**Study participants**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ID** | **Role** | **Gender** | **Experience in this role** | **Familiarity with TD before the study** | **Case** | **Time of involvement in the startup case** |
| P1 | Founder & CTO | Male | 8 years | Yes | Case-1 | Since founding (2012) – Present |
| P2 | Senior developer | Male | 7 years | Yes | Case -1 | 2012 - 2018 |
| P3 | Developer | Female | 3 years | No | Case -1 | April 2019 – Present |
| P4 | System/test analyst | Male | 6 years | No | Case -1 | Sep 2016 – Present |
| P5 | Accountant system analyst | Male | 1 year | No | Case -1 | April 2019 – Present |
| P6 | Founder & CTO | Male | 10 years | Yes | Case -2 | Since founding (2010) – Present |
| P7 | Developer | Male | 1 year | Yes | Case -2 | Sep 2019 – Present |
| P8 | Developer | Male | 2 years | Yes | Case -2 | Nov 2019 – present |
| P9 | Android developer | Female | 7 years | Yes | Case -2 | Sep 2018 – Present |
| P10 | Founder & CTO | Male | 2 years | Yes | Case -3 | Since founding (2019) – Present |
| P11 | Developer | Male | 1 year | Yes | Case -3 | Jan 2020 – Present |
| P12 | Founder & CEO | Male | 6 years  *prior experience: 3 years as a software developer* | Yes | Case -4 | Since founding (Jan 2019) -Present |
| P13 | Founder & CTO | Male | 2 years  *prior experience: 8 years as a software developer* | Yes | Case -4 | Since founding (Jan 2019) -Present |
| P14 | Developer | Male | 2 years | No | Case -4 | Mar 2019 – Present |
| P15 | Founder & CTO | Male | 8 years  *prior experience: 2 years as a software developer* | Yes | Case -5 | Since founding (2012) - April 2019 |
| P16 | IOS developer | Male | 5 years | Yes | Case -5 | April 2018 - April 2020 |
| P17 | Developer | Female | 6 years | Yes | Case -5 | April 2018 -Present |