

Appendix C-5 Comparison Group Member Recruitment E-mail

<DATE>

RE: ScaleUp Initiative Comparison Group Member Recruitment

Dear <Comparison Group Member Name>:

The U.S. Small Business Administration (SBA) is conducting an evaluation study of the ScaleUp America initiative 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. It is designed to bring successful entrepreneurship education programs to underserved communities and to bridge the resource gaps for those looking to scale-up their operations. 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 initiative is working. To that end, the agency is requesting your help.

SBA has contracted with an independent third party that designed a study to determine if the initiative is effective. A key component involves comparing the business performance of businesses that participated in the ScaleUp initiative with that of similar small businesses that are not participating in the initiative.

You are receiving this e-mail because your contact information was found in the local business directories available in your area. You are in no way required to participate in the study, but are encouraged to do so because SBA values your input and cannot rigorously assess the initiative without a minimum number of comparable businesses. If you choose to participate and are selected, you will receive up to three surveys over the course of three years. The web-based surveys are brief and each takes approximately 20 minutes to complete. The surveys are used to collect data about the business and owner, including items like the owner's goals, growth in the firm's annual sales and changes in its access to capital. This information is extremely important for evaluating the ScaleUp initiative, as these are the types of items it intends to impact.

To compensate you for your time, you will be mailed a \$50 VISA gift card for each survey that you complete. Additionally, you will be invited to local small business community events sponsored by the ScaleUp initiative or our affiliate network, if you so choose.

(OMB Control Number: 3245-XXXX)

To determine if you are eligible for this study, you must complete a 6 minute screening questionnaire that will help us determine if your business is comparable to the businesses participating in the initiative. In the coming week, you will receive an e-mail from our contractor (Optimal Solutions Group, LLC) with a link to the screening questions. All responses to the screening questions and study surveys are confidential. In the context of the study surveys, confidentiality means that no respondent will be identified or named in any publicly available report or other such publication. In any public report, such phrases as “a ScaleUp nonparticipant” or “a comparison group member” will be used to report information provided by a particular respondent. 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.

Thank you for your support and assistance in this effort.

Respectfully,

<SBA OED administrator>