

## OUTLOOK – LAKE DIEFENBAKER AREA BUSINESS INCUBATOR SURVEY

Creation of a small business “incubator” is being considered for the greater Outlook-Lake Diefenbaker area. This business incubator would help small businesses (including start ups and existing firms) be more successful. It could include a building that houses 10-20 small and start up businesses that share things like photocopiers, computers, and conference rooms. It also would give small and start up businesses ready access to business assistance, through on-site workshops and one-on-one help. That assistance also might be available to companies that are not tenants of the incubator.

Possible businesses for the greater Outlook-Lake Diefenbaker area include new firms that would supply goods and services to the increasing tourism activity at lake and along the South Saskatchewan River. However, the incubator likely would be “mixed-use,” meaning it would assist small and start up businesses in a variety of industries and markets.

To help us decide if a business incubator is a good idea for the Outlook-Lake Diefenbaker area, where it should be located, and what resources it should provide, we would like your opinion. Therefore, please take a few moments to complete this survey to share your comments with us. Then please return the survey to: Business Incubator Survey, Ideas Inc., 200-120 Sonnenschein Way, Saskatoon, SK S7M OW2. You also can fax it to 306-653-2013, or e-mail it to [Phyllis@saskatoonideas.com](mailto:Phyllis@saskatoonideas.com). The survey also can be completed on line; go to <http://www.surveymethods.com/EndUser.aspx?BD99F5EFBCF6EAECBD> or click on the link to the survey at [www.saskatoonideas.com](http://www.saskatoonideas.com), or [www.midsask.ca](http://www.midsask.ca).

***Your response by June 21, 2010, would be greatly appreciated. Survey respondents will be included in a drawing for prizes that include lodging and golf packages!***

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/Postal Code: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

1. Are you already in business?
  - Yes, I already have an existing firm
  - No, I am starting up
  - No, I am only thinking about starting a new business
    - In the next 18 months
    - Uncertain of start up date
  - Other (please specify) \_\_\_\_\_
2. If you have a company or are thinking of starting one, please briefly describe what your business does or will do: My company provides \_\_\_\_\_ for customers who need \_\_\_\_\_.
3. Whether you are an entrepreneur or not, do you see an opportunity for businesses in the Outlook-Lake Diefenbaker area in any of the following industries? Please mark all that apply.
  - Tourism
  - Retail
  - Manufacturing
  - Services
  - Construction
  - Other (please specify) \_\_\_\_\_

4. If you have or are thinking of starting a small business, in what areas would you like more help? Please mark all that apply:

- |                                                                                       |                                                                                         |                                                           |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Marketing                                                    | <input type="checkbox"/> Market analysis                                                | <input type="checkbox"/> Personnel management             |
| <input type="checkbox"/> Accounting                                                   | <input type="checkbox"/> Financial analysis                                             | <input type="checkbox"/> Intellectual property protection |
| <input type="checkbox"/> Legal issues                                                 | <input type="checkbox"/> Business planning                                              | <input type="checkbox"/> Product development              |
| <input type="checkbox"/> Taxes                                                        | <input type="checkbox"/> Business registration                                          | <input type="checkbox"/> Manufacturing process            |
| <input type="checkbox"/> Debt financing                                               | <input type="checkbox"/> Securing outside capital                                       | <input type="checkbox"/> Finding investors                |
| <input type="checkbox"/> Selling to government                                        | <input type="checkbox"/> Becoming a supplier to the Whitecap casino, golf course, hotel |                                                           |
| <input type="checkbox"/> Becoming a supplier to the defence and/or aerospace industry |                                                                                         |                                                           |
| <input type="checkbox"/> Converting R&D into marketable products and/or services      |                                                                                         |                                                           |
| <input type="checkbox"/> Other (please specify) _____                                 |                                                                                         |                                                           |

5. How would you rate the climate of Outlook-Lake Diefenbaker area for small and start-up businesses?  
 Excellent     Very Good     Average     Fair     Poor

6. Do you have any suggestions on how that climate might be improved? \_\_\_\_\_

7. In general, do you think a business incubator is a good idea for the Outlook-Lake Diefenbaker area?  
 Yes     No

8. Remembering that the Outlook-Lake Diefenbaker area business incubator would be something for existing as well as start up small businesses, is this incubator something that you might use?  
 Yes     No

9. If you would anticipate using the space or services of the Outlook-Lake Diefenbaker area business incubator, please indicate the features that would be useful to your business (please mark all that apply):

- |                                                                                     |                                                     |
|-------------------------------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Laboratory space                                           | <input type="checkbox"/> Commercial kitchen space   |
| <input type="checkbox"/> Manufacturing/assembly space                               | <input type="checkbox"/> Office space               |
| <input type="checkbox"/> Retail space                                               | <input type="checkbox"/> Warehousing/storage space  |
| <input type="checkbox"/> Arts & Crafts Space                                        | <input type="checkbox"/> Business assistance        |
| <input type="checkbox"/> Access to capital                                          | <input type="checkbox"/> Business mentor/coach      |
| <input type="checkbox"/> Introductions to investors                                 | <input type="checkbox"/> High-speed Internet access |
| <input type="checkbox"/> Networking opportunities                                   | <input type="checkbox"/> Flexible leases            |
| <input type="checkbox"/> Shared services (e.g., conference room, receptionist)      | <input type="checkbox"/> Short-term leases          |
| <input type="checkbox"/> Assistance selling to the Provincial or Federal government |                                                     |
| <input type="checkbox"/> Other (please specify) _____                               |                                                     |

10. Please indicate your level of interest in the proposed Outlook-Lake Diefenbaker area business incubator:

- I would consider becoming a tenant in the Incubator
- I likely would use services at the Incubator, but not locate my business there
- I might use services at the Incubator, but not locate my business there
- I do not anticipate using the Incubator for my company
- I would consider locating in the Incubator as an anchor tenant (defined as a firm not needing the business services provided in an incubator)
- I would likely refer others to the Incubator
- Other (please specify): \_\_\_\_\_

11. If you anticipate using the space or services of the Outlook-Lake Diefenbaker area business incubator, what general location would be best for your business? Please mark all that would be acceptable.

- Outlook area
- Highway 219 & 11 Intersection
- Danielson Provincial Park area
- Kenaston area
- Kindersley area
- Whitecap Dakota Reserve
- No preference
- Central location
- Other (please specify) \_\_\_\_\_

11. Which of the following business organizations have you sought help from, and how helpful were they?

<b>Organization</b>	<b>Very Helpful</b>	<b>Helpful</b>	<b>Not Very Helpful</b>	<b>Not Used</b>
Saskatoon Ideas Inc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mid Sask Community Futures/Enterprise Region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism Saskatchewan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which of the following private business service providers have you sought help from, and how helpful were they?

<b>Provider</b>	<b>Very Helpful</b>	<b>Helpful</b>	<b>Not Very Helpful</b>	<b>Not Used</b>
Solicitor/Attorney	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accountant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equity Investor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management Consultant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you know anyone who might be interested in the proposed Outlook-Lake Diefenbaker area business incubator who we should contact? If so, please provide name and any possible contact information ( e.g., address, phone number, e-mail address)\_\_\_\_\_

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14. Are there any other comments or suggestions that you would like to make to help us better understand your opinion on creating the proposed Outlook-Lake Diefenbaker area business incubator?\_\_\_\_\_

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***Thank you!***

***Your response by June 21, 2010 would be appreciated!***

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**BUSINESS INCUBATOR SURVEY**

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