

Find a Venture Idea

Researching Your Venture Idea

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2. Interviewing Experts

One of your most valuable resources may be experts from your community. For example, if your Venture is addressing homelessness, you could talk to the director of a local shelter. Remember that these experts might be able to help you in the future as your Venture is establishing partnerships and collaborations in the community.

3. The Library

The public library can provide many different resources. Some libraries have scholarly journals, which are useful because they contain reliable, peer-reviewed information. Popular magazines and newspapers may also be useful to you if you are interested in current events or personal stories. **Tip:** Libraries sometimes have access to full-text articles online through subscription news databases such as LexisNexis.

Library books may also be helpful, but be sure to check the copyright date to determine if the information in the book is current. **Tip:** The bibliography at the end of a book can point you to other useful books and articles.

Information Mapping

An information map is one way to record all of the different information sources available to you. Start with your main question in the middle of the chart. Think about different resources available to you for researching the question. Draw an arrow to each of these options. Next, think about how you can use each resource. Draw an arrow to each idea. Continue until you have exhausted all of your possibilities.

