

# AI & startup project - new

## Survey Flow

**Block: AI predictive questions (22 Questions)**

**Standard: A/B testing (2 Questions)**

**Standard: Block 2 (2 Questions)**

**Standard: Insert you email address if you want to receive our scientific findings. (1 Question)**

Page Break

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## Start of Block: AI predictive questions

Q32 Dear Entrepreneur, AI-powered tools are reshaping decision-making in startups, and your experience is crucial to understanding this transformation. We at IE Business School and SDA Bocconi invite you to participate in a 5-minute survey that will help shape how startups leverage AI for innovation. This survey also serves as valuable preparation for the upcoming PnP workshop. By completing the survey, you'll have the option to request a personalized benchmarking report to compare your startup's data with our research insights. Your responses will remain anonymous, and the research is completely independent. Join us in driving AI innovation for startups by completing the survey today!

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Q00 Informed consent

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Q001 By participating in this study, you agree to the terms outlined in the Informed Consent Form. Do you consent to these terms? (If "No" is selected, the survey will terminate here)

☐ Yes (1)

☐ No (2)

*Skip To: End of Survey If Q001 = No*

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Q0 Please indicate your Name and Surname

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Q1 Please indicate the name of the last startup you either founded or managed:

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Q2 All the questions will refer to the startup you have listed (last startup you either founded or managed)

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Q3 Please indicate whether your listed startup primarily develops:

☐ Software (1)

☐ Hardware (2)

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Q4 Please indicate whether your listed startup's business model is primarily:

☐ B2C (1)

☐ B2B (2)

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Q5 Referring to the startup you listed, have you developed any of the following?

- ☐ Mobile Apps (1)
- ☐ Desktop Apps (2)
- ☐ Both Mobile and Desktop Apps (3)
- ☐ Neither mobile nor desktop apps (4)

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*Display This Question:*

*If Q5 = Both Mobile and Desktop Apps*

Q6 Which app(s) generate(s) most traffic to your website?

- ☐ Mobile Apps (1)
- ☐ Desktop Apps (2)
- ☐ Both (3)

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Q7 How frequently do you use the following Artificial Intelligence (AI) tools in your business?  
*\*Predictive AI tools are tools that allow you to forecast future events by leveraging historical data. \*Generative AI tools are tools that allow you to generate text, images, videos, or other data using generative models. Unlike predictive AI, which focuses on forecasting future events based on historical data, generative AI aims to produce novel outputs based on learned patterns and structures.*

	Never (11)	Sometimes (12)	About half the time (13)	Most of the time (14)	Always (15)
Predictive AI tools* (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generative AI tools* (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Display This Question:

If Q7 != Predictive AI tools\* [ Never ]

Q8 How frequently do you use these tools?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
Google Analytics 4 (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Semrush (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixpanel (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adobe Analytics (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heap (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amplitude (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Metadata (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:

If Q8 != Google Analytics 4 [ Never ]





Q9 When Google Analytics 4 (GA4) was released in October 2020, to accommodate the new features of GA4, to what extent did you modify...

Nothing

Everything

0 10 20 30 40 50 60 70 80 90 100



Your business model and/or product ()	
Your marketing team ()	
Your business operations ()	
Your business strategy ()	

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Page Break

Display This Question:

If Q7 != Predictive AI tools\* [ Never ]

Q10 Based on your experience, what are predictive AI tools most valuable for?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Develop projects in areas where you can leverage your expertise (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop innovative projects (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optimize operational efficiency (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Revise company strategies (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Display This Question:

If Q7 != Predictive AI tools\* [ Never ]

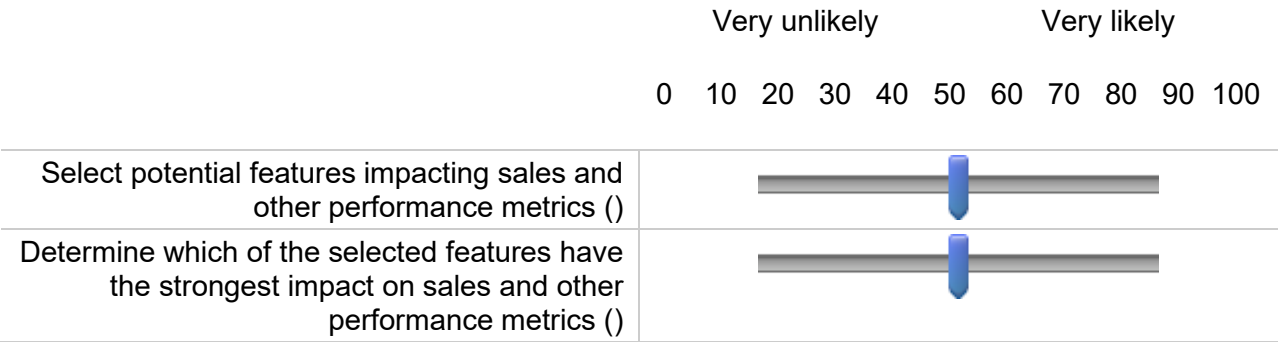
Q11 How frequently do you use predictive AI tools for the following tasks?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
Predict customer behavior (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Predict competitor behavior (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Predict market trends (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optimize app/website configurations (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Display This Question:  
If Q7 != Predictive AI tools\* [ Never ]

Q12 How likely are you to use the predicted insights (refer to the previous question) to perform the following?



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Display This Question:

If Q7 != Predictive AI tools\* [ Never ]

Q13 One of the services offered by predictive AI tools is **anomaly detection**.

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
How frequently do you use anomaly detection services? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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*Display This Question:*

*If Q13 != How frequently do you use anomaly detection services? [ Never ]*

Q14 If you detect anomalies in your data, how do you usually approach them?

- ☐ Likely to disregard them, as they might be random isolated cases (1)
- ☐ Likely to explore them, as they might signal potential new opportunities (2)
- ☐ Likely to explore them, as they might signal problems with my business idea (3)

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*Display This Question:*

*If Q13 != How frequently do you use anomaly detection services? [ Never ]*

Q15 When exploring anomalies, how do you approach their exploration?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
I am open to incrementally modify my initial business idea (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am open to radically modify my original business idea (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I assign little relevance to the detected anomalies as they represent outliers that are not representative of my population (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Display This Question:*

*If Q13 != How frequently do you use anomaly detection services? [ Never ]*

Q16 After exploring anomalies, how often have you actually

	Never (1)	Once (2)	Twice (3)	More than twice (4)
Incrementally changed your initial business idea (business model and/or product) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radically changed your initial business idea (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Display This Question:*

*If Q13 != How frequently do you use anomaly detection services? [ Never ]*

Q29 After exploring an anomaly, how often did you pursue a change in your business idea that turned out to be a **'false positive'**?

- ☐ Always (1)
- ☐ Most of the time (6)
- ☐ About half the time (7)
- ☐ Sometimes (8)
- ☐ Never (9)

*Display This Question:*

*If Q13 != How frequently do you use anomaly detection services? [ Never ]*



Q30 In cases where you did **not** change your business idea after exploring an anomaly, how often did you **later** realize that you **missed** a good opportunity?

- ☐ Always (1)
- ☐ Most of the time (2)
- ☐ About half the time (3)
- ☐ Sometimes (4)
- ☐ Never (5)

End of Block: AI predictive questions

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Start of Block: A/B testing

Q17 Here, we will ask you about your usage of A/B testing tools.

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
How often do you use A/B testing tools? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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*Display This Question:*

*If Q17 != Never*

Q18 How does your usage of AI predictive tools impact your usage of A/B testing tools?

☐ I run more A/B tests, as predictive AI helps me uncover a broader range of potential features for my business (1)

☐ I run more A/B tests for other reasons (please specify) (2)

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☐ I run fewer A/B tests, as predictive AI improves the precision of my predictions (3)

☐ I run fewer A/B tests for other reasons (please specify) (4)

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☐ No impact (5)

End of Block: A/B testing

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Start of Block: Block 2

Q19 Lastly, we are interested in understanding how you structure your decision making process. When developing your business idea, how do you act and reason?

	Never (1)	Sometimes (2)	About half the time (3)	Most of the time (4)	Always (5)
I frame a conceptual model to interpret information, using causal logic (e.g. X causes Y) to predict outcomes, and guide strategic choices. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use information from data anomalies to update my existing conceptual model or to frame a new one. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I develop testable business hypotheses (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I run A/B tests to support or reject my business hypotheses (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Display This Question:*

*If Q19 != I frame a conceptual model to interpret information, using causal logic (e.g. X causes Y) to predict outcomes, and guide strategic choices. [ Never ]*

*And Q8 != Google Analytics 4 [ Never ]*

**Q27 Before the release of Google Analytics 4, did you ... ?**

	Yes, I already did it (1)	No, I did not do it (2)
...reason in terms of conceptual, casual models (e.g. X causes Y) to predict outcomes, and guide strategic choices (1)	<input type="radio"/>	<input type="radio"/>
...use information from data anomalies to update existing conceptual models or to frame new ones (4)	<input type="radio"/>	<input type="radio"/>

**End of Block: Block 2**

**Start of Block: Insert you email address if you want to receive our scientific findings.**

**Q20 End of the survey! Do you want to request a benchmarking report for your startup?**

- ☐ Yes (please email us at: [annamaria.conti@ie.edu](mailto:annamaria.conti@ie.edu) and/or [danilo.messinese@ie.edu](mailto:danilo.messinese@ie.edu)) (4)
- ☐ No (5)

**End of Block: Insert you email address if you want to receive our scientific findings.**