

## Appendices

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## Appendix A: Interview Question

### Mentors / Consultants:

- What are your tasks as a mentor / consultant of Startups?
- What are the most common hurdles founders do not consider in an early stage?
- Based on your experience, how did founders decide to realize their business idea?
- What would you recommend founders to consider before perusing their business idea?
- Imagine, you would like to found a business and you have three business ideas. How would you decide which one would be the best idea for you to pursue?

### Entrepreneurs:

- What is your role in your business?
- When did you decide to start your own business?
- What drove your decision to start your own business?
- What were the most important criteria you considered in their decision-making process of starting your own business?
- What are the most important criteria future entrepreneurs should consider in their decision-making process of starting their own business?
- What would you consider as a KO-criteria to follow your business idea?
- Imagine you were in the position of having three good business ideas. How would you decide which one were the best for you to follow?

## Appendix B: List of Interview Partners

### Mentors / Consultants:

- Marco Koch
  - Partner at EY (Assurance) and member of the EY Start-up-Initiative
- Malte Wunderlich
  - Manager at EY (Transaction Advisory Service) and member of the EY Start-up-Initiative
- Jan Brorhilker
  - Partner at EY (Financial Accounting Advisory Services) and member of the EY Start-up-Initiative
- Niels Cotiaux
  - Project Manager at IMP (Innovative Management Partner) Consulting
- Marta Ganso
  - Manager of partnerships and mentoring at STARTUP LISBOA

### Entrepreneurs:

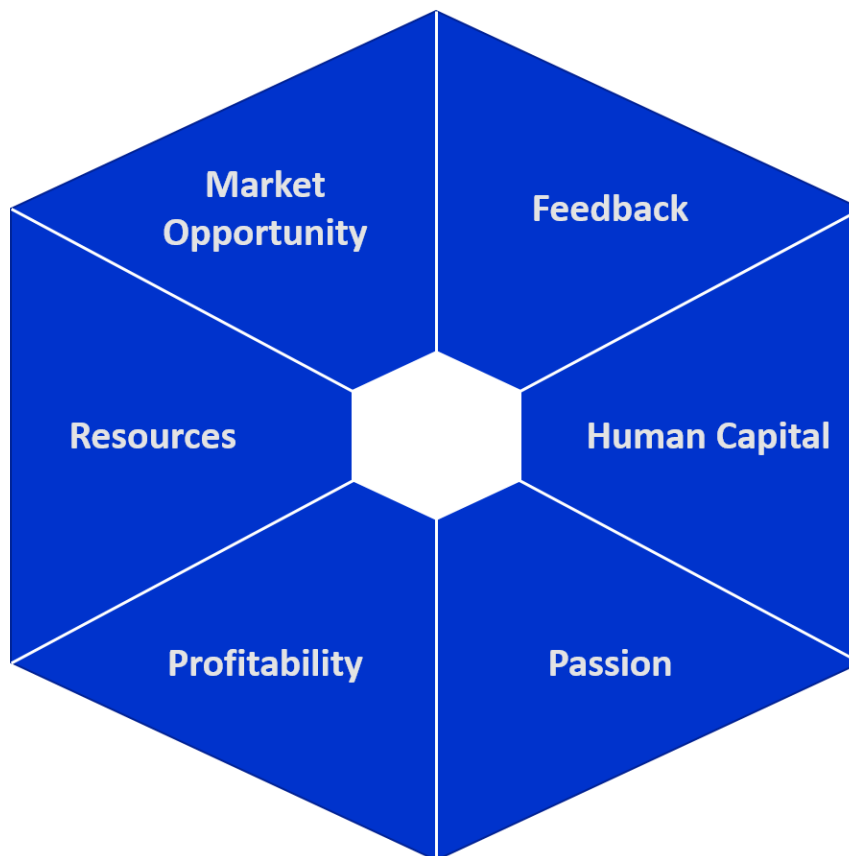
The interviews were conducted with Co- / Founders of the following startups:

(Descriptions of the startups coming from their websites)

- Legal Vision
  - LegalVision is a web-based software (SaaS) that allows lawyers and business owners to manage their legal documents and process. Our dream is to democratize the access to personalize law services worldwide
- SurfScholar
  - SurfScholar partners with institutions that offer courses that qualify you for international employment. SurfScholar is a service designed to mitigate the process for you to have the same study and surf experience we had.
- EatAbout
  - At EatAbout, we all come to work every day because we want to bring you closer to your food than ever before! We're democratizing eating out and empowering chefs to host guests in their home, with the aim to make good food accessible to everyone.

- Bookauto
  - Bookauto is an online platform that eliminates the inconvenience associated with car maintenance and repairs. In order to achieve that purpose, Bookauto provides free nationwide collection and delivery of customers' vehicles at the locations requested by them (e.g. at home, at the office, etc.). Bookauto also allows clients to simulate prices and adjudicate several services online, in a fully transparent process.
- We Translate on Time
  - We Translate On Time is a Translation Agency with instant quotes and competitive pricing. We only work with carefully selected professional and native translators, whose expertise covers a wide range of technical domains.
- Cuckuu
  - Cuckuu was created to add fun and motivation into people's lives through fun and dynamic interactions. Friends can now share their schedules and use the platform to motivate each other to do whatever they have to do.
- HalloCasa
  - The idea of HalloCasa is to facilitate an easy way to buy Real Estate. Each one can publish his/her properties and we will both find potential clients and translate all the information necessary.

## Appendix C: Diamond Criteria



*Appendix C: Figure of Diamond Criteria*  
*Source: Proprietary Development based on research in Chapter 2*