THRED Startup game survey

1. What is your name?
   1. Type: textbox
2. With which gender do you identify?
   1. Type: multiple choice
      * Man
      * Woman
      * Non-binary
      * Other: (insert textbox here)
3. With which racial/ethnic groups do you identify? (select all that apply)
   1. Type: select all that apply (multiple choice but more than one can be picked)
      * Hispanic or Latinx
      * African American or Black
      * Asian
      * Native Hawaiian or other Pacific Islander
      * Native American or Alaskan Native
      * Caucasian or White
      * Other: (insert textbox here)
4. How old are you?
   1. Type: text box
5. Are you associated with the NSF I-Corps program?
   1. Type: multiple choice
      * Yes – if yes, have question 6 and 7 pop up
      * No - go directly to question 8
6. Which NSF I-Corps program did you participate in?
   1. Type: text box
7. When did you participate in the I-Corps program (year)?
   1. Type: text box
8. Are you currently an undergraduate or graduate student?
   1. Type: multiple choice
      * Yes – if yes, go to Q9
      * No – if no, go to Q10
9. What is your current academic standing?
   1. Type: multiple choice
      * Freshman
      * Sophomore
      * Junior
      * Senior
      * Master’s student
      * Ph.D. Student
10. What is your current (or most recent) job title and organization/institution?
    1. Type: two text boxes
       * Job Title: [text box]
       * Organization/Institution: [text box]
       * Example here for you Bart: A screenshot of a login form

         Description automatically generated
11. What is the name of your startup or company?
    1. Type: textbox
12. What is your role in the startup or company? (For example, CEO, Chief Engineer, etc.)
    1. Type: textbox
13. At what stage of development is your product, service, or system?
    1. Type: multiple choice
       * Existing in market
       * Completed and ready for sale or delivery
       * A prototype, procedure, or minimum viable product has been tested with customers
       * A model or idea is being developed
       * Still in idea stage
       * Product development is paused at the moment

(Q 14 – 32 Will be 5-point Likert) Prompt: “How much confidence do you have in your ability to…”

1. Brainstorm (come up with) a new idea for a product or service
2. Identify the need for a new product or service
3. Design a product or service that will satisfy customer needs and wants
4. Estimate customer demand for a new product or service
5. Determine a competitive price for a new product or service
6. Estimate the amount of startup funds and capital necessary to start my business
7. Design an effective marketing/advertising campaign for a new product or service
8. Get others to identify with and believe in my plans and vision for a new business
9. Network i.e. make contact with and exchange information with others
10. Clearly and concisely explain my business idea
11. Supervise employees
12. Recruit and hire employees
13. Delegate tasks and responsibilities to employees
14. Deal effectively with day-to-day problems and crises
15. Inspire, encourage, and motivate my employees
16. Train employees
17. Organize and maintain financial records of my business
18. Manage the financial assets of my business
19. Read and interpret financial statements
    * + Example: please have the number options show the same way with 1(Very little), 2,3,4,5 (A great amount)A white and grey form with black circles

        Description automatically generated with medium confidence

(Q 33 - 41 Will be 5-point Likert) Prompt: “Does the following represent how you never, rarely, sometimes, often, or always go about doing things for your start-up?”

* 1. Type: 5-point Likert scale (same as last question) but instead of 1,2,3,4,5, the options should be Never, Rarely, Sometimes, Often, and Always. I have an example at the end too.

1. We are confident of our ability to find workable solutions to new challenges by using our existing resources
2. We gladly take on a broader range of challenges than others with our resources would be able to
3. We use any existing resource that seems useful to responding to a new problem or opportunity
4. We deal with new challenges by applying a combination of our existing resources and other resources inexpensively available to us
5. When dealing with new problems or opportunities we take action by assuming that we will find a workable solution
6. By combining our existing resources, we take on a surprising variety of new challenges
7. When we face new challenges we put together workable solutions from our existing resources
8. We combine resources to accomplish new challenges that the resources weren’t originally intended to accomplish
9. To deal with new challenges we acquire resources at low or no cost and combine them with what we already have
   * + A screenshot of a white page

       Description automatically generated

(Q 42 - 48 Will be 5-point Likert) Prompt: “Please rate your agreement with the statements below in regards to your startup team.”

* 1. Type: 7-point Likert-scale. Same general setup as the last question but 7 options this time. 1 (Very Inaccurate), 2, 3, 4, 5, 6, 7 (Very Accurate). Example provided at the end

1. If you make a mistake on this team, it is often held against you
2. Members on this team are able to bring up problems and tough issues
3. People on this team sometimes reject others for being different
4. It is safe to take a risk on this team
5. It is difficult to ask other members of this team for help
6. No one on this team would deliberately act in a way that undermines my efforts
7. Working with this team my unique skills and talents are valued and utilized
   * + A white paper with black dots

       Description automatically generated with medium confidence
8. Are you generally a person who is fully prepared to take risks or do you try to avoid taking risks?
   1. Type: slider from 0 – 10 as shown below. It is important that the slider can only top on whole numbers.
      * A screenshot of a phone

        Description automatically generated

(Q 50 - 54 Will be 5-point Likert) Prompt: “Please indicate your agreement with the following statements. Here, we define entrepreneurial ecosystems as the network of resources, facilities, and opportunities available and provided to startups within your resources.

* 1. Type: 5-point Likert Scale with the options being Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree

1. I feel welcome in my entrepreneurial ecosystem.
2. I experience the overall climate of my entrepreneurial ecosystem as a positive one.
3. My entrepreneurial ecosystem is welcoming and inclusive for all members of the community (including those who may not share my identities).
4. Creating a safe, welcoming, and inclusive climate is a top priority of my entrepreneurial ecosystem.
5. My entrepreneurial ecosystem is open to feedback about its inclusiveness.
   * + Example: A screenshot of a survey

       Description automatically generated
6. The researchers of this study are interested in collecting founder narratives of lived experiences during startup processes. If you be willing to participate in a brief interview with the researchers to describe your experiences in greater detail, please provide your email address below:
   1. Type: text box