

Participant Information Sheet

Study Title

Understanding how high-tech entrepreneur successfully pivot as part of the entrepreneurial journey.

I want to invite you to take part in a research study. Before you decide you should understand why the research is being done and what it would involve for you. Please take time to read the following information carefully. Ask questions if anything you read is not clear or if you would like more information.

What is the purpose of the study?

The purpose of this research study is to investigate how entrepreneurs can pivot (change in direction) as part of their entrepreneurial journey. The research will focus on high-tech entrepreneurs by examining the types of pivots and the factors that cause them to pivot. Also, the study will investigate the role of technology in pivoting.

Why have you been invited?

While you have been chosen from a pool of appropriately qualified professional people at random, you are a suitably qualified high-tech entrepreneur, which is a prerequisite for our research. Also, you undertake this work regularly and have done so for some years. This makes you an ideal candidate to take part in this site based exercise.

The voluntary nature of participation?

It is up to you to decide. We will describe the study and go through the information sheet, which we will give to you. We will then ask you to sign a consent form to show you agreed to take part. You can withdraw at any time, by informing the researcher the reason for withdrawing. You can notify the researcher via email or telephone. Contact details are available at the end of this form.

What will happen if you take part?

Nothing will happen to you. We will not refer to any participants by name. Participants will be referred to as 'P-1', 'P-2', or a similarly anonymised naming system. We would like you to work in the same way as you would in your regular job. The information you provide will be used to further the research as outlined here, and it is hoped that this will contribute ultimately to improving a high-tech entrepreneur's journey. The method of data collection is through qualitative (interviews and case studies). Participants who participate in the interview or the case study will be questioned at least ten questions, and the meeting will be carried out face-to-face or remotely (e.g. via Skype).

What are the possible disadvantages and risks of taking part?

There is no distinct disadvantage in taking part, nor are there any particular risks, over and above those which may generally be associated with undertaking an online survey or an interview. There are no risks to reputation or associated organisations, as the information you provide will be anonymised for the purpose of our reporting, and your name, nor your employer's name will not be mentioned in any published material. You do, of course, have the right to withdraw from the study at any time.

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What are the possible benefits of taking part?

Other than spending the time it takes to answer the survey or interview questions, there will be no notable reward for you, unless you see early access to the research produced afterwards as a reward. We cannot promise that the study will help you. However, the information we obtain from the survey and interview will help to increase the understanding of factors that trigger the pivot, and the role of technology in pivoting, which is aligned with your profession.

Outline data collection and confidentiality?

All information which will be collected during the course of this research will be kept strictly confidential, and all research results will be anonymised. If you withdraw from the study, we will destroy any identifiable samples/recorded interviews, but we will need to use the data collected up to your withdrawal.

What will happen to the results of the research study?

The research study information will be presented in the form of a university thesis. It may also be published in a condensed version, as a paper in a professional or academic journal. You will not be identified in any publication/material personally. All information collected will be anonymised.

Who is organising or funding the research?

The research is funded by Nathu Puri Institute of Engineering and Enterprise (NPI) at the London South Bank University. There are no other external bodies with a financial interest in this work, nor have any offered other resources such as time or materials. For additional information about NPI, please visit (https://www.lsbu.ac.uk/research/centres-groups/the-nathu-puri-institute#id_first).

Who has reviewed the study?

London South Bank University has approved the research. The research study has been conducted under constant supervision of Prof Simon P Philbin who is the director of the NPI and Dr Safia Barikzai who is an associate professor within the School of Engineering at London South Bank University (LSBU).

Who to contact for further information?

	Researcher details	Supervisor details	Ethics panel
Name	Pavan Kumar Sala	Prof Simon P Philbin	Dr Daqing Chen
Mobile Number	07405766641	-	-
Telephone Number	020708157560	02078157559	02078157492
Email ID	salap@lsbu.ac.uk	philbins@lsbu.ac.uk	chend@lsbu.ac.uk

If you have any other concerns about the way in the research has been conducted, then you can contact Dr Daqing Chen.

If you are happy to participate in the research and contribute your experience for the benefit of research, please sign the consent form.

Thank you for taking the time to read the information sheet and looking forward to meeting you.