

(OMB Control Number: 3245-XXXX)

Appendix C-2 Participant Survey Invite E-mail

Dear [participant's name],

This invitation is in reference to the e-mail you received from [ScaleUp administrator]. To conduct an independent study of the ScaleUp initiative, the U.S. Small Business Administration (SBA) has contracted Optimal Solutions Group, LLC (Optimal) to complete a performance evaluation of the ScaleUp America initiative. As part of this assessment, Optimal is distributing an annual survey to the ScaleUp participants. The baseline survey will collect data about you, your business, your business needs and goals, and your perceptions of the small business assistance available in your area. Two annual follow-up surveys will collect data on the progress you have made toward achieving your business-related goals, the value of services you received from ScaleUp, and any changes in your business growth or perceptions of the small business assistance available in your area.

You are in no way required to participate in the survey but are encouraged to do so because the information is extremely important for demonstrating the impact of the ScaleUp initiative and improving it for future small business participants. Each survey will take approximately 20 minutes to complete. Please complete the [first] survey by [DATE]. You do not have to complete the survey in one sitting. You can answer some of the questions, close the survey, and then answer more questions by clicking on the survey link again later.

Your responses to the survey will be kept confidential, as described in the consent form for the survey found at the link below. You are not required to respond to this survey unless it displays a currently valid OMB Control (or Approval) Number. The number for this survey is 3245-XXXX. Once you are ready to start the survey, please click the following link:

<Survey Link>

If you have any questions about the survey, please do not hesitate to contact Optimal by phone at 301-306-1170 or send a message to se@optimalsolutionsgroup.com.

Thank you very much for your assistance during this data collection process. We are very appreciative of your time to complete the survey.

Respectfully,

Optimal Solutions Group, LLC