

Appendix C-8 Comparison Group Survey Invite E-mail

Dear [comparison group member's name],

This invitation is in reference to the e-mail you received from the U.S. Small Business Administration (SBA). SBA has contracted Optimal Solutions Group, LLC (Optimal) to conduct a performance evaluation of the ScaleUp America initiative. As part of this assessment, Optimal will compare the business performance of the businesses participating in the initiative with similar small businesses like yours that are not in the initiative.

Based on the answers you provided to the study screening questions, you have been selected to participate in the study. Optimal is distributing up to three surveys over the course of three years to the selected small businesses. The primary purpose of these surveys is to collect data about your business type, your business-related goals, your perceptions of the assistance available in your area and your business performance information, such as annual revenue, employment and capital accessed.

You are in no way required to participate in the survey. To compensate you for your time, you will receive a \$50 VISA gift card for your completion of each survey. Additionally, you will be invited to attend local small business community events sponsored by the ScaleUp initiative or their affiliate network, if you so choose. Importantly, your responses to the surveys will be kept confidential, as described in the consent form for the survey found at the link below.

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.

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 taking the time to complete the survey.

Respectfully,

Optimal Solutions Group, LLC