FOCUS GROUP QUESTIONS

MAIN STREET AMERICA®

EWING MARION KAUFFMAN FOUNDATION

SUPPORT PARTNERS/KEY STAKEHOLDERS

1 Please share your role and descriptions of any programming or resources your organization provides to entrepreneurs and small businesses.

2 What makes our community a good place to do business? Assets/Features?

3 What are the key challenges from your perspective for entrepreneurs in our community?

4 What are the key gaps from your perspective in programming, resources for entrepreneurs and small businesses in our community?

5 When you think about the whole life cycle of a business from launch to growth and maturity to exit, are you stronger or weaker in certain areas relative to programming and resources?

6 Where do you see opportunities for entrepreneurial growth within our community?

7 How do you think COVID will impact or change the business environment in our community post COVID?

OTHER AREAS TO EXPLORE:

Any programming for entrepreneurs in the area of networking or mentorship?

What about PLACE—are there facilities that support small businesses and entrepreneurship (kitchens, incubators, co-work spaces, etc); PLACE programming that supports entrepreneurship (pop-ups, pitch contests)?

Do you feel there are particular market strengths or sector strengths in which entrepreneurial programming should focus?