know it's tough trying to figure out what the market wants in order to grow your business. Good news, we're here to help! We can gather the data on your potential customers, so you can identify new revenue streams.

Book an appointment with us at:

<https://go.gov.sg/nlb-launch-consultation>

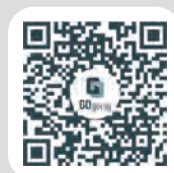


Starter guides and toolkits:

Feeling overwhelmed when it comes to topics like business registration, licences, copyright and IP? We hear you.

We have summarised the key steps and information sources for you at:

<https://go.gov.sg/nlb-launch-bizkickstarter>



National Library Board
Singapore