Entrepreneur Questions Draft for ABS Content Testing – 07/2023

1. Do you have a good understanding of the decisions that led to the founding of this business?

Yes

No – (End)

1. If yes, was the business originally founded around a new or customized product or service that was created by one of the founders of the business?

Yes

No (End)

Don’t Know (End)

1. If yes, thinking about this new or customized product or service, why was it originally developed?
   1. One of the founders created it for personal use
   2. One of the founders created it for use at a previous job or business
   3. One of the founders identified a business opportunity