



13 January 2012

To: Women who own businesses in Toronto

Consulting Matrix (www.consultingmatrix.com) is conducting research on behalf of Community MicroSkills (<http://www.microskills.ca/>) on the resource and training needs of women who have been operating their own business for more than a year and would like to grow bigger. I would like to interview several women business owners – size of business doesn't matter, sector doesn't matter – who have successfully grown their business or would like to do so.

The interview will cover areas such as:

- What are your growth objectives? What do you need in order to achieve those objectives?
- Where do you look for information or advice?
- Do you belong to any business networks? If so, are they general or woman-focused?
- Have you taken any business-related courses?

Some questions regarding your own background will also be asked (how long you have been in business, did your education prepare you for the business you are now in, barriers you have had to overcome to achieve your success, etc.)

All interviews will be confidential; no quotes will be directly attributable to any individual.

If you are willing and able to participate in a 15 minute telephone interview, please contact the lead researcher, Judy Wolfe, at 416-598-2662 or judy@consultingmatrix.com.

Thank you for your interest in this important study.