

Table 3: Scenario selection.

Scenario	Follow up	Total (n) *Percentages do not add up to 100 due to rounding
Which VCs are investing in real estate firms?	N/A	9% (3)
Is this neighborhood a good location for my new company?	People	36.3% (12)
[Follow up: Are you more interested in the in the companies that are located in the neighborhood or the people who live there?]	Companies	18.1% (6)
What are some digital marketing innovations in retail?	N/A	12.1% (4)
Should my company expand into a foreign market?	N/A	24.2% (8)
Total		100% (33)