Hi, it’s \_\_\_\_ \_\_\_\_\_ calling.

I am a student entrepreneur hoping to speak with people about an idea for transportation to and from work.

Do you find it too hard or long to get to work?

Would you be willing to talk about it with me for about 10 minutes?

First I would like to ask 8 questions about your current trip to work:

1. Where do you work?
2. What time do you arrive at work?
3. When do you leave to go home?
4. How do you get to work?
5. How long does it take you to get to work?
6. How much does it cost you to get to work?
7. What percentage of the money that you make working goes to getting there and back?
8. Do you have any mobility problems?

Now I would like to tell you 3 things about my idea:

1. I would like to sell rides from within a 10 minute walk from your front door
2. To within a 10 minute walk from your workplace
3. While you were riding you would be able to do something that you would like to do

If everything else was right would you be interested in buying rides from my service?

Now I would like to ask you a few questions about everything else:

I have thought of 5 activities that you could do while riding to work:

1. Do light exercise on a stationary bicycle
2. Sleep
3. Read
4. Use the internet with your laptop computer on a tabletop
5. Watch movies

Can you suggest any other activities that you would like to do while riding with my service?

Would you please order the activities with one being the most valuable?

Please don’t rank activities that you don’t value at all.

If you had 1$ to spend to improve my service, how much would you spend on

1. Door to door service
2. A 5 minute walk instead of 10 minutes
3. Fewer people in a smaller vehicle
4. A more comfortable vehicle
5. A more environmentally friendly vehicle
6. Not having to buy rides ahead of time

Thank-you very much for your time today! Would you be interested in receiving the results of my research by email?