

Questionnaire

- * Assumption is that ***name, location and age and gender*** are already captured in registration process

<u>Item</u>	<u>Question</u>	<u>Response Type</u>
1.1 Are you an entrepreneur		Yes or No
1.2 If Yes: When was your company founded		Drop down list
1.3 If Yes: How and Why did you begin your business journey		Free text
1.4 If Yes: What sector of business are you in		Drop down List
1.5 If Yes: Where is your business located		Free Text
1.6 If Yes: Why is it located There		Free text
1.7 If Yes: How do you market your business		Drop down List with other
1.7.1 If Other: State		Free text
1.8 Who is your target market		Drop down list
1.9 Do you have research on the likely size of your target market		scale from trusted research to none
1.8 If No: What would it take to convince you to start doing business		Free text
2.1 What is your income range		Ranges to choose from
2.2 What is the growth of your business like		Choose from drop down
What is the minimum number of times your target customer is likely to purchase your product or service?	2.3 purchase your product or service?	Free text number only
3.1 What sector are you interested in		drop down selection
3.2 If not stated here, please state		Free Text
4.1 To what extent do you think market uncertainty affects Entrepreneurs		Free text
What do you think are the most important factors that determine the success of a business idea.. List them	4.2	Free text
5.1 How do you get to know about opportunities		Select from List
5.2 Do you think this is the best way of getting to know information		Yes / No
5.3 If No: What do you think would be the best		Free Text
6 What is your highest Educational Qualification		List
7 What is the structure of your Business		scale from informal to very formal
8.1 Do you have a(n) investor(s)		Yes / No
8.2 How active in advice and operations is your investor		scale from silent to active mentor

9 Is there any part of your business that you outsource?	Yes / No
10.1 What is the biggest threat to your business	List with Other
10.1.1 If Other: State	Free text
10.2 How many competitors are there in the business space	scale from 0 to Many
11 Does your product or service require a one-time payment or repeated payments?	Drop down list
12 When doing business or procurement online What is better? The ability to carry out online process on your own or to be guided by a person, or a mix of both	Drop down list
13 If your business counted on it, what is the largest amount you would pay to fix a core problem without feeling that you would rather close the business	Free text numbers only