

Appendix C-3 Participant Survey Reminder

[Dear/Hello] <ScaleUp Participant's name>,

You should have recently received an e-mail invitation to complete a survey from the U.S. Small Business Administration (SBA) as part of the evaluation study of the ScaleUp America initiative you participated in. [I am calling as/This is] a friendly reminder that your fully completed ScaleUp survey is due by <DATE>. It is important for the SBA to evaluate the performance of this initiative and to develop plans for improving it and assessing its impact on participants' business-related goals. Your completion of the survey is voluntary and will help SBA to achieve these aims.

To complete the survey, please click on the link [below/in the e-mail invitation sent on <DATE>], I can resend the invitation to <email address> today if you would like]:

<Survey Link>

If you have any questions about the survey, please do not hesitate to contact Optimal by phone at 301-306-1170, or you can 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,

[<Staff name>/Optimal Solutions Group, LLC]