APPENDIX ONE

Research Instruments

I.I RESEARCH INSTRUMENT 1:
Guide for Interviewing Entrepreneurs

- Entrepreneur’s experience at:
  - Deciding to become an entrepreneur (Motivating factor – who/what motivated? + Hurdles [including psychological] + Issue of risk + risk-sharing among family members/friends)
  - Generating business idea and locating market (Collecting technical & market idea and testing them with others – who were they?)
  - Acquiring necessary financial resource (Identifying financiers. Who were they? Being introduced to financier. Who introduced?)
  - Founding entrepreneurial team (Process of identifying team members. Who were founding team members?)
  - Developing necessary infrastructure (Required infrastructure? How did you develop them?)
  - Getting the first customer (Who was it? The process of getting)
  - Retaining the customers
  - Attracting new (more) customers
  - Collecting necessary human resource (the process + first employee + retaining employees)
  - Learning business acumen (What are they in ICT industry? Who taught you/How did you learn?)
  - Building reputation in market (Importance of reference in start-up phase)[Role of trust]
  - Developing Goodwill
  - Challenges faced in business and techniques of survival (Types of challenges experienced. Memories of turning points of business. Your strategies)
  - Entrepreneur’s present business challenges (What are they? Strategies being adopted for facing them)
- Selling off the company (Reasons for exit. Identifying buyers) (If applicable)
- Entrepreneur’s knowledge/opinion about cases of failure
- Any other relevant aspects

**I.II RESEARCH INSTRUMENT 2:**

**Interview schedule for Entrepreneur and Enterprise**

**For Entrepreneur**

1. Name:
2. Age:
3. Sex:
4. Marital status:
5. Religion:
6. Caste/Sect/Denomination:
7. Regional roots:
8. Entrepreneur’s designation in the organization:
9. Duration of entrepreneur’s participation in the organization: _________ years
10. Entrepreneur’s employment career before initiating business venture:

<table>
<thead>
<tr>
<th>Organization’s name</th>
<th>Profession</th>
<th>Industry</th>
<th>Number of years served</th>
</tr>
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</table>

11. Entrepreneur’s educational qualification (graduation or equivalent and onwards):

<table>
<thead>
<tr>
<th>Name of the course/ degree</th>
<th>Subject</th>
<th>Duration of course (in years)</th>
<th>Year of passing out</th>
<th>Name of the institution</th>
<th>Place of study</th>
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</table>

12. Background of entrepreneur’s parents and background of her/his family members/acquaintances whose presence may have influenced her/his decision to become entrepreneur and her/his business strategies:

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Educational qualification</th>
<th>Profession (Including Designation)</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Father</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mother</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Father-in-Law (in case the entrepreneur is married)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Mother-in-Law (in case the entrepreneur is married)</td>
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<tr>
<td>Husband/Wife (in case the entrepreneur is married)</td>
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For Enterprise

1. Name of the organization:

2. Year in which the organization was registered:

3. Year in which the organization began operation:

4. Total number of employees:
   Technical:
   Administrative:

5. Total number of consultants:
   Technical:
   Administrative:

6. Products and Services offered by the organization: