

Appendix B-7 Small Business and Large Organization Interview Invitation E-mail

Dear [first name] [last name], participant of the [cluster name],

The U.S. Small Business Administration (SBA), via the Regional Innovation Clusters (RIC) Initiative, is investing in regional clusters throughout the United States. [cluster name] ([cluster acronym]) is the regional SBA RIC cluster in your area. The [cluster name] is [brief description of the cluster’s mission and industry].

The SBA has hired a small business research organization Optimal Solutions Group, LLC (Optimal) to conduct the evaluation of the RIC Initiative. The objective of this evaluation is to determine if the RIC Initiative is meeting its intended outcomes. The results are expected to provide suggestions for improvements to this valuable small business assistance program.

To assist us in this process, we invite you to participate in a brief telephone interview to learn about your experiences with the {cluster name} ([cluster acronym]) and/or {cluster name}-organized training, events, activities, or services.

The interview is expected to take less than 30 minutes to complete. Your participation is completely voluntary. If you would like to participate, please respond to this email with date and time slots in the order of your preference:

| Date [insert date] | Time (EST) [insert time] |
|------------------------------|------------------------------------|
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- If you have questions about the RIC, please contact [cluster point of contact] at [cluster POC email].
- 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. We look forward to hearing from you.

Sincerely,

Oswaldo Urdapilleta

Project Director
Optimal Solutions Group, LLC