

Table 1: Summary Statistics at Baseline by Experimental Groups

	Sample Size	Mean (Standard Deviation)	Control Group	Handbook Only (p-values)	Handbook & Movie (p-values)	Handbook & Assist. (p-values)	All Three (p-values)
	N = 1301		N = 261	N = 260	N = 260	N = 260	N = 260
Entrepreneur-level Characteristics							
<i>Sociodemographics</i>							
Gender (Male=1)	1301	0.29	0.28	0.30 [0.611]	0.29 [0.825]	0.30 [0.680]	0.28 [0.867]
Age (Years)	1300	45.27 (11.31)	45.22	45.27 [0.959]	45.28 [0.951]	45.16 [0.951]	45.38 [0.866]
Formal Education (Years)	1301	9.39 (3.78)	9.10	9.52 [0.185]	9.36 [0.446]	9.42 [0.327]	9.55 [0.174]
Has at Least 3 Children (Yes=1)	1301	0.39	0.40	0.39 [0.816]	0.40 [0.971]	0.39 [0.816]	0.38 [0.553]
<i>Business Practices</i>							
Marketing Subscore	1301	0.16 (0.19)	0.16	0.15 [0.529]	0.17 [0.345]	0.15 [0.709]	0.17 [0.517]
Stocking-up Subscore	1301	0.46 (0.30)	0.47	0.47 [0.935]	0.47 [0.884]	0.47 [0.984]	0.44 [0.291]
Record-keeping Subscore	1301	0.46 (0.19)	0.48	0.46 [0.229]	0.45 [0.09*]	0.45 [0.07*]	0.46 [0.254]
Financial Planning Subscore	1301	0.21 (0.17)	0.23	0.20 [0.131]	0.20 [0.128]	0.20 [0.07*]	0.21 [0.316]
<i>Psychological Characteristics</i>							
Time Preference (0-10 Scale)	1301	5.18 (2.26)	5.19	5.07 [0.542]	5.21 [0.924]	5.25 [0.742]	5.20 [0.940]
Risk Preference (0-10 Scale)	1301	3.73 (2.09)	3.74	3.76 [0.902]	3.88 [0.451]	3.60 [0.453]	3.68 [0.739]
Digit Span (0-8 Scale)	1301	1.71 (0.83)	1.70	1.67 [0.734]	1.80 [0.549]	1.67 [0.742]	1.69 [0.890]
Business-level Characteristics							
<i>General Characteristics</i>							
Business Age (Years)	1295	13.60 (11.79)	12.76	13.77 [0.313]	14.03 [0.222]	13.98 [0.236]	13.47 [0.478]
Business Has Tax ID (Yes=1)		0.19	0.20	0.21 [0.811]	0.20 [0.878]	0.15 [0.145]	0.18 [0.516]
Business Size (Square Meters)	1301	13.22 (12.34)	12.67	12.77 [0.908]	12.84 [0.851]	13.82 [0.248]	14.03 [0.287]
Total Number of Full-time Employees	1301	2.00 (1.22)	2.03	2.05 [0.837]	1.90 [0.218]	1.99 [0.708]	2.04 [0.919]
Number of Full-time Formal Employees	1236	0.04 (0.28)	0.03	0.03 [0.861]	0.03 [0.840]	0.05 [0.379]	0.05 [0.398]
<i>Business Performance</i>							
Total Profits Last Month (USD PPP)	1286	496.66 (6452.28)	806.96	1155.26 [0.579]	363.47 [0.364]	-388.08 [0.01**]	527.98 [0.536]
Total Sales Last Month (USD PPP)	1286	5906.18 (15570.50)	5077.37	5771.24 [0.453]	5535.05 [0.535]	5704.26 [0.437]	7419.87 [0.200]
Total Daily Sales (USD PPP)	1295	239.83 (585.97)	206.14	224.23 [0.574]	234.75 [0.313]	239.50 [0.233]	294.31 [0.206]

to be continued on the next page

Table 1 (cont.): Summary Statistics at Baseline by Experimental Groups

	Sample Size	Mean (Standard Deviation)	Control Group	Handbook Only (p-values)	Handbook & Movie (p-values)	Handbook & Assist. (p-values)	All Three (p-values)
	<i>N = 1301</i>		<i>N = 261</i>	<i>N = 260</i>	<i>N = 260</i>	<i>N = 260</i>	<i>N = 260</i>
Business Aspirations							
<i>Short-term Aspirations (12 Months)</i>							
Business Size (Square Meters)	1301	15.56 (15.13)	14.19	15.60 [0.169]	14.93 [0.470]	15.86 [0.115]	17.23 [0.05*]
Employees	1301	1.72 (1.33)	1.65	1.82 [0.155]	1.66 [0.953]	1.72 [0.512]	1.72 [0.543]
Daily Customers	1297	56.85 (68.24)	51.18	55.85 [0.341]	59.74 [0.141]	63.76 [0.04**]	53.74 [0.565]
Daily Sales (USD PPP)	1280	500.26 (643.85)	443.24	482.65 [0.438]	488.00 [0.348]	569.32 [0.03**]	517.47 [0.161]
<i>Long-term Aspirations (Ideal Business)</i>							
Business Size (Square Meters)	1301	24.19 (26.69)	22.00	23.46 [0.425]	24.45 [0.187]	24.40 [0.181]	26.67 [0.09*]
Employees	1301	2.09 (1.62)	2.01	2.08 [0.599]	2.01 [1.00]	2.13 [0.375]	2.19 [0.196]
Daily Customers	1297	73.35 (100.22)	66.50	76.58 [0.185]	78.52 [0.155]	74.56 [0.327]	70.64 [0.559]
Aspirations Horizon (Years)	941	2.77 (2.84)	2.87	2.62 [0.311]	2.89 [0.959]	2.94 [0.807]	2.55 [0.199]
Aspirations for Children's Education							
<i>Education Aspirations (Years)</i>							
Children	799	16.8 (2.83)	16.94	16.68 [0.383]	17.04 [0.760]	16.67 [0.406]	16.69 [0.422]
Daughter	514	16.76 (2.93)	16.80	16.64 [0.672]	17.59 [0.05*]	16.41 [0.347]	16.45 [0.368]
Son	523	16.74 (2.87)	17.01	16.58 [0.280]	16.59 [0.330]	16.71 [0.471]	16.83 [0.657]
<i>At Least Masters-level Education (Yes=1)</i>							
Children	799	0.27	0.32	0.23 [0.08*]	0.31 [0.749]	0.25 [0.152]	0.25 [0.145]
Daughter	514	0.25	0.29	0.22 [0.225]	0.36 [0.338]	0.22 [0.22]	0.20 [0.111]
Son	523	0.25	0.31	0.21 [0.101]	0.24 [0.286]	0.23 [0.177]	0.26 [0.403]

This table presents summary statistics for entrepreneur and business characteristics as well as business aspirations and aspirations for children's educational outcomes. Column (1) presents the sample size and Column (2) presents the mean and standard deviation of the characteristic using the full sample. Column (3) shows the mean in the control group and Columns (4) to (7) show the means of the characteristic for each of the treatment groups. Results of difference-in-means tests between each of the treatment groups and the control are reported in brackets. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 2: Compliance With and Assessment of the Movie Treatment

	(1)	(2)	(3)
	Handbook & Movie	Handbook & Movie & Assist.	
	(A)	(B)	(A) – (B)
	<i>N</i> = 260	<i>N</i> = 260	<i>(p-values)</i>
Attendance			
Business Owner or Business Partner Attended Movie Screening	0.52	0.49	0.54
Baseline Respondent Attended Movie Screening	0.47	0.45	0.79
Respondent was Reminded by Personal Visit	0.05	0.07	0.36
Respondent was Reminded by Phone Call	0.35	0.33	0.78
Distance to Screening Location (in Decimal Degrees)	0.01	0.01	0.87
Assessment			
Learned Something New (1-4 Scale)	3.34	3.21	0.18
Feels Inspired (1-4 Scale)	3.31	3.30	0.94
Feels Hopeful (1-4 Scale)	3.60	3.42	0.04**
Feels Bored (1-4 Scale)	0.83	0.97	0.43

This table presents analyses on the compliance with the movie treatment and on the evaluation of this intervention by the treated entrepreneurs. Columns (1) and (2) present summary statistics for the two experimental groups assigned to the movie, respectively. Column (3) shows results from difference-in-means tests between these two groups. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 3: Compliance With and Assessment of the Assistance Treatment

	(1)	(2)	(3)
	Handbook & Assist.	Handbook & Movie & Assist.	
	(A)	(B)	(A) – (B)
	<i>N</i> = 260	<i>N</i> = 260	(<i>p</i> -values)
Attendance			
<i>1st Session</i>			
Business Owner or Business Partner Attended 1 st Session	0.77	0.78	0.752
Baseline Respondent Attended 1 st Session	0.76	0.77	0.756
Plans to Implement at Least One New Practice (Yes=1)	0.37	0.47	0.021**
Plans Neither Handbook Study Nor Implementation (Yes=1)	0.12	0.11	0.784
<i>2nd Session</i>			
Business Owner or Business Partner Attended 2 nd Session	0.68	0.68	0.925
Baseline Respondent Attended 2 nd Session	0.67	0.67	1
Plans to Implement at Least One New Practice (Yes=1)	0.39	0.47	0.063*
Plans Neither Handbook Study Nor Implementation (Yes=1)	0.13	0.08	0.044**
Assessment			
Learned Something New (1-4 Scale)	2.88	2.89	0.908
Feels Inspired (1-4 Scale)	2.76	2.83	0.422
Feels Hopeful (1-4 Scale)	2.88	2.97	0.312
Feels Bored (1-4 Scale)	0.59	0.43	0.118

This table presents analyses on the compliance with either session of the assistance treatment and on the evaluation of this intervention by the treated entrepreneurs. Columns (1) and (2) present summary statistics for the two experimental groups assigned to assistance and Column (3) shows results from difference-in-means tests between these two groups. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 4: Attrition Analysis for Endline Surveys 6 and 18 Months After Treatment

	(1)	(2)
	<i>6-Months Endline</i>	<i>18-Months Endline</i>
	Business Part of Endline Sample	Business Part of Endline Sample
Assigned Handbook Only	-0.022 (0.024)	-0.036 (0.035)
Assigned Handbook and Movie	-0.028 (0.025)	-0.008 (0.035)
Assigned Handbook and Counseling	-0.023 (0.024)	-0.024 (0.035)
Assigned All Three	-0.036 0.025	-0.039 (0.035)
Stratification Controls And Village-level Fixed Effects	Yes	Yes
R-squared	0.032	0.044
Sample Size	1301	1301
Outcome Mean in Control	0.927	0.787
F-test (p-value): Book = Book & Movie	0.836	0.441
F-test (p-value): Book = Book & Assist.	0.972	0.743
F-test (p-value): Book = All Three	0.613	0.983
F-test (p-value): Book & Movie = Book & Assist.	0.863	0.655

This table presents attrition analyses for both endline surveys which use a dummy of whether the business is part of the endline sample. While Column (1) shows results for the first endline survey six months after treatment, Column (2) shows results for the second endline survey eighteen months after the interventions. All regressions include stratification controls and village-level fixed effects. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 5: Treatment Effects on Business Aspirations for High- and Low-Aspirers 6 Months After Treatment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	12-months Aspirations					Aspirations for the Ideal Business			
	Aggregate (z Score)	Size (m²)	Employees	Daily Customers	Daily Sales (USD PPP, Winsorized 1%)	Aggregate (z Score)	Size (m²)	Employees	Daily Customers
Assigned Handbook Only	0.006 (0.070)	2.613 (3.482)	0.232 (0.297)	10.508 (11.119)	-20.596 (48.818)	0.078 (0.103)	-0.586 (4.497)	0.317 (0.540)	25.916 (19.833)
Assigned Handbook and Movie	0.041 (0.077)	2.302 (2.627)	0.168 (0.234)	9.027 (11.289)	63.577 (59.874)	-0.053 (0.097)	-2.396 (3.720)	-0.224 (0.458)	20.121 (16.243)
Assigned Handbook and Counseling	0.041 (0.072)	2.828 (1.930)	0.130 (0.250)	20.134* (10.925)	-41.298 (56.046)	0.004 (0.096)	4.088 (4.009)	-0.251 (0.415)	21.308 (15.048)
Assigned All Three	0.065 (0.071)	1.570 (1.928)	-0.225 (0.225)	15.027 (9.707)	24.426 (54.844)	-0.037 (0.100)	-0.659 (3.575)	-0.338 (0.438)	16.694 (12.961)
Assigned Handbook Only X Below-Md BL Aspirations	-0.042 (0.086)	-3.940 (3.463)	-0.351 (0.306)	-12.065 (13.194)	-52.688 (46.899)	-0.236** (0.095)	-5.219 (4.251)	-0.581 (0.520)	-33.680 (20.491)
Assigned Handbook and Movie X Below-Md BL Aspirations	0.002 (0.093)	-3.242 (2.768)	-0.022 (0.266)	-8.862 (13.278)	-76.283 (60.300)	0.100 (0.094)	0.493 (3.691)	0.350 (0.436)	-21.736 (17.213)
Assigned Handbook and Counseling X Below-Md BL Aspirations	-0.007 (0.091)	-2.038 (2.389)	-0.081 (0.272)	-12.408 (12.655)	16.801 (56.815)	-0.004 (0.095)	-8.584** (3.779)	0.179 (0.368)	-22.369 (15.235)
Assigned All Three X Below-Md BL Aspirations	-0.115 (0.080)	-3.545* (1.926)	0.232 (0.244)	-12.971 (13.077)	-78.690 (52.062)	-0.107 (0.085)	-6.263** (3.059)	0.034 (0.387)	-23.131 (15.271)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.345	0.191	0.149	0.155	0.603	0.232	0.227	0.157	0.169
Sample Size	1181	1181	1181	1177	1160	1181	1181	1181	1177
Outcome Mean for High-Aspiring Entrepreneurs in Control	0.180	22.989	2.186	72.527	833.300	0.276	37.009	3.460	110.436
Outcome SD for High-Aspiring Entrepreneurs in Control	0.575	20.768	1.200	66.489	714.569	1.224	45.469	4.617	121.013
Outcome Mean for Low-Aspiring Entrepreneurs in Control	-0.257	12.000	1.698	38.638	188.887	-0.314	20.312	1.927	52.277
Outcome SD for Low-Aspiring Entrepreneurs in Control	0.299	7.886	1.428	36.582	142.509	0.360	23.870	1.994	57.651
F-test (p-value): Book = Book X Interaction	0.474	0.310	0.344	0.812	0.006	0.015	0.020	0.147	0.341
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.401	0.460	0.333	0.979	0.683	0.543	0.513	0.525	0.858
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.506	0.638	0.719	0.397	0.406	0.993	0.109	0.703	0.901
F-test (p-value): All Three = All Three X Interaction	0.288	0.111	0.958	0.797	0.049	0.032	0.008	0.091	0.527

This table presents results from regressions of business aspirations on treatment dummies using data from the first endline survey six months after treatment. Columns (1) to (5) present results from regressions that take short-term aspiration levels as their outcome. Besides an aggregate score of short-term aspirations (Column 1), these include the following aspirations dimensions: aspirations for the size of the business in square meters (Column 2), for the total number of full-time employees (Column 3) and daily customers (Column 4), as well as for the amount of daily sales in USD PPP (Column 5). Sales aspirations are winsorized at the 1%-level on both tails. Analogously, Columns (6) to (9) present results with long-term aspirations as the outcome. The outcome dimensions are the same as for the short-term with the exception that no data was collected for long-term sales aspirations. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 6: Treatment Effects on Business Aspirations for High- and Low-Aspirers 18 Months After Treatment

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	12-months Aspirations					Aspirations for the Ideal Business			
	Aggregate (z Score)	Size (m ²)	Employees	Daily Customers	Daily Sales (USD PPP, Winsorized 1%)	Aggregate (z Score)	Size (m ²)	Employees	Daily Customers
Assigned Handbook Only	0.004 (0.075)	-2.726 (2.271)	0.005 (0.222)	12.149 (7.585)	37.135 (61.596)	0.084 (0.099)	-1.978 (3.673)	0.203 (0.336)	25.666** (12.634)
Assigned Handbook and Movie	-0.048 (0.068)	-3.559 (2.531)	-0.068 (0.191)	20.367** (7.913)	151.431** (64.096)	0.083 (0.094)	2.245 (3.621)	-0.321 (0.247)	36.499*** (13.185)
Assigned Handbook and Counseling	0.087 (0.090)	0.909 (2.377)	0.446* (0.228)	14.705* (8.192)	-7.053 (55.988)	0.082 (0.098)	4.172 (3.261)	0.092 (0.250)	11.649 (10.103)
Assigned All Three	0.057 (0.082)	0.431 (2.070)	0.223 (0.307)	15.218** (6.547)	51.146 (59.098)	0.072 (0.110)	2.242 (3.346)	0.238 (0.348)	20.607* (12.307)
Assigned Handbook Only X Below-Md BL Aspirations	-0.086 (0.085)	1.768 (2.643)	0.054 (0.240)	-29.029*** (7.391)	-151.679** (60.984)	-0.360*** (0.096)	-4.420 (3.944)	-0.453 (0.348)	-45.957*** (12.040)
Assigned Handbook and Movie X Below-Md BL Aspirations	0.037 (0.082)	3.268 (2.921)	-0.109 (0.202)	-28.792*** (8.131)	-218.817*** (64.923)	-0.243** (0.098)	-7.717** (3.728)	0.128 (0.270)	-47.803*** (13.382)
Assigned Handbook and Counseling X Below-Md BL Aspirations	-0.087 (0.099)	-1.217 (2.719)	-0.190 (0.256)	-23.607*** (8.692)	-34.333 (56.250)	-0.200* (0.104)	-9.031** (3.766)	-0.253 (0.272)	-22.817** (10.408)
Assigned All Three X Below-Md BL Aspirations	-0.085 (0.093)	-0.234 (2.388)	-0.265 (0.314)	-22.106*** (7.732)	-122.166** (57.075)	-0.146 (0.113)	-6.574* (3.472)	-0.467 (0.358)	-22.468* (12.830)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.313	0.309	0.139	0.182	0.536	0.214	0.208	0.132	0.186
Sample Size	1024	1023	1024	1018	999	1024	1023	1024	1018
Outcome Mean for High-Aspiring Entrepreneurs in Control	0.144	22.500	2.242	69.697	743.812	0.146	36.010	2.440	88.605
Outcome SD for High-Aspiring Entrepreneurs in Control	0.437	14.976	1.032	54.804	637.900	0.636	26.985	1.146	81.206
Outcome Mean for Low-Aspiring Entrepreneurs in Control	-0.193	11.883	1.729	39.243	217.843	-0.099	21.383	2.175	58.372
Outcome SD for Low-Aspiring Entrepreneurs in Control	0.361	8.763	1.079	29.603	213.861	0.870	19.376	1.732	73.822
F-test (p-value): Book = Book X Interaction	0.099	0.479	0.624	0.000	0.000	0.000	0.005	0.139	0.001
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.814	0.823	0.091	0.058	0.049	0.024	0.011	0.211	0.110
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.985	0.814	0.078	0.059	0.254	0.121	0.072	0.348	0.129
F-test (p-value): All Three = All Three X Interaction	0.571	0.887	0.698	0.210	0.028	0.307	0.057	0.140	0.821

This table presents results from regressions of business aspirations on treatment dummies using data from the second endline survey eighteen months after treatment. Columns (1) to (5) present results from regressions that take short-term aspiration levels as their outcome. Besides an aggregate score of short-term aspirations (Column 1), these include the following aspirations dimensions: aspirations for the size of the business in square meters (Column 2), for the total number of full-time employees (Column 3) and daily customers (Column 4), as well as for the amount of daily sales in USD PPP (Column 5). Sales aspirations are winsorized at the 1%-level on both tails. Analogously, Columns (6) to (9) present results with long-term aspirations as the outcome. The outcome dimensions are the same as for the short-term with the exception that no data was collected for long-term sales aspirations. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 7: Treatment Effects on Business Performance for High- and Low-Aspirers 6 Months After Treatment

	(1)	(2)	(3)	(4)	(5)	(6)
	Estimated Monthly Profits	Estimated Monthly Profits (Winsorized 1%)	Estimated Monthly Profits (Winsorized 2%)	Monthly Business Sales	Monthly Business Sales (Winsorized 1%)	Monthly Business Sales (Winsorized 2%)
Assigned Handbook Only	-1284.263 (1044.289)	-186.042 (217.006)	-134.262 (173.938)	1312.271 (1040.951)	469.825 (702.223)	248.836 (587.923)
Assigned Handbook and Movie	594.237 (371.696)	501.167* (268.491)	405.521* (212.299)	1030.771 (982.738)	1367.943* (810.107)	1329.642* (687.651)
Assigned Handbook and Counseling	531.564* (277.018)	652.882*** (228.872)	578.620*** (189.635)	1703.126* (985.361)	1691.132** (798.465)	1598.410** (689.008)
Assigned All Three	1114.562** (513.767)	652.279** (273.257)	489.824** (209.071)	1843.933* (976.338)	1562.743* (811.879)	1611.174** (721.083)
Assigned Handbook Only X Below-Md BL Aspirations	1126.896 (1075.273)	51.246 (234.792)	-11.604 (186.343)	-2398.499** (1087.344)	-1514.369** (695.912)	-1337.772** (583.556)
Assigned Handbook and Movie X Below-Md BL Aspirations	-864.910** (374.696)	-730.406*** (269.780)	-593.086*** (212.928)	-1348.366 (952.487)	-1587.748** (776.493)	-1539.837** (664.422)
Assigned Handbook and Counseling X Below-Md BL Aspirations	-610.654** (297.965)	-730.127*** (236.941)	-599.614*** (198.951)	-1754.661* (995.899)	-1579.841** (777.587)	-1474.590** (681.562)
Assigned All Three X Below-Md BL Aspirations	-1144.661** (510.946)	-631.809** (290.379)	-520.059** (216.053)	-2355.687** (1062.597)	-1954.578** (774.506)	-1988.679*** (686.813)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.067	0.102	0.113	0.520	0.502	0.517
Sample Size	1178	1178	1178	1179	1179	1179
Outcome Mean for High-Aspiring Entrepreneurs in Control	1323.944	1236.612	1209.951	9597.913	9258.308	8878.403
Outcome SD for High-Aspiring Entrepreneurs in Control	3293.439	2475.358	2022.040	12194.224	10632.002	9368.423
Outcome Mean for Low-Aspiring Entrepreneurs in Control	483.519	483.519	483.519	2651.488	2652.602	2655.014
Outcome SD for Low-Aspiring Entrepreneurs in Control	880.933	880.933	880.933	2021.287	2019.867	2016.913
F-test (p-value): Book = Book X Interaction	0.478	0.445	0.321	0.044	0.030	0.017
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.200	0.152	0.173	0.534	0.632	0.631
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.729	0.649	0.889	0.928	0.819	0.789
F-test (p-value): All Three = All Three X Interaction	0.899	0.912	0.838	0.346	0.386	0.378

This table presents results from regressions of business sales and profits on treatment dummies using data from the first endline survey six months after treatment. Columns (1) to (3) present results from regressions that take as their outcome monthly business profits. Specifically, we calculate monthly profits by subtracting self-reported total costs to the business from self-reported total monthly sales. In Columns (2) and (3), we show estimates for calculated monthly profits winsorized on both tails at the 1% and at the 2% level. Analogously, Columns (4) to (6) present results for self-reported total monthly sales. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 8: Treatment Effects on Business Performance for High- and Low-Aspirers 18 Months After Treatment

	(1)	(2)	(3)	(4)	(5)	(6)
	Estimated Monthly Profits	Estimated Monthly Profits (Winsorized 1%)	Estimated Monthly Profits (Winsorized 2%)	Monthly Business Sales	Monthly Business Sales (Winsorized 1%)	Monthly Business Sales (Winsorized 2%)
Assigned Handbook Only	-124.803 (393.534)	81.110 (276.082)	98.966 (233.771)	124.240 (653.818)	169.984 (595.798)	329.534 (552.392)
Assigned Handbook and Movie	174.688 (421.482)	220.510 (355.341)	257.151 (294.497)	1256.322 (943.140)	690.647 (776.810)	721.084 (695.859)
Assigned Handbook and Counseling	522.263 (408.548)	519.478 (322.356)	526.022* (272.728)	1811.681 (1467.126)	1039.731 (841.020)	1116.623 (725.499)
Assigned All Three	893.129* (467.371)	681.168** (336.229)	623.875** (297.198)	1773.521** (872.366)	1726.702** (822.925)	1797.919** (744.940)
Assigned Handbook Only X Below-Md BL Aspirations	-9.346 (364.170)	-173.517 (252.239)	-214.769 (221.695)	-1756.330*** (659.186)	-1843.795*** (558.434)	-1847.545*** (541.127)
Assigned Handbook and Movie X Below-Md BL Aspirations	-190.938 (412.137)	-197.682 (359.565)	-275.035 (309.287)	-2287.690** (930.811)	-1634.492** (763.773)	-1469.838** (702.526)
Assigned Handbook and Counseling X Below-Md BL Aspirations	-234.474 (406.094)	-241.602 (344.396)	-278.831 (306.588)	-1741.004 (1466.135)	-859.321 (845.029)	-790.098 (765.437)
Assigned All Three X Below-Md BL Aspirations	-794.366* (467.091)	-563.048 (361.195)	-569.582* (322.949)	-1952.787** (881.227)	-1940.405** (812.473)	-1852.613** (750.566)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.230	0.090	0.093	0.464	0.437	0.450
Sample Size	1003	1003	1003	1018	1018	1018
Outcome Mean for High-Aspiring Entrepreneurs in Control	1323.944	1236.612	1209.951	9597.913	9258.308	8878.403
Outcome SD for High-Aspiring Entrepreneurs in Control	3293.439	2475.358	2022.040	12194.224	10632.002	9368.423
Outcome Mean for Low-Aspiring Entrepreneurs in Control	483.519	483.519	483.519	2651.488	2652.602	2655.014
Outcome SD for Low-Aspiring Entrepreneurs in Control	880.933	880.933	880.933	2021.287	2019.867	2016.913
F-test (p-value): Book = Book X Interaction	0.562	0.635	0.481	0.006	0.001	0.001
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.945	0.914	0.926	0.082	0.080	0.134
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.264	0.243	0.262	0.912	0.765	0.570
F-test (p-value): All Three = All Three X Interaction	0.726	0.639	0.798	0.760	0.683	0.910

This table presents results from regressions of business sales and profits on treatment dummies using data from the second endline survey eighteen months after treatment. Columns (1) to (3) present results from regressions that take as their outcome monthly business profits. Specifically, we calculate monthly profits by subtracting self-reported total costs to the business from self-reported total monthly sales. In Columns (2) and (3), we show estimates for calculated monthly profits winsorized on both tails at the 1% and at the 2% level. Analogously, Columns (4) to (6) present results for self-reported total monthly sales. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 9: Treatment Effects on Educational Aspirations for High- and Low-Aspirers 6 Months After Treatment

	(1)	(2)	(3)	(4)	(5)	(6)
	<i>Children's Education</i>		<i>Daughter's Education</i>		<i>Son's Education</i>	
	Aspired Education (Years)	At Least MA (Yes/No)	Aspired Education (Years)	At Least MA (Yes/No)	Aspired Education (Years)	At Least MA (Yes/No)
Assigned Handbook Only	-0.284 (0.408)	0.027 (0.060)	-0.730 (0.487)	-0.058 (0.070)	0.132 (0.590)	0.035 (0.075)
Assigned Handbook and Movie	-0.362 (0.407)	0.020 (0.062)	-0.213 (0.482)	0.038 (0.082)	-0.278 (0.592)	-0.014 (0.075)
Assigned Handbook and Counseling	-0.309 (0.445)	-0.095* (0.056)	-0.354 (0.558)	-0.097 (0.069)	0.184 (0.515)	-0.025 (0.069)
Assigned All Three	0.983* (0.532)	0.132** (0.062)	1.035 (0.707)	0.130 (0.082)	0.776 (0.585)	0.124 (0.076)
Assigned Handbook Only X Below-Md BL Aspirations	-0.128 (0.511)	-0.066 (0.075)	-0.107 (0.588)	-0.050 (0.086)	-0.428 (0.784)	-0.073 (0.092)
Assigned Handbook and Movie X Below-Md BL Aspirations	0.443 (0.506)	-0.004 (0.077)	0.719 (0.648)	-0.017 (0.098)	-0.492 (0.606)	-0.063 (0.089)
Assigned Handbook and Counseling X Below-Md BL Aspirations	-0.223 (0.500)	0.050 (0.066)	0.180 (0.649)	0.046 (0.080)	-0.956* (0.560)	-0.021 (0.078)
Assigned All Three X Below-Md BL Aspirations	-1.359** (0.588)	-0.130* (0.072)	-0.931 (0.777)	-0.074 (0.092)	-1.824*** (0.623)	-0.200** (0.086)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.152	0.165	0.216	0.215	0.168	0.188
Sample Size	696	696	454	454	453	453
Outcome Mean for High-Aspiring Entrepreneurs in Control	17.577	0.323	18.000	0.366	17.386	0.295
Outcome SD for High-Aspiring Entrepreneurs in Control	3.191	0.471	3.633	0.488	2.863	0.462
Outcome Mean for Low-Aspiring Entrepreneurs in Control	16.785	0.222	16.458	0.208	16.933	0.222
Outcome SD for Low-Aspiring Entrepreneurs in Control	3.290	0.419	3.108	0.410	3.512	0.420
F-test (p-value): Book = Book X Interaction	0.387	0.562	0.136	0.187	0.670	0.650
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.864	0.820	0.422	0.794	0.136	0.333
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.223	0.458	0.763	0.507	0.146	0.539
F-test (p-value): All Three = All Three X Interaction	0.401	0.978	0.858	0.476	0.039	0.307

This table presents results from regressions of the entrepreneur's aspirations for their children's educational attainment at age 25 on treatment dummies using data from the first endline survey six months after treatment. Aspirations are elicited for the oldest son and daughter under the age of 18 years, respectively. Columns (1) to (2) present results from regressions that take an aggregate score of the average aspirations for both son and daughter. While Column (1) reports results from regressions that take as their outcome the number of years of aspired education, Column (2) reports estimates for a dummy which takes the value one if the entrepreneur aspires at least to Master-level education. Analogously, Columns (3) to (4) report aspirations for the entrepreneur's daughter's education and Columns (5) and (6) for the entrepreneur's son's education. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 10: Treatment Effects on Satisfaction for High- and Low-Aspirers 6 and 18 Months After Treatment

	(1)	(2)	(3)	(4)
	<i>6-Months Endline</i>		<i>18-Months Endline</i>	
	Financial Satisfaction (1-10)	Life Satisfaction (1-10)	Financial Satisfaction (1-10)	Life Satisfaction (1-10)
Assigned Handbook Only	0.023 (0.255)	-0.293 (0.250)	0.399 (0.254)	0.476* (0.253)
Assigned Handbook and Movie	0.182 (0.264)	-0.222 (0.262)	0.371 (0.257)	0.119 (0.256)
Assigned Handbook and Counseling	0.237 (0.257)	-0.039 (0.247)	0.142 (0.241)	0.111 (0.242)
Assigned All Three	0.646*** (0.245)	0.199 (0.244)	0.448* (0.250)	0.437* (0.234)
Assigned Handbook Only X Below-Md BL Aspirations	-0.059 (0.320)	0.157 (0.308)	-0.371 (0.307)	-0.348 (0.311)
Assigned Handbook and Movie X Below-Md BL Aspirations	0.033 (0.304)	-0.055 (0.299)	-0.301 (0.293)	-0.254 (0.300)
Assigned Handbook and Counseling X Below-Md BL Aspirations	0.127 (0.329)	0.013 (0.334)	0.123 (0.280)	0.134 (0.287)
Assigned All Three X Below-Md BL Aspirations	-0.486* (0.275)	-0.130 (0.281)	0.003 (0.288)	-0.567** (0.258)
Stratification Controls, Control for Baseline Level of Outcome, And Village-level Fixed Effects	Yes	Yes	Yes	Yes
R-squared	0.037	0.031	0.040	0.044
Sample Size	1179	1181	1018	1019
Outcome Mean for High-Aspiring Entrepreneurs in Control	6.679	7.376	6.581	6.935
Outcome SD for High-Aspiring Entrepreneurs in Control	2.396	2.133	2.118	2.058
Outcome Mean for Low-Aspiring Entrepreneurs in Control	6.159	6.910	6.171	7.026
Outcome SD for Low-Aspiring Entrepreneurs in Control	2.171	2.298	2.090	2.167
F-test (p-value): Book = Book X Interaction	0.895	0.610	0.918	0.635
F-test (p-value): Book & Movie = (Book & Movie) X Interaction	0.391	0.256	0.782	0.605
F-test (p-value): Book & Assist. = (Book & Assist.) X Interaction	0.203	0.932	0.291	0.339
F-test (p-value): All Three = All Three X Interaction	0.498	0.776	0.072	0.571

This table presents results from regressions of satisfaction scores on treatment dummies using data from the first and second endline survey six and eighteen months after treatment. Columns (1) and (2) present results from regressions using data from the first endline that take as their outcomes overall life satisfaction (Column 1) and the entrepreneur's satisfaction with the finances of their household (Column 2). Following standard questions from the World Values Survey, both scores are measured as self-reports on a scale from 1 to 10 (World Values Survey, 2014). Analogously, Columns (3) and (4) show equivalent regression results using data from the second endline survey. All regressions include stratification controls, controls for the outcome variable at baseline and village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level).

Table 11: Characteristics of Entrepreneurs With Above-median Business Aspirations

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
	Above-median Aggregate Short-term Aspirations					Above-median Aggregate Long-term Aspirations				
Sociodemographics										
Entrepreneur's Gender (Male=1)	0.161*** (0.031)				0.130*** (0.029)	0.229*** (0.031)				0.203*** (0.030)
Entrepreneur's Age (Years)	-0.008*** (0.001)				-0.004*** (0.001)	-0.009*** (0.001)				-0.005*** (0.001)
Has at Least 3 Children (Yes=1)	0.075** (0.032)				0.006 (0.030)	0.116*** (0.031)				0.050* (0.030)
Formal Education (Years)	0.006 (0.004)				0.000 (0.004)	0.013*** (0.004)				0.007* (0.004)
Business Characteristics										
Business age (Years)		-0.006*** (0.001)			-0.004*** (0.001)		-0.005*** (0.001)			-0.004*** (0.001)
Firm Registered (for Taxes or Else)		0.014 (0.040)			-0.021 (0.040)		0.111*** (0.039)			0.045 (0.040)
Business size (square meters)		0.012*** (0.003)			0.011*** (0.003)		0.009*** (0.002)			0.007*** (0.002)
Estimated Profits Last Month (win 1%)		-0.000 (0.000)			-0.000 (0.000)		0.000 (0.000)			0.000 (0.000)
Total number of employees		0.124*** (0.011)			0.122*** (0.011)		0.120*** (0.011)			0.118*** (0.011)
Business Practices										
Marketing Subscore			0.004 (0.082)		-0.033 (0.073)			0.101 (0.081)		0.060 (0.075)
Stocking-up Subscore			0.057 (0.054)		0.004 (0.047)			0.092* (0.053)		0.036 (0.047)
Record-keeping Subscore			0.086 (0.095)		-0.039 (0.088)			0.041 (0.097)		-0.093 (0.091)
Financial Planning Subscore			0.302*** (0.102)		0.207** (0.097)			0.260** (0.104)		0.151 (0.098)
At Least 5 New Products in Last 3 Months (Yes=1)			0.153*** (0.040)		0.106*** (0.039)			0.188*** (0.039)		0.135*** (0.037)
Psychological Characteristics										
Digit Span (0-8 Scale)				0.023 (0.017)	-0.021 (0.016)				0.044*** (0.017)	-0.010 (0.017)
Time preference (0-10 Scale)				-0.005 (0.006)	-0.000 (0.005)				-0.003 (0.007)	0.004 (0.006)
Risk Preference (0-10 Scale)				0.019*** (0.007)	0.012* (0.006)				0.004 (0.007)	-0.003 (0.007)
<hr/>										
Village-level Fixed Effects	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
R-squared	0.105	0.256	0.093	0.064	0.292	0.121	0.205	0.084	0.042	0.267
Sample Size	1181	1181	1181	1181	1181	1181	1181	1181	1181	1181
Outcome Mean in Control	0.500	0.500	0.500	0.500	0.500	0.499	0.499	0.499	0.499	0.499

This table presents results from regressions of dummies for high business aspirations at baseline on a number of entrepreneur- and business-level characteristics. Columns (1) to (5) present results from regressions that take as their outcome a dummy indicating whether an entrepreneur has above-median aggregate business aspirations for the short-term at baseline. In Columns (1) to (4), we sequentially test regression models with different vectors of entrepreneur-level sociodemographics, business characteristics, business practices, and psychological characteristics, while in Column (5) we combine all vectors in one specification. Analogously, Columns (5) to (10) show results from regressions taking as their outcome a dummy of whether an entrepreneur shows above-median aggregate business aspirations for the long-term at baseline. All regressions include village-level fixed effects. Robust standard errors are reported in parentheses. Statistically significant p-values are highlighted by: * (10% significance level), ** (5% significance level), and *** (1% significance level)