

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)

2. 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)

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