



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



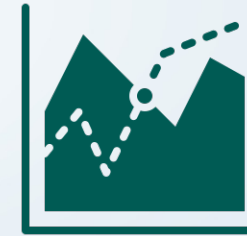
What gets measured?



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

USASBE

United States Association
for Small Business and
Entrepreneurship



GLOBAL
ENTREPRENEURSHIP
NETWORK



S A M R A

Southern African Marketing Research Association
Quality Research • Quality Decisions



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



Thank You

Contact us at: kelly@mindcette.com