

**APPENDIX 1 – Invitation & Pre-Focus Group Participant Profile for *Prospective* Millennial Entrepreneurs (Women Only)**

OMB Approval No. 3245-\_\_\_\_\_

Expiration Date: \_\_\_\_\_

**Please submit your completed profile to [Email Address] no later than [Date].**

Dear [Name]:

Premier Quantitative Consulting, Inc. has been contracted by the National Women's Business Council (NWBC) to conduct a research study focused on the motivations and challenges that prospective millennial entrepreneurs face in starting a business, with a focus on the role of debt and student debt. The NWBC is undertaking this research study to uncover insights and new information germane to supporting and encouraging entrepreneurship among millennial women. As part of this research study, you have been selected to receive this invitation to participate in a focus group with other prospective millennial women entrepreneurs. Your participation in this focus group is completely voluntary and you may decline to participate.

The NWBC will use information gathered from this study to produce recommendations to the President, Congress, and the U.S. Small Business Administration (SBA) on policy and program initiatives to facilitate the growth of business ownership among millennial women. The NWBC is a non-partisan federal advisory council created to serve as an independent source of advice and counsel to the President, Congress, and the SBA on economic issues of importance to women business owners. Its mission is to promote initiatives, policies, and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces – from startup to success.

If you would like to participate in an in-person focus group in your area, please complete and return the attached profile, which is designed to provide us with some initial information about you, your business idea, and your experiences. It will be used to help the focus group moderator get to know the mix of group members.

Your answers on the profile will remain private to the extent permitted by law and will only be reviewed by consultants of Premier Quantitative Consulting, Inc., the company conducting the research for the National Women's Business Council. Reports will only contain aggregated findings, and the information you share will not be connected with your name in any way without your expressed permission.

Sincerely,

The profile is expected to take no more than 5 minutes to complete. In the event you are chosen to participate in a focus group, the entire time burden for your participation is expected to be 2 hours, including the pre-focus group profile.

You are not required to respond to this request for information unless it displays a currently valid OMB Control (or Approval) Number. The number for this information collection is 3245-XXXX. Comments on the burden should be sent to: U.S. Small Business Administration, 409 3rd Street, SW, Washington, DC 20416, and to: Desk Officer SBA, Office of Management and Budget, New Executive Office Building, Room 10202, Washington, D.C., 20503. PLEASE DO NOT SEND YOUR COMPLETED PROFILE TO THESE ADDRESSES. SEND IT TO THE EMAIL ADDRESS PROVIDED.

*Data Collected by the National Women's Business Council under contract number SBAHQ-16-M-0127.*

**Pre-Focus Group Participant Profile – Prospective Entrepreneurs**

1. Do you currently own your own business?

- Yes
- No

2. Do you aspire to start your own business?

- Yes
- No [Do not go further]

3. Do you aspire to start your own business within the next 2 years?

- Yes
- No [Do not go further]

4. Is the business that you desire to start in a technology-based industry or field?

- Yes
- No [Do not go further]
- Don't Know [Do not go further]

5. What is your gender?

- Female
- Male [Do not go further]

6. Are you of Hispanic or Latino origin?

- Yes
- No

7. What is your race? (mark one or more)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

8. What is your age?

- 18 to 21
- 22 to 26
- 27 to 31
- 32 to 35
- 36 or older

9. What is your relationship status?

- Single, Never Married
- Married
- Divorced
- Widowed
- Other

10. Do you have any children?

- Yes
- No

11. What is the highest level of education that you have completed?

- Less than high school
- High school diploma or GED
- Technical, trade, or vocational school
- Some college, but no degree
- Associate's degree
- Bachelor's degree
- Master's, doctorate, or professional (e.g., J.D. or M.D.) degree

12. When you completed/ended your last level of education attained, how much total student debt did you owe?

- No student debt at completion/end of last level of education
- \$0 - \$9,999
- \$10,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more
- Don't know

