

ScaleUp America Initiative  
Appendix B-8  
Comparison Group Follow-Up Survey

**Contact Information**

1. Name?
  - a. First Name <Text box here>
  - b. Last Name <Text box here>
  
2. Name of business? <Text box here>
  
3. Preferred-mail address? <Text box here>
  
4. Preferred telephone number? <Text box here>
  
5. Secondary (personal) telephone number (for use in the event that a business closure requires verification)? <Text box here>
  
6. Business Address:
  - a. Street Address: <Text box here>
  - b. City: <Text box here>
  - c. State: <Text box here>
  - d. Zip Code: <Text box here>
  - e. Please check here if this is the address we should use to mail your \$50 VISA gift card upon submission of the survey, or provide an alternative address: <Text box here>
  
7. Is this business currently operating?
  - a. Yes
  - b. No

**Goals and Needs**

8. What are your current business needs? (Select all that apply.)
  - a. Developing a strategic plan to grow my business
  - b. Gaining access to funding and funding sources
  - c. Developing an improved supply chain network
  - d. Developing marketing and outreach plans

- e. Gaining access to networking opportunities with economic development organizations, resource partners, financial institutions, other small businesses, etc.
  - f. Developing a new product/service idea into a reality
  - g. Gaining information on business acquisition and purchase
  - h. Others: <Text box here>
  - i. Do not know
9. Rate your agreement with the following statements as of today:
- a. I have a business, strategic or action plan for the business and regularly review (and revise) it.
    - i. Strongly agree
    - ii. Somewhat agree
    - iii. Slightly agree
    - iv. Do not at all agree
  - b. I regularly use financial data and analysis to manage the business.
    - i. Strongly agree
    - ii. Somewhat agree
    - iii. Slightly agree
    - iv. Do not at all agree
  - c. I regularly conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis or use a similar tool (e.g., Porter's five forces) in order to develop and refine my business' strategy.
    - i. Strongly agree
    - ii. Somewhat agree
    - iii. Slightly agree
    - iv. Do not at all agree
10. What resources do you currently use to help you achieve your business goals and needs?  
(Select all that apply)
- a. Small Business Administration (SBA) district office
  - b. SBA website
  - c. Small Business Development Centers (SBDC)
  - d. SCORE Association
  - e. Women's Business Centers (WBC)
  - f. Veteran's Business Outreach Centers (VBOC)
  - g. U.S. Export Assistance Center (USEAC)
  - h. Procurement Technical Assistance Center (PTAC)
  - i. Local government economic development office
  - j. Lender services

- k. Chamber of Commerce
- l. Friends and colleagues
- m. Others (e.g. incubator or accelerator program, university-run program) <Text box here>
- n. None

**Small Business Ecosystem Assessment**

Many entrepreneurs and communities recognize the importance of the small business ecosystem in supporting and encouraging the growth of small businesses. In a given region, this ecosystem is often understood to include (among other things):

- The availability of appropriate skilled and unskilled labor,
- Private- and public-sector supports and services (e.g., legal and accounting services, local chambers, educational institutions, SBA resource centers),
- Well-developed entrepreneurial networks and supply chains,
- The availability of financing through multiple channels, and
- A supportive culture of innovation, creativity, and experimentation.

We are interested in your assessment of the overall strength of the small business ecosystem in your region.

11. How strongly do you agree or disagree with the following statement: “My region is currently home to a well-developed small business ecosystem that supports business growth.”
- a. Strongly agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly disagree

12. In which of the following areas do you feel that the small business ecosystem in your region could improve, directly enhancing your ability to scale-up your business (Please check all that apply):
- a. The availability of appropriate skilled and unskilled labor
  - b. Private- and public-sector supports and services (e.g., legal and accounting services, local chambers, educational institutions, SBDC)
  - c. Well-developed entrepreneurial networks and supply chains
  - d. The availability of financing through multiple channels
  - e. A supportive culture of innovation, creativity, and experimentation
  - f. Other: <Text box here>

13. For each of the items you selected in the question above, please provide a short explanation of what could be improved in your region.

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_

**Business Statistics**

The following questions will be used to assess changes in key indicators of business growth over the year. You may provide estimates if necessary.

14. At the end of calendar year [YEAR], how many paid employees (including paid owners) did the business have?

- a. Total number of full-time employees (35 hours or more per week): <Text box here>
- b. Total number of part-time employees: < Text box here >
- c. Total number of independent contractors (part-time or full-time): < Text box here>

15. For calendar year [YEAR], what was the gross sales revenue of the business? <Text box here>

16. For calendar year [YEAR], what was the profit or loss of the business? <Text box here>

17. For calendar year [YEAR], what was the total payroll of the business, including independent contractors? <Text box here>

18. Did the business obtain government contract(s) during calendar year [YEAR]?

- a. Yes
- b. No

*Skip pattern: If "Yes," go to next*

*If "No/Do not know," skip next*

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19. Provide the following information for each type of government contract obtained during calendar year [YEAR]:

- a. Number of Government Contracts/Subcontracts
  - i. No. of Federal government contracts < Text box here >
  - ii. No. of State government contracts < Text box here >
  - iii. No. of Local government contracts < Text box here >
- b. Annual value of Government Contracts and Subcontracts Received
  - i. Value of Federal government contracts < Text box here >
  - ii. Value of State government contracts < Text box here >
  - iii. Value of Local government contracts < Text box here >

20. Did the business serve customers in countries outside of the United States during calendar year [YEAR]?

- a. Yes
- b. No

*Skip pattern: If "Yes," go to next*

*If "No/Do not know," skip next*

21. Provide the amount of gross sales revenue related to serving customers outside of the United States during calendar year [YEAR]. <Text box here>

22. Did the business obtain new financing (e.g. loan, line of credit) during calendar year [YEAR]?

- a. Yes
- b. No

*Skip pattern: If "Yes," go to next*

*If "No/Do not know," skip next*

23. Provide the amount and type of new financing obtained during calendar year [YEAR].

- a. SBA Loan Amount (e.g. 7(a), disaster loan) <Text box here>
- b. Non-SBA Loan Amount <Text box here>
- c. Equity Capital Amount <Text box here>
- d. Line of Credit Amount <Text box here>
- e. Other Forms of Financing (e.g. grant, SBIR, family loan) < Text boxes here (please specify type and amount) >

24. Did the business have patent or technology licensing activity during calendar year [YEAR]?

- a. Yes
- b. No

*Skip pattern: If "Yes," go to next*

*If "No/Do not Know," skip next*

25. During calendar year [YEAR]:

- a. How many patents did your business file? <Text box here>
- b. How many patents were awarded to your business? <Text box here>
- c. Did your business license technology from an external source? Yes/No
- d. Did your business license technology to another organization? Yes/No

26. Did any of the following occur during calendar year [YEAR] (Select all that apply)?

- a. Opened a new location
- b. Started to offer franchising opportunities
- c. Became full or part owner of this or another operating business
- d. Opened a new business
- e. Advised a friend or colleague on starting or growing a business