APPENDIX

Survey items chapter 3:

**Job fit (Burnette & Pollack, 2013)**
1. I know that there are many other jobs in the world that are a better match for me than my current job. (reverse-coded)
2. I can't imagine finding a job that is a better match for me than my current job.
3. My current job is as close to ideal as I ever expect to find.
4. There are many jobs in this world that would be closer to what I am looking for in a job than my current position. (reverse-coded)
5. My current job is the “right” fit for me.
6. My current field is likely to continue to be my long-term career.

**Harmonious passion (Vallerand et al., 2003)**
1. My work allows me to live a variety of experiences.
2. The new things that I discover with my work allow me to appreciate it even more.
3. My work allows me to live memorable experiences.
4. My work reflects the qualities I like about myself.
5. My work is in harmony with the other activities in my life.
6. For me, my work is a passion that I still manage to control.
7. I am completely taken with my work.

**Obsessive passion (Vallerand et al., 2003)**
1. I cannot live without my work.
2. The urge is so strong, I can’t help myself from doing my work.
3. I have difficulty imagining my life without my work.
4. I am emotionally dependent on my work.
5. I have a tough time controlling my need to do my work.
6. I have almost an obsessive feeling for my work.
7. My mood depends on me being able to do my work.
Destiny beliefs of work (Burnette & Pollack, 2013)

1. A successful career is mostly a matter of finding a compatible job right from the start.
2. Struggles at the beginning of a career are a sure sign the job is not the right one for you.
3. Careers that do not start off well inevitably fail to be a good fit.
4. The success of a potential career is destined from the very beginning.
5. To last, a career must be the right fit from the start.

Survey items chapter 4:

Entrepreneurial passion (Cardon et al., 2013)

1. It is exciting to figure out new ways to solve unmet market needs that can be commercialized.
2. Searching for new ideas for products/services to offer is enjoyable to me.
3. I am motivated to figure out how to make existing products/services better.
4. Scanning the environment for new opportunities really excites me.
5. Invent new solutions to problems is an important part of who I am.
6. Establishing a new company excites me.
7. Owning my own company energizes me.
8. Nurturing a new business through its emerging success is enjoyable.
9. Being the founder of a business is an important part of who I am.
10. I really like finding the right people to market my product/service to.
11. Assembling the right people to work for my business is exciting.
12. Pushing my employees and myself to make our company better motivates me.
13. Nurturing and growing companies is an important part of who I am.
14. Human capital (Marvel and Lumpkin, 2007)
15. Do you have prior start-up experience (yes/no).
16. Level of specific expertise with respect to customers, markets, technology, and products.
17. Level of education (PhD, MBA, MSc, BSc, HBO, MBO, High school, Primary school).
Strategic consensus *(Vissa & Chacar, 2009)*

*Rerate the extent of agreement within the team on the following three items:*

1. The long-term strategic goals of the company.
2. The short-term business objectives that should be considered the most important.
3. The best ways to ensure the company’s survival.

New venture performance

*Grade the performance of this business plan in the light of established performance standards.*

1. Are potential customer groups and specific needs well defined?
2. Does this product, service, or technology, truly fulfill a customer need?
3. Is the competition carefully mapped out?
4. Is the target group for this product clear and based upon realistic analysis?
5. Are assumptions with respect to future market share and market size realistic?
6. Is the price of the product, service, or technology, realistic with respect to costs and distribution processes?
7. Is the price of the product, service, or technology, competitive?
8. Have all distribution channels been sufficiently outlined and do these meet the requirements?
9. Has a solid marketing plan been outlined?
10. Are the product price, costs and prospective revenues realistic and appealing?
11. Are the calculations revenue and cash flow predictions realistic?
12. Is the calculation for required capital realistic?
13. Is the plan for attracting investors well specified?
14. Are the financial analysis complete and consistent?
15. Is the financial analysis attractive for investors?
16. Have important milestones, such as IP of the firm, been well outlined?
17. Are important milestones accompanied by a realistic timeframe?
18. Have all relevant obstacles, such as legal and judicial barriers, been addressed?
Survey items Chapter 5:

**Fear of failure** (*Van de Ven & Delbecq, 1974*)

1. There is a clearly defined body of knowledge or information that I can use to guide the development of our business.
2. I understand the sequences of steps that I can follow to successfully develop my business.
3. It is clear to me what the outcome of this venture process will look like.

**Entrepreneurial passion** (*Cardon et al., 2013*)

1. It is exciting to figure out new ways to solve unmet market needs that can be commercialized.
2. Searching for new ideas for products/services to offer is enjoyable to me.
3. I am motivated to figure out how to make existing products/services better.
4. Scanning the environment for new opportunities really excites me.
5. Inventing new solutions to problems is an important part of who I am.
6. Establishing a new company excites me.
7. Owning my own company energizes me.
8. Nurturing a new business through its emerging success is enjoyable.
9. Being the founder of a business is an important part of who I am.
10. I really like finding the right people to market my product/service to.
11. Assembling the right people to work for my business is exciting.
12. Pushing my employees and myself to make our company better motivates me.
13. Nurturing and growing companies is an important part of who I am.

**Prior start-up experience**

1. I have no prior start-up experience.
2. I do have prior start-up experience.

**New venture team effectiveness**

1. Has the team has effectively thought about the structure of the team and composition?
2. Are the various entrepreneurial roles among team members are well described?
3. Has the team assessed why and who should potentially join the team to complement missing knowledge and skills?