

## Appendix C-6 Comparison Group Member Recruitment Screening Tool

### E-mail and Phone Script Introduction

[Dear/Hello] <Comparison group member>

*You should have recently received an e-mail invitation from the U.S. Small Business Administration (SBA). SBA is conducting an evaluation study of the ScaleUp America initiative, a program that started in 2015. ScaleUp is the first SBA initiative that delivers intensive assistance to established high-potential small businesses that are primed for growth beyond the start-up or early stages. Given the significant job creation opportunities offered by these firms and the positive impact they can have on your local business climate, SBA is intently interested in whether or not the program is working.*

*As part of the program assessment, SBA has contracted with Optimal Solutions Group, LLC (Optimal) [the company I am calling from], to help determine if this initiative is having the expected impact on small businesses in your community. In order to measure its effectiveness, [Optimal/we] will compare the business performance of the businesses participating in the initiative with similar small businesses that are not in the initiative. The purpose of the following questions is to identify small businesses that share similar business characteristics with ScaleUp participants, but are not participating in the program.*

*Qualifying small businesses will be selected for the study on a first-come, first-serve basis and will be invited to complete up to three surveys over the next three years that provide critical business performance information for ScaleUp program evaluation. Selected businesses will receive a \$50 VISA gift card in compensation for each survey completed. If you would like to be considered for the study, [please click the link to view and complete the screening questions/I can record your answers to the questions we would like to ask over the phone].*

<Questions Link>

- 1.) If we find you to be a good match for our study needs, would you be willing to complete up to three surveys over the course of three years that will collect business performance information to provide a comparison with the ScaleUp participants?

*Each survey would take about [TIME] to complete and upon completion you would receive a \$50 VISA gift card within two weeks of the close of each survey period. All responses to the surveys are confidential. Your information will not be shared with parties outside of Optimal and the funding agency, SBA. In the context of the study, confidentiality means that no respondent will be identified or named in any publicly available report or other such publication. More information on the specific confidentiality pledge maintained in the study will be contained in a written consent form you will be provided upon selection, or earlier at your request.*

- a. Yes
- b. No
- c. Do not know (If you would like to discuss this request, please provide the best phone number to reach you\_\_\_\_\_)

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

*If you answered anything other than "Yes," end survey*

2.) In what industry would you classify your business (please select one):

- Accommodation or Food Services
- Arts, Entertainment, or Recreation
- Agriculture, Forestry, or Fishing & Hunting
- Administrative & Support, Waste Management, or Remediation Services
- Construction
- Educational Services
- Finance or Insurance
- Health care or Social Assistance
- Information
- Management of Companies & Enterprises
- Manufacturing
- Mining
- Professional, Scientific & Technical Services
- Public Administration
- Real Estate, Rental, Leasing
- Retail Trade
- Services (other than those already listed)
- Transportation or Warehousing
- Utilities
- Wholesale Trade

3.) In what zip code(s) is your business currently located? ("Your business" as used in this survey encompasses all locations.) <Text>

4.) In calendar year [YEAR], was your business's approximate gross revenue (please select one) [ranges may change from year to year of the program]:

- a. Less than \$150,000
- b. Between \$150,000 and \$300,000
- c. Between \$300,001 and \$500,000
- d. Between \$500,001 and \$800,000
- e. Over \$800,000

5.) Are you interested in growing your business (please select all that apply):

- a. No, I am not interested in growing my business

- b. Yes, I am interested in growing my business (e.g. opening a new location, entering a new market segment)
  - c. Unsure
- 6.) Is your business described by any of the following (please select all that apply):
- a. Women-owned business
  - b. Minority-owned business
  - c. Veteran-owned or service-disabled veteran-owned business
  - d. Small Disadvantaged Business
  - e. SBA 8(a) certified business
  - f. HUBzone certified business
  - g. Other (please explain): <text box here>
- 7.) Did you apply to the ScaleUp initiative in your community?
- a. Yes
  - b. No
  - c.

*Skip pattern: If you answered "No," go to next*

*If you answered anything other than "No," skip next*

- 8.) Why did you choose not to apply to SBA's ScaleUp initiative (please select all that apply)?
- a. I have/had not heard of the program.
  - b. My business was not eligible for the program.
  - c. I do not have sufficient time to participate.
  - d. The curriculum was not a good match to my business needs.
  - e. Other: <Text box here>