

## **Appendix A: Interview Guide**

Respondents must meet the following criteria:

- Aged 50 and over
- Own their own business/ be in the process of starting a business
- Have started the business after aged 50
- Working and living in the UK

Prompt Questions:

1. Please tell me about yourself / work background
2. Please tell me about your business
3. What motivated you into business start up/ entrepreneurship?
4. Were there any difficulties or challenges that you faced starting your business?
5. (If established) What are your experiences like now running your business?
6. What advantages are there to having your own business?
7. What are your future plans (personally/ business)?
8. Any comments you would like to add that you feel are important?
9. Ask for further contacts (snowballing opportunities)