http://www...

My web business

D2.2 Questionnaire –TYA support survey

STARTUP
EUROPE

European
Commission

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* PMB – Project Management Board

Partnership

Europa Media Non-profit Ltd. (EM)

The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)

Bar-Ilan University (BIU)

Sabanci University (SABU)

AEGEE European Students' Forum (Association des États Généraux des Étudiants de l'Europe) (AEGEE)

EU-Startups.com (EU-S)

National Association of College and University Entrepreneurs (NACUE)

European Confederation of Young Entrepreneurs (YES)

EUCLID Network (EUCLID)

H-FARM Italia SRL (H-Farm)

Table of Contents

Overview

INTRODUCTION OF THE TASK

CONTEXT OF THE TASK

MY-WAY addresses the challenge of fragmentation in access to information, support services, training and networks in the web entrepreneurship ecosystem for young adults particularly students. The project enhances and improves the collaboration and efforts of web entrepreneurship initiatives (hubs, projects, accelerator networks, contests, etc.), web/business experts (accelerators, mentors, etc.), educational actors (business teachers and trainers) and the young adults as the final beneficiaries (through student networks, their alumni and student entrepreneurship centres, hereinafter referred to as student support centres). This coordination will create synergies and find ways to embed flexible and cost-effective services based on the existing best practices to be sustained by the student centres in any European country. The social network of young adults across Europe will enable information to be widely spread and foster the discovery of synergies and linkages between organisations within the ecosystem.

The active engagement of student networks, their alumni, student entrepreneurship centres and connecting them with business networks within the web entrepreneurship ecosystem and its activities, such as the development of the support services (training, mentoring, access to funding, regulation, policy, etc.) will strengthen the ecosystem and will also increase the visibility and effectiveness of the web entrepreneurship initiatives and services. A network of student support centres will act as multipliers and successfully represent the targeted young adults boosting web entrepreneurship in the long term.

The project is implementing support actions boosting the entrepreneurial spirit, especially changing the mindset, confidence and readiness of young people for starting their own business. MY-WAY will focus on young adults (age around 20-30; students within or still close to a higher educational organisation, young researchers at research universities, higher education alumni networks and members of young entrepreneurs' networks – hereinafter referred to as targeted young adults (TYA). The project will on one hand help TYAs in accessing and using the relevant information, services and provide motivational support as well access to the available educational and training materials. This access will increase their commitment to being an entrepreneur and help them become more knowledgeable and skilled so that they able to start their own web business. In addition the representatives of the students (student support centres: student networks and student entrepreneurship centres in HE1) will be actively engaged and better integrated into the web entrepreneurial ecosystem.

In the context of this project a survey (online) and interviews (offline) using Survey Monkey will be done to identify the needs and capabilities of the student networks and the targeted young adults in different EU countries that are to be involved in a transversal and transnational way.

The survey will target young adults: students and/or recent graduates, young researchers, university alumni members - interested in tech (web) entrepreneurship - in 40 countries, while the interviews will target student support centres and Universities (entrepreneurship support centres).

The survey will be available online and the interviews will be conducted by volunteers of the AEGEE offices.

AEGEE will count also with the support of collaborative partners of this task - SABU, NACUE and BIU - to disseminate the survey and get more data by directly contacting local student entrepreneurship centres and student organisations.

The results presented in the final deliverable (D2.3 Report on the survey results M6) of this survey will be later taken into account when developing the action plans in WP4 to adapt them to the reality of the respective country.

STATEMENT OF PROBLEM

Considering the main objective of this research, it interests us to know more about the challenges and needs of the field. Thus this project highlights the main challenges of web entrepreneurship:

Digital enterprises are characterised by utilizing new digital technologies to sharpen their business intelligence, engage with their customers, improve their operations and invent new business models.
Digital and Web entrepreneurs are creating the jobs and growth of the future. Young adults are not sufficiently motivated and suitably educated to start their own businesses when they leave or are still within the education system. They lack the relevant entrepreneurial skills and experience may lack the digital skills needed to create a web startup (currently only 27% of Europeans aged 16-74 have high ICT skills[1]). Because there are fewer examples of good practices, role models and case studies in Europe, an additional layer of support is needed to inspire and enable the next generation of businesses. A network of web startup 'alumni' working with the young adults would generate new routes for open collaboration.

MY-WAY aims at setting up collaboration between established successful web entrepreneurs and young adults. Through this collaboration ideas could be shared and with the help of the network the necessary business skills would be available for the talented young adults.

One more aspect to consider here is the low level of startup financing in Europe. Demand for venture and angel capital investment is considerably higher than the startup finance available. The European investors are taking lower risks. While there is a $144 investment per capita for startups in Israel, it is below $10 in the EU10[2]. Engaging experienced young web entrepreneurs with the talented young adults in MY-WAY, we may successfully link the web business idea, the skills, experience and the infrastructure with the financing and thus help filling a gap in startup financing.

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[1] Eurostat, Information Society Statistics, 2012
[2] Data shared on the European Digital Assembly 2012

A critical component of helping web entrepreneurs is ensuring that they have access to adequate support services and information that is relevant for them. e.g. coaching and critical insights through the form of a mentor. Whilst some web entrepreneurs informally seek out mentors, it can be challenging to identify appropriate mentors for the stage and type of business that founder is running with the experience and knowledge of web tech startups. Equally the mentor plays a critical role in the coaching and helping to develop the mindset where experience plays a critical role.

The problem is exacerbated further when considering our target group. Young web entrepreneurs typically have less experience and confidence in seeking out potential mentors and asking for help, as well as less awareness in assessing the appropriateness of mentors. Web entrepreneurship on the other hand is different from an everyday startup business. It requires different skills from the founder, different business structure, novel and flexible business models, etc. This is why mapping the web entrepreneurship ecosystem (Task 2.1 Mapping the ecosystem) will form a basis for all following activities regarding stakeholder engagement, access to relevant information, services, people, networks and initiatives.

SIGNIFICANCE OF THE STUDY

This survey intends to contribute to an under-researched topic, reveal the topics that need more attention and initiate discussion at local/international level on the needs and capabilities of the student networks and student support centres regarding with web entrepreneurship ecosystem.

Providing concrete information on the needs and expectations on the topic we believe that will contribute for a better understanding and know-how about this resource but also and within *MY-WAY* project will be extremely important to the creation of the system based on the real basics felt by its practitioners and potential individuals involved in the field.

The findings of this survey can contribute to foster national and international discussions on the above-mentioned matters, re-thinking on strategies to sustain web entrepreneurship within the youth/students sector. Bringing evidence to the field might contribute for its external impact and to foster further interests and collaboration in different initiatives among different dimensions/countries.

Methodology

Both online and offline surveys will be using Survey Monkey as a platform. Online surveys will be distributed in more than 30 countries in Europe, as well as Israel. The target group for the survey will be young adults: Students and/or recent graduates, young researchers, university alumni members - interested in tech (web) entrepreneurship. The expected number of responses is 1000. In order to ensure this number of responses, there will be incentives offered to survey respondents, in agreement with all partners of the project.

Some of the incentives we agreed upon are the following:

- Free of charge participation at events of certain partners (ex. AEGEE, YES, NACUE) to maximum 2-3 respondents
- Online consultation with wannabe entrepreneurs with Capital Enterprise to 1 respondent
- Access to web streaming for certain events to maximum 2-3 respondents
- Mentoring sessions to 3 entrepreneurs

Furthermore, the number of responses will be monitored regularly, and in accordance with that, the dissemination/promotion strategy will be adjusted.

The survey will use multiple-choice questions. With regards to privacy issues, there will be a consent form in the beginning of the survey so that the participants are informed how their personal data will be stored and used. All data will be handled in accordance with AEGEE-Europe's data privacy policy statement.

As for offline interviews, they will be conducted by volunteers in AEGEE local offices across Europe, and they will target university support centres in order to assess their capabilities and needs when it comes to supporting young entrepreneurs. The expected number of interview responses is 60. Like the responses to the online survey, the responses to offline survey will be regularly monitored, and the dissemination/promotion strategy will be adjusted according to the progress. The interviews will use open-ended questions. All volunteers conducting the interviews will be provided with background information so that they have a greater awareness of the purpose of these interviews and so that they can offer further explanations and clarifications if necessary.

MY-WAY project partners will also contribute to the face-to-face interview within their own network and enhance the promotion of the survey among the target group. The survey will be also available through the project website – with a direct link to the Survey Monkey platform.

ICT-13 projects will be also informed about the survey and the collaboration opportunities will be defined in order to join forces for the better results.

As for the data analysis, this study will use mixed methods, specifically a **QUAN-qual Model**.

Brief description of the Explanatory mixed methods design:
- Quantitative data are collected first and weighted more heavily than qualitative data
- In the first study or phase 1, the researcher formulates hypotheses, collects quantitative data and conduct the data analysis
- Based on the findings of the quantitative data, the researcher decided what type of qualitative data is needed in a second study or phase 2 as a source of interpretation/explanation.
- The qualitative data analysis and interpretation can be used to help explain or elaborate on the quantitative results.

In this case a *Sequential Design* is consider the most appropriated method to implement this research:

- "Sequential mixed methods data collection strategies involve collecting data in an interactive process whereby the data collected in one phase contribute to the data collected in the text. Data were collected in these designs to provide more data about results from the earlier phase of data collection and analysis, to select participants who can best provide that data, or to generalize findings by verifying and augmenting study results from members of a defined population[3]. Sequential designs in which quantitative data are collected first can use statistical methods to determine which findings to augment in the next phase"[4].

There are different existing strategies by which qualitative data collected using the above mentioned method can be quantitized to create a single comprehensive dataset. One of the most common one counts the number of times a qualitative code occurs.

Within this study AEGEE follows this model using Survey Monkey that can generate the quantitative/statistical report with results from the survey.

Outcome of the survey

The results of this deliverable will be used to compose deliverable D2.3 Report on the survey results (due in month 6). The data will be analysed according to the QUAN-qual Model as described above, and this analysis will serve as a basis for the report. The report will then be taken into account when developing the action plans in WP4 to adapt them to the reality of the respective country.

Annexes

Annex 1 Survey tempate
Annex 2 Interview template

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[3] Creswell & Plano Clark 2007:121
[4] Driscoll, D. et al., 2007, p.21

Web entrepreneurship support survey

Introduction

This survey has been designed under MY-WAY project (http://www.mywaystartup.eu/) - funded under the European Union's Horizon 2020 Research and Innovation programme - to identify the needs and capabilities of young adults regarding web (tech) entrepreneurship. The project will develop a new service scheme for student networks and student entrepreneurship centres to support wannabe tech entrepreneurs.

Target Group: young adults: students and/or recent graduates, young researchers, university alumni members - interested in tech (web) entrepreneurship

This questionnaire is available online in more than 30 countries in Europe and in Israel.

Definitions:
Web Entrepreneur - an umbrella term covering "startup founders who build innovative and often disruptive business on top of the internet, mobile and various cloud-based technologies, programming interfaces and platforms"
Web Entrepreneurs - are those who create new digital services and products that use the web as an indispensable component.

Consent form

*The project's website satisfactory explained me the content, procedure, intent and goal of this research.

- I have been given the opportunity to ask questions to the surveyors through online and/or other communication channels and have received satisfactory answer.

- I've had some time to think about what was said and to come to a decision on whether or not to participate in this study.

- I received a copy of the information letter and received this consent form.

- I agree that the information obtained during this exercise will be recorded and processed anonymously. The data shall be handled, processed and stored as "anonymous statistical data" in accordance with AEGEE-Europe's DATA PRIVACY POLICY STATEMENT. After the data has been processed and the findings have been reported, all this data will be destroyed. This shall happen not later than February 2017. At any time, I can request the Ombudsman of AEGEE to provide information about the storage and use of any data that can be considered personal data.

○ I hereby willingly consent to participate in the aforementioned survey.

Web entrepreneur

Web entrepreneurship support survey

*Are you a web entrepreneur or do you wish to become a web entrepreneur?

○ Yes

○ No

Web entrepreneur

*Are you currently receiving support from:

☐ Student network

☐ Non governmental organisation (NGO)

☐ Student support centre

☐ Corporate sector

☐ Government

☐ European Union institutions

☐ Accelerators

☐ Family/ Friends

Other (please specify)

[   ]

*Would it be helpful for you if your student network/association/support centre could help in the first steps?

○ Yes

○ No

*Which of the following services would be useful for you if you would like to become a web entrepreneur? Please put in order of your preference:

[▼]	Seminars/ webinars on web-entrepreneurship in general/funding opportunities
[▼]	Showcasing case studies/ best practices (pre-organized sessions with successful entrepreneurs)
[▼]	Consultation with business experts or establishing the link with potential investors
[▼]	Support in the access to mentoring programmes, start-up competitions

Web entrepreneurship support survey

✱In case you are an entrepreneur, what support did you receive in order to build your own web enterprise?

☐ Financial support

☐ Networking opportunities with other entrepreneurs

☐ Mentoring support

☐ Access to incubator/accelerator centres

☐ Access to a client base (i.e. university students)

☐ Access to enterprise societies

Other (please specify)

[   ]

✱If you are a web entrepreneur which of the following best describes you?

☐ Responsible

☐ Disruptive

☐ Flexible

☐ Innovative

☐ Team player

☐ Risk taker

☐ Adequate tech skills

Other (please specify)

[   ]

✱What do you think is most important in determining whether you will become a web entrepreneur?

☐ Good idea

☐ Tech talent

☐ Market insight

☐ Good team

☐ Access to customers

☐ Money

Other (please specify)

[   ]

✱Do you know any service/programme in your country that supports entrepreneurship?

○ Yes

○ No

Web entrepreneurship support survey

*Do you plan to become an entrepreneur in the next 5 years?

○ Yes

○ No

○ I don't know

If you don't know, what would trigger you to consider becoming an entrepreneur?

Web entrepreneur

*If you are not a web entrepreneur or considering to become one what are the reasons for that?

☐ I require more information

☐ I do not have a concrete idea

☐ The risk is too high

☐ I require more resources

☐ I require more guidance

Other (please specify)

Support to Web Entrepreneurship

*Who would you approach for support?

☐ Student center

☐ Entrepreneurship center

☐ The university's entrepreneurship center

Other (please specify)

*Where would you get information on available support?

☐ Internet

☐ University / College

☐ Family/ Friends

☐ Ministry of Commerce

Other (please specify)

Web entrepreneurship support survey

*Where would you seek funding?

☐ Banks

☐ Venture Capitalists (professional equity co-invested with the entrepreneur to fund an early-stage - seed and start-up - or expansion venture)

☐ Business Angels (individual investors, usually with business experience, who provide capital for start-up firms)

☐ Office of Career Services (departments/ centres in which vocational advice can be obtained from a Careers Officer and which often also has books, leaflets, etc. on careers)

☐ European Union institutions

☐ Family/friends

☐ Own Resources

☐ Do not need an investment

*Does your University or city have a network of entrepreneurs?

○ Yes

○ No

*If yes, how useful is such an alumni network for your entrepreneurial activity?

○ Very useful

○ Useful

○ Not very useful

○ Not useful at all

About Web Entrepreneurship

*Do you think that there is enough information about web entrepreneurship initiatives in your country/city?

○ Yes

○ No

*Is there a student entrepreneurship centre at your university or any other support in regards to web entrepreneurship?

○ Yes

○ No

○ I don't know

Web entrepreneurship support survey

*Are you aware of investors (Venture capitalists, angel investors, etc.), startup incubators or accelerator programs in your country/city?

○ Yes

○ No

Successful Web Entrepreneurship

*In your opinion, what skills are necessary to become a successful web entrepreneur?

☐ Confidence

☐ Positive thinking

☐ Empathy

☐ Attentiveness

☐ Flexibility

☐ Assertiveness

Other (please specify)

[   ]

*In your opinion, which of the following are essential for an enterprise to scale its activities?

☐ Access to finance and investment

☐ Access to accelerator centres

☐ Advice and mentoring

☐ Access to networks and contacts

☐ Information on how to set up a business

*What support would you like to receive in order to build your own web enterprise?

☐ Financial support

☐ Networking opportunities with other entrepreneurs

☐ Mentoring support

☐ Access to incubator/accelerator centres

☐ Access to client base (i.e. university students)

☐ Access to enterprise societies

Other (please specify)

[   ]

Information about individuals

Web entrepreneurship support survey

*Gender

- ○ Female

- ○ Male

- ○ Other

*Country of residence

*City of residence

*Age

*Level of education

Email address (optional - in case you would like to participate in a selection for a prize)

Web entrepreneurship support interview

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Profile of the network

Web entrepreneurship support interview

*What is the profile of your network?

○ Student support centre

○ University Department

○ Non governmental organisation (NGO)

Other (please specify)

[   ]

*How many students between 20 and 30 years old are members of your network?

[   ]

*How many of them are web entrepreneurs?

[   ]

*How many of them want to be web entrepreneurs?

[   ]

*How many of them approached you to get support for:

existing online business? [   ]

Prospective online
business? [   ]

*What kind of support have you given them already?

[   ]

*What do they tell you they need to become an entrepreneur or to develop their enterprise?

[   ]

*What do you think they need to become an entrepreneur or to develop their enterprise?

[   ]

*How can you improve your support to your members?

[   ]

*What do you need in order to improve your support to your members?

[   ]

Web entrepreneurship support interview

*Where do you get support for the sustainability of your network? (HR? Funding?)

*Are you actively supporting students with the goal to become web entrepreneurs?

*Does your network regularly work with experts, mentors and organizations that are actively involved in the Internet economy?

*Do you feel there is an increasing interest of your students in regards to web entrepreneurship?

*Would you be open to offering a new service to your members to support them to become web entrepreneurs?

*Would your members be willing to pay to use that service?

*Would you like to know more about the support scheme that will be developed by MY-WAY?

⊙ Yes

⊙ No

Email address to send more info

*Would you like to try out our support scheme?

⊙ Yes

⊙ No

Email address to send more info

*Do you have access to any financial support for implementing such new services?

⊙ Yes

⊙ No

Web entrepreneurship support interview

*If no, would you know how to get this financial support?

○ Yes

○ No

*Could we help you by approaching someone in your organisation? (We may contact and convince these people – e.g. decision makers, funders..)

Do you have a relevant reference of a stakeholder with experience on web entrepreneurship that you would like to recommend as a speaker to the stakeholders meetings that will be organised in Brussels within the framework of the MY-WAY project?

Information about individuals

*Name and surname

*Country

*City

*Name of the network/centre

Position of the interviewee