

Recruitment Script for the Microbusiness Innovation Science and Technology Cognitive Interviews

Company Name:

City and State:

Contact Person:

Contact Position:

Phone Number:

E-Mail:

Number of employees:

Company URL:

Hello, I'm recruiter name. I am calling for the National Science Foundation. I'd like to speak to:

The National Science Foundation currently is conducting a study of R&D and innovation in small companies. We hope that your company can participate. We would like to visit your company and discuss various business activities related to the development of new products or services and their commercialization. The discussion should take about an hour

Before I go any further in explaining the study and how we would like you to help, I need to ask you a few questions.

- Is this company owned by or a subsidiary of another company or is it independently owned and operated?
- Was your company in operations prior to certain date (date dependent on when interviews are completed)?
- How many employees does your company have?

If out-of-scope: I am sorry, but we are looking for companies that are [*indicate reason for not including them, i.e., too many employees, company owned by another company, company no longer in existence*]. Thank you for your time.

Your company is the type of company we are looking for. We would like to discuss the following:

- Your company's research and development program, if any
- Sources of funding for R&D, if any
- Where you get the ideas for products and services that you are developing
- Your employees, if any, and their professional background
- Agreements, if any, your company might have with other companies or organizations

Would you be willing to participate in this study?

- A) No - Thank for your time and good bye.
- B) Yes – Thank you, I will send you an e-mail confirming our appointment.

Verify respondent's address and contact information and set up date and time for the interview.

Your participation in this is completely voluntary and confidential; you and your company will not be mentioned by name in any NSF report.

Our conversation should last about sixty minutes

If you have any questions, please contact me at *provide e-mail and phone number*.

Thank you very much for agreeing to participate in this study. We will see you on *confirm date and time*.