

Appendix B-8 Small Business Semi-Structured Interview Protocol

Probe for barriers, facilitators, local and contextual influences.

- How did the cluster reach out or recruit you into its events, activities, or services?
 - Do you plan on participating in future cluster events/activities, and if not, why?
 - Please provide suggestions for cluster outreach. Is there something the Cluster can do better?
- How did the cluster connect your businesses into the business ecosystems of resources in your region, such as supporting organizations, business networks, suppliers, clients, etc.?
 - How did the cluster promote collaboration and exchange of information between your business and large organizations or other regional stakeholders?
 - How did the cluster help to promote your business growth?
 - How did the cluster help to facilitate innovation?
- Were the events/activities helpful in addressing your business priorities? Can the cluster do/provide anything differently to help you?
- What is [engine name] excelling at, and what could it be doing better?