Questions

For how long have you been an entrepreneur, and what has the experience been like?	"i want to say all my life. I started is went back to corporate type of we mesh well with me as an entrepre- like that freedom to grow and, you of direction. Yeah. And vision that want to see come to fruition. Right again, a lot of the mindset of entre
Are there any issues you faced when starting out your business; and how did you address these issues?	"one of the main issues was finding people to connect with in the include build out that idea." "And once you get into that rese you really get involved in that pro- see the connections that are avail start to see the people that are in
What are the major needs you encounter in the day to day running of your business?	"day to day task is really just time right? Being able to manage your to And using that time efficiency to a business. It's a huge, huge part of a entrepreneurial journey or business is finding fine tune in that time man generate revenue, right?"
In what way has Empowered 4x helped you starting out your business?	understanding our market demog Yeah. And from there to the empt acceleration program, which we t started to look at the business at macro level, and how we can acc growth and marketing strategy. A we can utilize technology to give robustness to our, to our business
Are there pending issues in your business not yet fixed by Empowered 4x?	"The review. more of the busines how we're progressingone of the that can be looked at a bit more would be those connection point communication with the mentor improving their communication s
What aspect(s) of running a business do you think you need to learn more about?	"just how to have that communic partners or employees to effective business forwardAlong the way be learning new things. So, don't you don't know how HR works, how payroll works. Those are this develop and learn "
How would you prefer to learn about this aspect of business?	learning from other individuals, is thing. Because then you're able to have those one on one guide, gu mentorshipdue to COVID, it real a lot of ability for people to reach throughvideo conferencing as op it was more structured in class.
What specific issues has technology resolved in your business?	" in depth management for indivision sectors, rightutilizing the metrics
What services would you like Empowered 4x to	"in the area of debt management growth is using AI technology to u

like Empowered 4x to <u>offor that thou are not</u>

G

growth is using AI technology to understand behavioral patterns within vou know. vour

Interviewee 2

back in 2007.. I work, which didn't reneur, you kind of ou know, build sort t, you know, you ht. So I think that's, repreneurs.

ing the right ndustry, to help you

earch, mindset, roject, you start to ailable to you, you n that community,"

e management, time efficiently. actually grow the ess. Development

anagement to

graphics, right. ower forex then, you know, t a more macro complish that And then, also how e a little bit more ss aspect.

ess review on how f the more things re, on their end nts, right... And ors, you know, strategy.

nication..with either tively drive the /ay, you will always n't be scared that .. you don't know nings that you

s always, a good to interact and guidance, and ally has opened up n out ..and connect opposed to where

viduals in our

Interviewee 3

I've been an entrepreneur, I don't want to say all my life, but registered business, two and a half going on three years.

It's been enjoyable, but hast been easy, always...I worked corporatedly for Bell for 11 plus years... but it wasn't me, I just couldn't find my place, Or I just couldn't see myself doing the same thing that everybody else was doing and expecting different results...I wanted to take it to the next level... I just took a leap of faith to follow my passion... I needed something satisfying, I followed my dream.

> "I'm technically like, a one man show, right? I'm living his dream and wanting to make this all work seamlessly. And with that you need, you need support. You need, you need people who can think for you."

There's only 24 hours in a day and there's only so much you can do as a as an entrepreneur. So having support groups like entre empowered for x that can help you or help me maximize My effort is very important to the longevity, but not only the, you know, the future growth of my business.

helping me on my onboarding process...l am getting a lot of good looks... I need to be able to automate my onboarding process, right. So 4x is helping me figure that out.

> we are in the process right now so I wounld'n say that

As an entrepreneur, you're always learning...I don't think that there's ever a time where you're not learning and in your business, you should always be looking to grow...

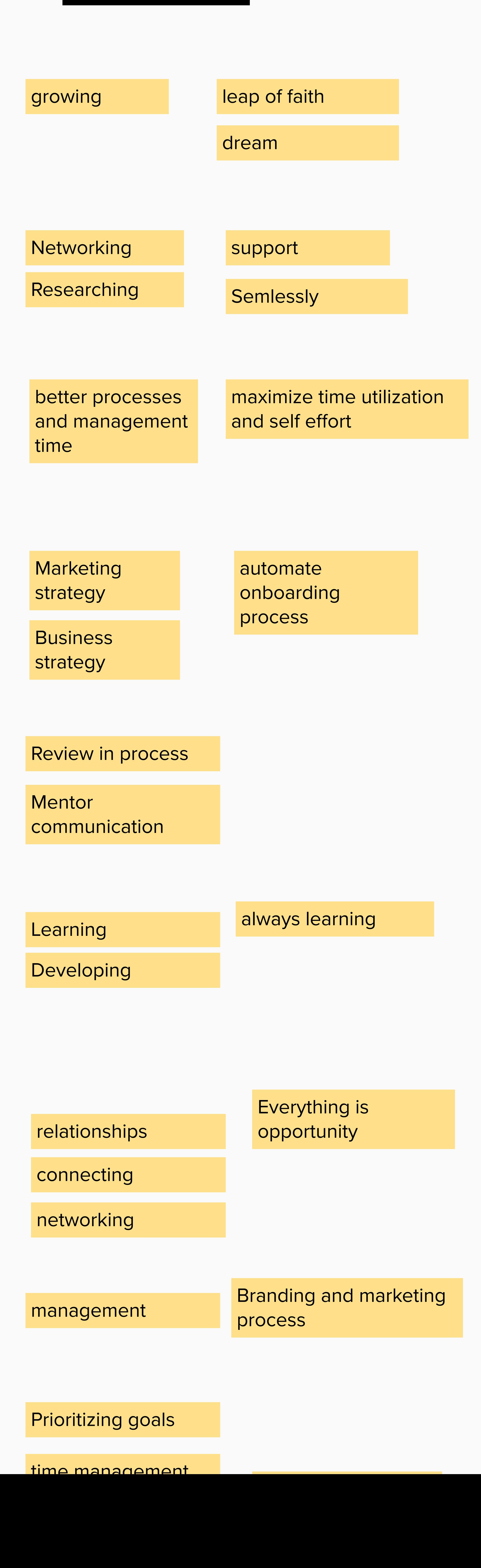
There's no specific because everything is a growth and a learning opportunity for me

branding and marketing process... there's a whole process to it... and the help they are providing

nt, and financial

automation is a key tech...they are all about utilizing tech to maximize

Keyword



category

Theme

expectation

Resources & support

TIME

Starting process

Suggestions and reflections

LEARNING

discovery

Strategy

management

Strategy

Networking