

Official SBA Survey Introduction Email

RE: SBA T.H.R.I.V.E. Emerging Leaders Reimagined program

Dear participant of the SBA T.H.R.I.V.E. Emerging Leaders program.

You are receiving this email because you participated in the T.H.R.I.V.E. Emerging Leaders program. The SBA has hired a small business research organization Optimal Solutions Group (Optimal) to conduct the evaluation of this program. The objective of this evaluation is to determine if the program is meeting its intended business growth outcomes. The results are expected to provide suggestions for improvements to this valuable small business assistance program.

Optimal will contact you to ask for your participation in a Web survey regarding your experiences with the Program. Your participation in this survey is voluntary and will take less than 20 minutes. Optimal Solutions Group LLC will collect and store your responses to this survey on a secure server accessible to Optimal Solutions Group staff only. Any information provided in this survey will be kept confidential. No respondent will be identified or named in any publicly available report or other such publication. All survey responses will be presented as aggregated statistics in the form of averages, percentages, and frequency counts. All survey responses will be de-identified and then these data will be provided to the SBA.

The SBA want to hear your voice and learn about your experiences with the program. Your opinion and feedback are important for the SBA's efforts to improve its services to America's small businesses. The evaluation results are expected to provide suggestions for improvements to this valuable small business assistance program.

- If you have questions about this study, please contact JoAnn Braxton at SBA, (202) 539-1429, joann.braxton@sba.gov.
- If you have questions about your participation in this study, please contact Oswaldo Urdapilleta at Optimal, (301) 306-1170 Ext. 709, ourdapilleta@optimalsolutionsgroup.com

Thank you for your time and cooperation.

Sincerely,

<signature>

Joann Braxton, SBA