



Dear [PERSONALIZED],

The U.S. Small Business Administration (SBA) is committed to serving the needs of entrepreneurs with innovative, accessible, and high-quality services, resources, and educational opportunities. That's why the SBA has created Ascent, an online learning platform specifically for women small business owners who want to scale and expand their businesses.

As a female entrepreneur, we would greatly appreciate your input on this new product offering. I invite you to participate in a brief survey to gain your opinions and insights that will help make Ascent a success.

To take the survey—which should only take about 10 minutes to complete—click on the link below, or cut and paste the link directly into your browser:

[LINK TO SURVEY, TBD AFTER OMB APPROVAL]

We are also planning to conduct product beta testing for Ascent in the near future. There is an opportunity for you to sign up for this product beta testing within the survey.

Thank you in advance for your consideration and help.

Sincerely,

[SBA EXECUTIVE SPONSOR(S)]