

## SBA ScaleUp Initiative Evaluation

### Participant and Community Success Story Interview Guide

#### General Information about the Interview

Interview date and time: XXXXX Eastern Standard Time

Conference call phone number: XXXXX

Conference call access code: XXXXX

*Thank you for your willingness to participate in a 30-minute interview with Optimal Solutions Group regarding your experience in the ScaleUp America initiative hosted by [funded organization]. The questions below are provided for your review in preparation for the upcoming call regarding the role of ScaleUp in your business community.*

*Please note that additional follow-up questions (i.e. [F]) not listed here may be asked based on the information provided during the interview. However, the interview will take no more than 30 minutes. Along with these questions, you received an interview consent form. Please submit the consent form per the instructions prior to the interview.*

#### Interview Questions

1. Can you tell me a little about your business (e.g., industry, products sold)?
2. Why did you decide to get involved in the ScaleUp initiative?
  - o [F] Would you say your objective was fulfilled?
3. Have you looked for or received similar business assistance or opportunities in the past?
  - o [F - Yes] What was the program or organization and how would you describe the differences with ScaleUp?
4. What aspects of the program have been most helpful to your business (e.g. classroom assistance, networking opportunities)?
  - o [F] Why is that?
5. Did the program call your attention to any business “needs” you had not recognized?
  - o [F] Why is that?
6. Do you think the program has influenced your business growth (e.g., profits, speed of growth)?
  - o [F - Yes] Can you give some examples?
  - o [F - No] Why is that?

7. Is there a particular business milestone, achievement, or success that you can attribute to your ScaleUp experience? If so, please explain the nature of the success and how the ScaleUp program contributed to it.
8. Do you think your participation in the ScaleUp program has benefited other business owners or entrepreneurs in your community?
  - o [F] Have you shared information with others or referred them to aspects of the program?
  - o [F] Are there other ways that the program has improved or enhanced the small business ecosystem in your community?
9. Is there anything else important to your experience that we did not talk about?