



15 January 2024

RESEARCH NOTIFICATION

1. Kasvu Open Survey and an invitation to participate in research

This study is conducted by the Strategy and Entrepreneurship Research Group of Jyväskylä School of Business and Economics at the University of Jyväskylä in partnership with Kasvu Open, a Finnish business accelerator. The aim of this study is to understand what kind of benefits the accelerator program provides for the participants and how accelerator programs impact the long-term growth of participating start-up firms.

The follow-up study involves 200 firms that participated in the 2020 Kasvu Open Program. We invite you to participate in this research because you participated in the Kasvu Open Program and Survey in 2020. Through your participation, we can better picture the effectiveness of Kasvu Open's activities. Your experiences are important in understanding how the program impacted your company's success. Your insights are valuable in enhancing the program's effectiveness for future participants.

This research notification describes the study and related participation. The attachment provides information on the processing of your personal data.

2. Voluntariness

Participation in this study is voluntary. You can refuse to participate in the study, stop participating or cancel your previously given consent, without stating any reason for this and at any time during the study. This decision will not have any negative consequences for you. Furthermore, you will not be placed in an unequal position within the organization regardless of your willingness or refusal to participate in the study.

If you stop participating in the study or if you cancel your consent, the personal data, samples, and other information collected on you up to that point will be used as part of the research material as far as it is necessary in order to ensure relevant research outcomes.

3. Progress of the study

The survey is conducted online via Webropol and consists of 30 open and closed-ended questions about your company, its growth performance, and your expectations and experiences during and after the Kasvu Open program.

The first section (items 1-8) covers business information pre-filled from the previous Kasvu Open Survey in 2020, which you have answered. Feel free to update each item if the information has changed.

The second section (items 9-15) focuses on growth and internationalization. You will be asked to input your last (2023) and target (2026) growth performance.

The third section (items 16-19) addresses program benefits and how it has positively or negatively impacted your firm. The fourth section (items 20-21) discusses funding.

The fifth section delves into your professional network aspect during the program. Here, we aim to understand your network better. We recognize the importance of privacy, and it's crucial to clarify that asking you to name individuals is solely to aid your memory recall and enhance the accuracy of your responses. Rest assured, we will not contact the individuals you mention in this exercise.

Finally, we will ask for your feedback and your email address if you wish to receive a copy of the survey results.

4. Possible benefits from the study

Personal benefit:

Participating in the study may offer valuable insights into the long-term impact of the Kasvu Open Program on your company's growth. Sharing your experiences contributes to a deeper understanding of how accelerator programs influence the success of startups. While direct personal benefits may be limited, the knowledge gained provides a reflective perspective on the effectiveness of Kasvu Open's activities in fostering business growth.

General benefit:

The study aims to contribute to research in this area. Insights gathered from your experiences in the Kasvu Open Program will help enhance the effectiveness of such programs for future startup participants, ultimately refining business practices and benefiting the startup ecosystem. The study's findings have the potential to influence the broader entrepreneurial landscape, promoting innovation, growth, and sustainability within the business community, thus indirectly contributing to societal advancements in the startup and business sector.

5. Possible risks, harm, and inconvenience caused by the study as well as preparing for these

Your participation in the study is not anticipated to pose any risks, harm, or inconvenience. Furthermore, you have the right to decline participation in the study.

6. Study-related costs and compensations to the subject as well as research funding

No rewards will be paid for participation in the study.

7. Informing about research results and research outcomes

The qualitative and quantitative analyses conducted in this research will be compiled for submission to scientific publications and will contribute to the doctoral dissertations of the junior researchers involved. Additionally, the findings will be presented at conferences and seminars. It is important to note that the identity of research subjects will remain confidential in all presentations and publications.

8. Insurance coverage for research subjects

The University of Jyväskylä has insurances for its activities and research subjects.

In the case of research conducted remotely, the insurance of the University of Jyväskylä compensates only for damage that is directly related to the assigned research task and that has occurred during the actual guided research task. The insurance does not cover accidents that occur during breaks.

The insurances of the University of Jyväskylä are not valid in the case of research conducted remotely if a research subject's home municipality is not in Finland.

The set of insurance includes a malpractice insurance, an operational liability insurance, and an optional insurance against accidents. During the research activities, the subjects are covered by the insurance for accidents, damages and injuries inflicted by an external cause. The accident insurance is valid during measurements and on trips integrally connected to them.

9. Contact person for further information

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