

National Entrepreneurial Studies

Understanding the mindset of
entrepreneurs in your nation

Why commission a national study?



Benchmarking



Policy
development



Maximize ecosystem
resources

The process



Creating the interview pool

Use country's
statistical
agency



Quota random
sampling



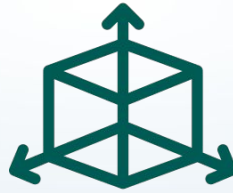
Ensure accurate
representation



What gets measured?



Responses to 72
items



Nation-specific
dimensions



Comparisons to
other countries

Why MindCette?



Over 50 years of
experience



Trusted partner of GEN Global



Peerless scientific process

MindCette Team Awards



GEN *Global Research Champions* (2018), USASBE *Lifetime Achievement* (2019), SAMRA *Best Paper*, SAMRA *Kantar Innovation* (2018)



Thank You

Contact us at: betsy@mindcette.com or kelly@mindcette.com