

Dear [Entrepreneur's name],

Thank you for your willingness to participate in the Quadruple Helix Central Baltic (“Quadruple”) project.

The Quadruple project strengthens the innovation system in the Central Baltic region by increasing participation of women in cross-border cluster networking, focusing on the tourism sector. The project aims, among other targets, to introduce mobile technology solutions for entrepreneurs and end-users (such as tourists) that could increase entrepreneurs' business opportunities. To achieve this goal, a good understanding of entrepreneurs, their businesses, and working environments is necessary. Thus, we carry out interviews to understand and identify the needs of entrepreneurs and their businesses. Your perspective is extremely important and would help us get more accurate information that would eventually lead to solutions that better meet entrepreneur's needs and expectations.

The interview will be recorded to compensate for our short memory. Recorded data will be used only within the scope of the project. Time allocation for the interview is about 1,5 hours. Our research is focused on the following five themes (more precise questions can be found on the back page):

- Technology (i.e. internet, web 2.0, social media, mobile, cloud)
- Environment (i.e. customers, suppliers, commune, authorities, infrastructure)
- Knowledge & skills (i.e. training, education, access to, needs)
- Business operations & functions (i.e. marketing, accounting, logistics)
- Collaborations (i.e. clusters, networks, communities)

We kindly ask you to think about your own business and identify **strengths**, **opportunities**, **weaknesses**, and **threats** regarding each theme. Whatever comes to your mind can be valuable for us, even if it is trivial to you. Also, the allocation to themes is not strict and issues can be located in more than one theme. If possible, please write them down before the interview, so we would be able to use it in our research.

Thank you for your cooperation. We look forward to meet you at the interview.

Åbo Akademi Quadruple team.

**Quadruple research themes:**

*1. Technology (i.e. internet, web 2.0, social media, mobile, cloud)*

- What are the primary objectives of Your company?
- What could be opportunities of being active in several industries/service sectors?
- What should ICT help with?
- Which Web 2.0 services are you familiar with?
- Which Web 2.0 services do you see having potential for your own organisation?
- What business aspect could be improved by Web 2.0 services?
- What mobile solutions would be needed?

*2. Environment (i.e. customers, suppliers, commune, authorities, infrastructure)*

- How are the relations with customers, suppliers, commune, authorities.
- Can you identify strengths, weaknesses, opportunities, and threats in the relation with or behavior of these different actors?
- How would you consider the current level of infrastructure to support your business? What are possible future improvements?

*3. Knowledge & skills (i.e. training, education, access to, needs)*

- What is your level of knowledge regarding different business areas, ICT ...
- Do you have easy access to training resources or persons who can help you with your business?
- What are your current needs in terms of education, training, knowledge?

*4. Business operations & functions (i.e. marketing, accounting, logistics)*

- Identify strengths, weaknesses, opportunities and threats related to the functions of your business.

*5. Collaborations (i.e. clusters, networks, communities)*

- What collaboration & networking is done at the moment?
- What are your core competences in terms of networking, clustering?
- What do you bring to a network (strengths)?
- How is the competitive situation? - is competition a threat or an opportunity?
- What additional services do the customers want?
- What are possible barriers to collaboration? Do you foresee barriers to collaboration?
- Are there any ready made packaged products? (e.g. transport + accommodation + food + leisure activities)