



### **Project Title: Decision Making within the Alberta Early-Stage Investing Community**

This project is being conducted by the JR Shaw School of Business at NAIT and is funded by Alberta Innovation and Advanced Education (IAE). Participants include start-up founders throughout the province of Alberta, as well as early-stage investors.

### **Researcher, School, Department, and Contact Information**

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### **Purpose of the study**

The study will focus on early-stage investing practices in Alberta as a whole. The scope of the study will extend to identified investment groups in the province, as well as start-up companies. This study provides several Alberta stakeholders, including the JR Shaw School of Business (JRSSB/NAIT), Alberta Innovation and Advanced Education (IAE), Alberta-based angel investors, and entrepreneurs with the opportunity to better understand and assess the investing and entrepreneurship landscape, as well as to help support entrepreneurship, industry competitiveness, and wealth generation within Alberta.

### **What am I being asked to do?**

For this part of the study, you are being asked to participate in an online survey of approximately **15 to 25 minutes in length**, depending on the number of questions that apply to you and your business.

Your participation in this survey is entirely voluntary. At the beginning of the actual survey, there is a checkbox to indicate informed consent ("Yes"). If you indicate that you do not provide consent ("No"), the survey software will take you out of the survey program. Therefore, you can withdraw simply by not filling out the online survey, or after you start the survey, you may withdraw consent by deciding not to submit your survey responses. Because survey responses will be anonymous, once you submit your survey, you will not be able to withdraw from this part of the study.

### **Are there benefits and/or risks if I participate?**

#### *Benefits*

The proposed research would benefit a number of key stakeholders in several ways. Benefits specific to entrepreneurs include:

- potential new or amended policies and programs (government, etc.) designed to further encourage and support entrepreneurs and equity acquisition in the province of Alberta
- information on the nature of early-stage investment practices within Alberta in general
- information that helps businesses to improve their business plans and deal structure before seeking investment
- information that helps investors make better investments

#### *Risks*

In this survey, you will be asked to provide objective facts, opinions, and experiences, so there are no wrong answers. Furthermore, your responses will be kept confidential and anonymous. The results of the study will be shared in a way that does not in any way identify you or any other participant. As a result, the risks are minimal.

### **What happens to the information I provide?**

Online survey data will only be accessible to the NAIT research team. It will be password-protected. Electronic files stored on computer will be encrypted. Online and written records will be stored in a secure



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location for five (5) years after which the data will be destroyed by the researcher. Publication of information will present general findings and will not include any information that may disclose your identity or that of any other participant. Any information you provide, or other information gathered for the research project, will be protected and used in compliance with Alberta's Freedom of Information and Protection of Privacy Act (FOIP).

In no way does your indication of consent mean that you waive your legal rights nor release the investigator or NAIT from their legal and professional responsibilities.

**What if I have questions or concerns?**

If you have any further questions, or want clarification regarding this research and/or your participation, please contact the principal researcher. If you have any concerns about the way you are being treated as a participant or about the ethics process, please contact the NAIT Research Ethics Board chair, Dr. Melissa Dobson, at 780-378-5185; e-mail: [mdobson@nait.ca](mailto:mdobson@nait.ca). Her office has no direct affiliation with this study.