



## Celebrating YOU! Campaign: Q&A

The Celebrating YOU! Campaign is an effort to highlight the small businesses and start-ups that utilize the resources of the Small Business Accelerator. It will take place through the month of October 2014 – Small Business Month in Canada – and will periodically highlight a business on the SBA blog. It is a chance for small business owners to share information about their new business venture, and a space for them to contribute first-hand experience on the process of starting a business.

## Sample questions for the Celebrating YOU! Campaign

### Questions for a current small business owner:

1. Tell us about your business (e.g. how long have you been around, and what kind of services or products do you offer?).
2. What is your favourite part about owning a small business in your community?
3. What advice do you have for others aspiring to start their own small business?
4. In your opinion, what are the benefits of doing market research?
5. What was the most helpful part about the SBA for you as a business owner?
6. In the next two to three years, what additional resources do you anticipate needing to grow your business?

### Questions for an aspiring small business owner:

1. Tell us about your business idea (e.g. what product or service will you offer, where you are in the start-up process, and what impact will this offer to the BC economy?).
2. What is your favourite part about the location and community your business will serve?
3. What advice do you have for aspiring business owners (e.g. navigating the start-up process)?
4. In your opinion, what are the benefits of doing market research?
5. What inspired you to become an entrepreneur?
6. What other business resources have you tapped into as you plan your business?
7. What was the most helpful part about the SBA as you develop your startup idea?

## Lingering questions?

Contact us at [lib.sba@ubc.ca](mailto:lib.sba@ubc.ca) to learn more about being profiled.