

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
2.3	What is the minimum number of times your target customer is likely to 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
4.2	What do you think are the most important factors that determine the success of a business idea.. List them	Free text
5.1	How do you get to know about oportunities	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

Does your product or service require a one-time payment or repeated
11 payments?

Drop down list

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
12 a mix of both

Drop down list

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
13 business

Free text numbers only