

Thank you very much for participating in this survey. There are 20 questions. Your responses will help other social entrepreneurs to make their endeavors successful, and they will also bring the challenges you face to the attention of policymakers.

Before we start, please enter the name of your social enterprise below.

1. How would you describe the structure of your enterprise?

- For-profit
- Non-profit/not-for-profit
- Hybrid (linked for-profit and non-profit business lines)

2. What country is home to the headquarters of your social enterprise?

3. In what region(s) does your enterprise operate? Please check all that apply.

- North America
- Central America/Caribbean
- South America
- Europe
- North Africa
- West Africa
- East Africa
- Central Africa
- Southern Africa
- Central Asia
- South Asia
- Northeast Asia
- Southeast Asia
- Oceania/Australia/New Zealand

4. In what industry or industries does your social enterprise operate? Please check all that apply.

- Agriculture/nutrition
- Consumer goods
- Education
- Energy
- Financial services
- Health care
- Technology

Other (please specify)

5. How does your enterprise measure success? Please check all that apply.

- Profit
- Revenue/sales
- Fundraising
- Scale
- Feedback from customers

Other (please specify)

6. How long has your social enterprise been operating?

- Less than 1 year
- 1-3 years
- 3-5 years
- More than 5 years

7. Which stage of development best describes your social enterprise right now?

- Creating business plan
- Start-up or pilot
- Growth
- At scale

8. What description best fits your enterprise's business model?

- Filling a gap in the market with a new product/service
- Bringing existing products/services to new markets
- Selling lower-cost or otherwise more accessible versions of existing products/services

Other (please specify)

9. On a scale of 1 to 5, how would you rate the extent of your enterprise's success to date?

Not successful at all Rather unsuccessful Moderately successful Very successful Extremely successful

Choose one:

10. What factors most determined the level of success your enterprise has achieved?

Please rank the following:

	1	2	3	4	5	6
Marketing/branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of customer base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementing team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fundraising/financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. What tasks have been most challenging for your enterprise? Please check all that apply.

- Creating a business plan
- Recruiting talent
- Securing financing
- Dealing with regulation/bureaucracy
- Working with corporate/institutional partners
- Forecasting costs
- Marketing
- Demonstrating impact

12. Does your enterprise have a written business plan, and how often does it change?

- We don't have one.
- We're working on one now.
- We have one, and we change it more than once a year.
- We have one, and we change it at most once a year.
- We have one, and we intend to stick to it.

13. From your point of view, in what direction is the environment for social enterprise moving right now?

A lot less friendly Somewhat less friendly Pretty stable Somewhat more friendly A lot more friendly

Choose one:

13. What was your enterprise's main source of start-up capital?

- Grants/donations
- Government contracts
- Venture capital or other traditional equity
- Bank loans or other traditional debt
- Impact investments
- Founders' own funds

14. What is (or, for start-ups, will be) your enterprise's main source of ongoing financing?

- Revenue from sales (non-government)
- Grants/donations
- Government contracts

15. How close is your enterprise to being able to sustain itself with revenue from products and/or services?

- Self-sustaining already
- Self-sustaining within 1 year
- Self-sustaining within 1-3 years
- Self-sustaining within 3-5 years
- Will always depend on outside funding

16. How are people from the communities where your enterprise operates involved in your business? Please check all that apply.

- As consumers of our products/services
- As employees of our enterprise
- As paid distributors of our products/services
- As suppliers/subcontractors
- As people we consult with about our operations

Other (please specify)

17. What are the major challenges you foresee for your enterprise's future? Please check all that apply.

- Finances
- Regulations/policies
- Differentiation from competitors
- Maintaining a skilled and motivated team
- Making and managing partnerships
- Connecting with local communities
- Staying focused on our mission

Other (please specify)

18. When your enterprise presents the results of its social impact, what is the balance between data and anecdotes or storytelling?

Virtually all data More data than storytelling Same amounts of data and storytelling More storytelling than data Virtually all storytelling

Choose one:

19. To what extent is your enterprise interested in using accounting, measurement, and rating tools such as Impact Reporting and Investment Standards (IRIS), Global Impact Investment Rating System (GIIRS), Pulse, etc?

Not interested Somewhat interested Very interested We already use one or more of these tools

Choose one:

20. If you could offer brief advice to someone starting a social enterprise today, what would you say?

Thank you for completing the survey. Please enter your email address below if you would like to receive a report on the survey and an announcement of our webinar discussing the results.

Lastly, please check "Yes" if we may contact your enterprise to follow up on your answers.

Yes