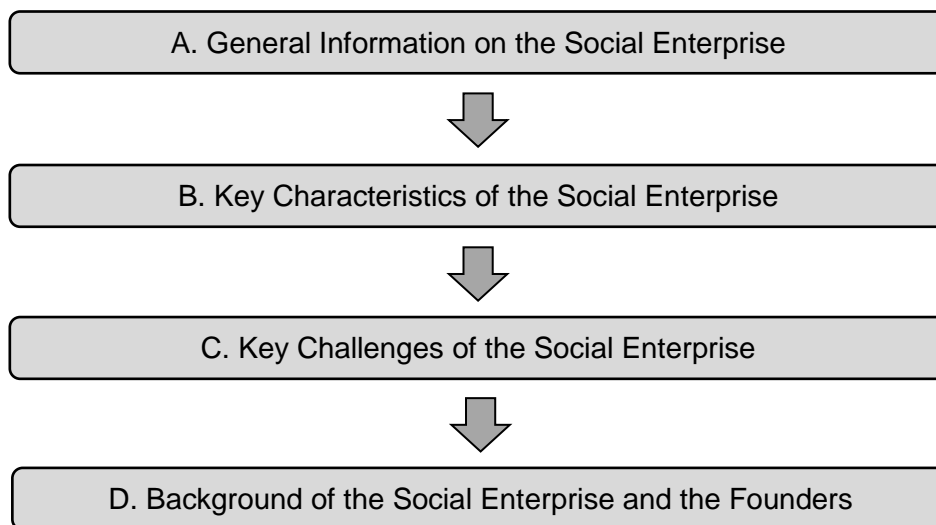


Interview Questionnaire “Social Entrepreneurship for Local Change”

Questionnaire Structure



Company name _____

Name of respondent _____

Position of respondent _____

Interviewer name _____

Interview date _____

Confidentiality of Data

No other than the researchers will have access to your recorded interviews. Data will be analysed in anonymized form for research purpose only.

Please note that transcribed sections of the interview may appear in the summarizing case study template. Your name and company will be disguised if that is your preference. We will not disclose any information without your written consent.

A. General Information on the Social Enterprise

1. In which year was your social enterprise (SE) founded? _____

2. Please describe your motives for starting a SE, that is why did you chose to start a social firm rather than a traditional, primarily financially oriented, company?

3. Please describe how and when your social business idea evolved, that is what led to the discovery of your solution for the specific social problem?

B. Key Characteristics of the Social Enterprise

In the following part, we would like to ask you about different aspects of your SE. Please be as detailed and specific as possible. All information that comes to your mind is relevant even if you consider it as a minor aspect.

- 4. Value Proposition: Which social problem does your SE address? What kind of products and/or services does your social enterprise offer? How does your offer help to solve this problem?

- 5. Competition & Substitutes: Which alternative offers (e.g. products or services) exists that address the social problem? How is your offer different from those?

- 6. Beneficiaries & Customers: Who are the beneficiaries of your offer? Who are the customers of your SE (that is, who pays for the offer)? What are the characteristics of the beneficiaries and customers?

7. Channels: How is your SE reaching your beneficiaries and customers?

8. Key Activities: Which main activities are required to organise and implement your offer?

9. Key Resources: Which main resources (e.g. people, finance) to you need to organise and implement your offer?

10. Key Partners & Stakeholders: What are the essential groups you need to involve in your activities? How did you establish the relationships with your different partners and stakeholders? How do you collaborate with the different partners and stakeholders?

11. Revenues: How are revenues generated? Please break down different revenue sources by their share on the total revenues (%)

12. Cost Structure: Which main costs arise to organise and implement your offer? Please break down different costs by their share on the total costs (%)?

13. Vision & Mission: What is your SE's vision and mission? What are its long-term objectives?

14. Social Impact: Do you measure the social impact of your SE? If yes, how? Which criteria do you use to measure the social impact? When and for whom do you measure the impact?

15. Scalability: Have you considered and/or already taken steps to expand your SE and/or scale your social business idea (e.g. by social franchising). Please describe in detail.

C. Key Challenges of the Social Enterprise

In the final part, we would like to ask you about previous and current challenges your SE was/is facing and how you dealt with those challenges. Please be as detailed and specific as possible.

16. Past Challenges: What were the key challenges your SE had to face in the time from founding your SE until today? How did you overcome these challenges?

17. Current Challenges: What are the current key challenges your SE is facing? How do you plan to deal with these challenges?

D. Background of the Social Enterprise and the Founders

18. How many people work for your SE?

Number of full time employees _____

Number of part time employees _____

Number of volunteers _____

19. What is the legal form of your SE? _____

20. How many founders started your SE? _____

21. Please give us some general information on the SE founders

	Name	Gender (m/f)	Age (in years)
Founder 1			
Founder 2			
Founder 3			
Founder 4			

22. Can you tell us more about the founders' educational background?

	Degree(s)	Specialization (e.g. biology)
Founder 1		
Founder 2		
Founder 3		
Founder 4		

23. Please give us some information on the founders' experience before starting the SE?

	Prior work experience (in years)	Prior startup experience (yes/no)	Prior volunteer work (in years)
Founder 1			
Founder 2			
Founder 3			
Founder 4			

24. Do you, as a founder, remember any specific incidents, stages, and changes during your professional career and/or your private life that affected your decision to found a social enterprise? If yes, please describe all relevant incidents, stages, and changes and how these affected your decision to found a SE.

25. Are there any more topics, which you think are relevant with regard to your social enterprise, that was not covered in the interview? If yes, please explain.

Thank you very much for your time and cooperation!