Participant 32 Interview Transcript

**Interviewer:**

So, Umm at the beginning, let me familiarize you with my research for a bit and the purpose of this interview. So I'm currently in the third year, as you know, of my PhD studying entrepreneurial success. And I look at it from a slightly philosophical angle. I'm currently writing my second academic paper in which I'm exploring the views, opinions and beliefs of lay people or non entrepreneurs. So people who haven't had any experience with entrepreneurship. Umm. And I'm exploring these people's views towards extremely successful entrepreneurs. And thank you for volunteering to participate a bit about the data protection measures I have undertaken. Uh, this interview will be video and audio recorded only for transcription purposes. Your name will not be mentioned at all, so it's fully anonymous. And there is a strict confidentiality that will be applied as per my ERGO, all the data will be used for research purposes only. And any of the personal information that you share with me today is going to be encrypted. Can I please ask you to verbally confirm whether it's still OK for you to participate and to be a video and audio recorded?

**Participant 32:**

Yes. Yeah, happy with that.

**Interviewer:**

Great. To begin our conversation, can you tell me a bit more about your personal and professional life? So starting with age, occupation and educational level.

**Participant 32:**

Yeah.UM, I'm 26 years old. I have a degree from the University of Southampton in archaeology, and then my current role is a careers and employability officer at the University of Southampton Business School.

**Interviewer:**

Right. And can you tell me a bit more about your personal life, about your work as well, anything that you feel comfortable sharing?

**Participant 32:**

So yeah, my start with I guess I'll start with my work and so I've recently begun this role in careers and employability after working at the university for about five years in, in student experience roles and this role sort of more around enhancing students employability and making them feel more confident in getting a job when they finish university. So that's the range of things, offering events where we get students to engage with employers. Helping them to like find out what sort of role that they want to do and they graduate and help them understand what skills and experience they'll need to get there. And we're also launching an employability award so students can sort of work through it whilst they're at university and gain different, different sort of skills, different experiences, attend different events and then they can add points to the award as they do it, and then they'll get sort of prizes and incentives at the end, including a digital badge, which hopefully will be good for LinkedIn and things like that. So you have really enjoying it. It's UM. It's nice to still work in the Business School because I enjoy working with all of the staff there. It's a really like, friendly place to work and I love working on Highfield campus as well. So I live locally. I only lived down the road in West End, so yeah, it's it's. Yeah, it's a really good job. And I'm I'm really enjoying getting to know different students as well because I've always had a background working with peer leaders, peer advisors. So it's nice to kind of meet other students as well that haven't necessarily gone down the conventional role that I'd meet them in. Umm. So yeah, that's kind of professional stuff. What sort of what was the other thing might what my personal.

**Interviewer:**

Now. Umm yeah. So anything that you feel comfortable sharing could be hobbies could be interests.

**Participant 32:**

So I guess my hobbies and interests. So I I enjoy going to the gym. I like to keep keep healthy, so I normally go three times a week. If I can just down my local gym. But I love walking as well. I I never used to, but I think since lockdown I've I've really I I have to get out every day for a walk now so I always force myself at lunchtime to to go out for like a good either 30 minutes to an hour walk. But then at the weekend I'd like to go further afield and just explore nice places like anywhere on the coast or New Forest walks. Yeah. I just really enjoyed being outside and definitely getting more, enjoying like, more active holidays as well. I think I always used to prefer more of a beach holiday. But yeah, I've I've recently just been skiing for the second time in Bulgaria, actually in Bansko. And that was just so fun. And so yeah, that's that's kind of what I enjoy doing outside of work as well as all the normal stuff like watching Netflix and chilling out.

**Interviewer:**

Great. Have you had any previous experience with entrepreneurship yourself or do you know anyone of your friends, for example, or family members who have their own business?

**Participant 32:**

I do well, I don't have any personal experience of it now, so I've never kind of ventured into my own business, but I have. I would definitely say since lockdown, I noticed quite a few of my friends kind of starting their own little businesses that they're running and a couple of them are kind of turning into their full time job now. So I have a friend who runs like a cake shot a cake business and she sells like amazing cakes, cupcakes and stuff like that. And she's given up her job now and she does it full time. So she's got, she's so busy. She's basically always fully booked. And so I think that's my the friend that I would say has got like the main. A main business, I suppose I have. I now have a lot of students that have done it that have come through, are kind of careers, service, all of the innovation programs, the speed launches. So I know of a lot of people that have their own businesses and are always try and follow them when Instagram and keep up with them. But yeah not not maybe close friends. And in terms of my family. Umm, I don't think anybody's got their own business. Actually, I think everybody kind of has a a fairly normal corporate job.

**Interviewer:**

Ohh that sounds great. Fantastic to be able to meet so many entrepreneurs and have you ever thought of having a business in the future, for example?

**Participant 32:**

I would, I guess I, yes, I it would be amazing. But I just think. I I don't have anything in mind that I'm like that passionate about. I think that you'd have to have something that you were either really skilled at. So whether you were really creative person, you could like the cake thing. Like if you could make a product that you could sell, whereas I've never been super creative. So yeah, I I I don't think so. I think I am more of a nine to five kind of standard person. I I I think you have to have like totally different characteristics to build your own business. And so I think it's like a nice idea. But if I was being honest, I I would say no, I I probably haven't really, seriously considered doing it myself.

**Interviewer:**

Great at the outside, let's pin a definition of an entrepreneur as someone who sets up a business or businesses taking on financial risks in the hopes of profits. What do you think about this definition? Do you agree?

**Participant 32:**

Yes, I think that's what I would how I would define it. Somebody who. You set their own business. Yeah. Yeah. I can't think of any other way. I'd really put it.

**Interviewer:**

Great. And now let's go on to explore your views on extremely successful entrepreneurs. So for the purposes of this interview, let's take extreme economic success to mean having earned a lot of money, making a huge profits out of entrepreneurial activities. So what or who crosses your mind when you think about an extremely successful entrepreneur?

**Participant 32:**

I guess, like Mark Zuckerberg, Elon Musk. Umm. The Kardashians. Yeah, those would kind of be. Off the top of my head, kind of big. The big names in it, yeah.

**Interviewer:**

Great. And can you describe a little bit about your views on them, anything that you know?

**Participant 32:**

I think what just how what I think about their how they've kind of got to their success or just what I think.

**Interviewer:**

Well, you can start with what you think about them generally, and then we'll go on to their success later on.

**Participant 32:**

I I guess I I I'm kind of amazed. Like I think it's so impressive and I just can't comprehend that having like that level of success and wealth and I'm, I'm always mystified by how someone it's like you might come up with an idea, but obviously to come up with that with the idea, like something like Facebook that's literally taken over everybody's lives. And we're also obsessed and like connected with our phones now so. I'm like I I would say maybe like a bit envious of someone that's got that much drive and motivation and and. Impressed by how they've kind of built their business to that scale, curious how they've done it. Obviously it's not just them. They have like a huge team of people behind them. But I guess at the start I don't know much about each individual story, but I guess from the start it was something that they just kind of worked up in their head in their bedroom one day and then they've gone on to build something so incredible. So yeah, that's kind of I'm talking there about Mark Zuckerberg. But I think when you think of people like let's say one of the Kardashians. So Kim Kardashian, I think her success is less because of this. Is me being judgmental. But I would say it's maybe less because of her own her own ideas and her own. I mean, I think she's a good business woman and she's got a lot of drive, but I think she is obviously using me like her she's using herself as an influencer, so it's more about who she is as a person rather than the skills maybe that she brings to her PR team or whoever does all of her kind of business stuff, I think in her case it's probably more she's like the face of it and there's people that are actually telling her what to do behind the scenes. But that's just my perception of it, I think.

**Interviewer:**

They're interesting. And what do you especially like about people like Mark Zuckerberg, Elon Musk or the Kardashians?

**Participant 32:**

What do I like about them I suppose? They all bring us something like, I guess without people like was it Steve Jobs is Steve Jobs, Apple. Is that right? Yes. So I mean without someone like that creating product, I wouldn't be sat here on an Apple Mac. I wouldn't have an iPhone. So I think they do, they provide a service like they bring us really cool, interesting things that we can buy and use. But then equally I suppose it's like a there's a pro and con of that because I think the more people that come up with these things and create these things and they put such high prices on these things that we constantly feel pressure to. keep up and and keep buying things every time. Something every time the new I don't, but every time a new iPhone comes out, a lot of people will spend thousands of pounds literally just to get that iPhone. And see, I think it's a good thing that that they offer lots of cool experiences and and stuff that we can have and. And make the world better. But, and I know that a lot of them are kind of doing things, good things as well. So it's not just about them making money for themselves. They're also giving money to charity and making sure that they have like equality practices, sustainability practices and stuff like that. Again, I'm not super clued up on that, but just from what I've seen on that various news articles and. And I know that sustainability, such a big thing at the moment. So hopefully like putting their wealth to good as well.

**Interviewer:**

That's great. And UM, what do you dislike about them, if anything?

**Participant 32:**

I think kind of I kind of said it in the well, I was saying previously, but I guess. I think when they get to that level of wealth, maybe they forget about people that aren't in that position and so they may be become a bit greedy like I've always found with. The Kardashians. It's like they'll have one thing in skin care and then they want to start doing exercise equipment. And it's like always the next thing, like, and they're just building and building, building like their own wealth and then making everything really expensive so that people that would, probably their fans, from the start, like, can't actually afford to buy the product. So maybe they become a bit disconnected from like normality and what people actually want. But now I don't have. I don't really have any negative feelings towards them. I'm more just sort of think they're people to aspire to and and think if they can be bothered to, like, get up and and work that hard and make it happen then that's great. But maybe I don't know, maybe they could give more credit to their teams behind the scenes because I'm sure that it's so much gets done behind the scenes. They probably have like big business advisors and managers and things like that. And I don't always think it's that. I think it becomes about their face and their brand rather than other people involved.

**Interviewer:**

That's very interesting. So are you talk about, UM, very different types of entrepreneurs here mentioning Mark Zuckerberg and Elon Musk, which are probably the tech entrepreneurs and the Kardashians, which are more like celebrity media type of entrepreneurs. And of course now into cosmetics and different other areas. Umm, so does your explanation about these two groups of entrepreneurs apply to all extremely successful entrepreneurs, or do you think there are different types of entrepreneurs?

**Participant 32:**

I think there's, I think, entrepreneurs, quite a broad term. And so I think within that there's people, yeah, with with lots of different. I would have different views on different people because I think there's social entrepreneurs that might go on to do like found charities and things like that. So I would obviously. Have a higher opinion on a come a person that's done something for the good of either the planet or for the people on the planet, rather than someone. That's just because I I suppose you could have an entrepreneur that's selling something. That's very harming to the planet. Like I think a lot of the kind of fast fashion brands at the moment aren't good. They're just not sustainable and they're not. They are gonna do the planet a lot of harm and maybe some car companies and things like that that are just basically. Pumping so much pollution into the air, so I think there's good, there's good entrepreneurs and bad entrepreneurs, depending on what they're kind of focus is and what their aims are for their company. But I suppose every entrepreneur is gonna try and make themselves sound like it's something that's good, not meant not. No one's gonna admit that it's it's like harming our environment or anything like that. So I think it's hard to put your finger on, put your finger on that. But yeah, to answer the question, I suppose I would have, yeah, different views on. Different types of entrepreneurs, depending on who they were and what their kind of aim or what their mission was in their company.

**Interviewer:**

A very interesting that you differentiate good and bad uh entrepreneurs in terms of that, how do you think of what do you think differentiates billionaires from entrepreneurs who just have small businesses?

**Participant 32:**

What, in terms of their, what their personal character is or what it means?

**Interviewer:**

Yeah, it could be personal character. Uh, it could be whatever you think differentiates these two groups of people.

**Participant 32:**

Correct. I think someone who is really a billionaire, someone who's like really successful. I think they probably have to have more resources and support behind them, I think. I mean, I could be wrong, but I can't. I think it would be a lot harder to become of the kind of top billionaires without having your own sort of money behind you without having a good support network. So I think that's one differentiator. It's like where you start in life and maybe the if things have been handed to you or whether you've had to kind of work a bit harder. But equally, I suppose if you don't have that start in life, you are maybe gonna be more determined and and want to work your way up and and be have that sort of drive and passion inside you. Yeah, I think that would be the top one, kind of what resources you've got maybe where they live as well like where they come from in the world. Because I think if you're born in a country like, I don't know if you're born in the UK in London, it might be easier to make things happen than if you're born. I don't know. In like a tiny country or something where there's not that many resources, not that many people. So I think like where you live and where you're born, you're upbringing probably has plays quite a big role in it. Tip it stereotypically, like that's not to say that if you're born in a small country you can't be an entrepreneur, but I would have thought. Yeah. Where you come from and you're upbringing would be a big thing. To differentiate you.

**Interviewer:**

Very interesting. Let's hear your thoughts on what stands behind extreme success now. Umm, you mentioned it here and there. We talked about personal characteristics that differentiate entrepreneurs from people who don't want to become entrepreneurs. And then you mentioned hard work. You also mentioned having certain skills, for example, that Mark Zuckerberg exhibits and the Kardashians don't exhibit. So let's think about that for a minute. What do you think stands behind the extreme success of the entrepreneurs that you mentioned?

**Participant 32:**

So I think in terms of obviously you've got to have the necessary personal qualities. So motivation, drive ambition, I think you would have to have really good communication skills, confidence presentation like all those kind of soft skills. I think you'd need to have. And then you'd also need to have the kind of. Umm, I don't know what the word of skills. It's not transferable skills, but it's things like. And the business knowledge, so knowledge is knowledge about you either need to have your own understanding of finances and how that works, or you'd need to employ someone that had that idea, I think marketing. So you'd either need to have a lot of marketing knowledge, PR knowledge, or you'd have to employ someone. Who did as well. I think money is a big factor as well. I think to really give your business a go, you need to have a lot of money. To put into it, but also. I suppose if you if you don't have the money, you probably have to have a full time job on top of it as well. So I think time is 1. If you've got more time to put into it, you're gonna have more success because I'm sure there's lots of people that would love to do their own business, but they they work a nine to five job and they might have children or they might have to like care for parents or something like that. And it just makes it impossible. So I think you've got to have time and. I don't say selfish, but you I think you need to be a bit selfish to kind of be able to dedicate time and money to something like that and be able to watch it grow. So I think there's a lot of different factors. I think some of it's under their personal qualities, but also it's kind of the resources and time that you have as well. To to make you successful.

**Interviewer:**

Great. Umm. And how about hard work? So WM, how do you think? How much do you think a person needs to work in order to become a billionaire?

**Participant 32:**

Like 24/7, I think I don't think they get much break. I think it's. I don't know. I've. I do remember like having a conversation with. I can't remember who it was now, but somebody did have their own business and it was basically like you just live, sleep and breathe the business. Especially at first. I think some people have the perception that they want to start their own business because they don't wanna work for somebody else and they want to be able to take time off whenever they want and have flexibility. But I think it's actually the opposite that especially at the start. You're you're responsible for yourself. Like, if you don't work hard, the business won't do well. And then you're the one that's gonna suffer. So I think people end up. Putting in much more hours, especially at first, I think if your business then takes off and you can employ other people to support you, then that's great. But yeah, I think at first, especially if you've got a job on the side as well, it's just gonna take so much work. It's not gonna be. And nine to five thing. It's going to be really hard to have time off. So yeah, I think that's what would always put me off doing it is it would be, it would just take over your life and be really time-consuming. That's that's how I perceive it. Anyway, if you want to be successful. You'd have to put in a lot of time and a lot of late nights. Lot of not not being able to take holidays and stuff like that cause I guess if you're the founder and decisions have to be made like you always have to be contactable unless unless you hire someone who you're willing to delegate it to, which obviously paying someone a salary is gonna take up a lot of money as well.

**Interviewer:**

And do you think people like Mark Zuckerberg, Elon Musk, or Kim Kardashian were in control over achieving their very extreme success?

**Participant 32:**

I think as I said earlier, from what I know I think. I know this kind of story of Mark Zuckerberg, and I think that he was in control. Umm, I think obviously it was. It was his idea. He put a lot of effort and time in and he built it up and then obviously went on to recruiting people to to help him. So I think. But I do wonder if if he hadn't come up with it. And kind of taking it forward, it probably still would have happened like it might not have been called Facebook, but people come up with the same ideas all the time and I don't think that. Facebook was that unique that it wouldn't have kind of come up from someone else, if that makes sense. So it's difficult one, I think they owe a lot of their success to their teams and the people around them as well. I don't think it's just a, a single person effort, no.

**Interviewer:**

Great. UM, we're about halfway through the interview, and I think it's going really well. How's it going for you?

**Participant 32:**

Yeah. Good. Yeah, it's really interesting. It's it's nice to. Yeah, like get asked questions that I don't really think about on a day to day basis. So yeah, hopefully it's providing interesting answers for you to look back on.

**Interviewer:**

Everything is interesting to me because I'm approaching this where the clear mind, so I'm just waiting to see what people come up with so I can literally just report on that.

**Participant 32:**

Yeah, it must be so interesting to. Are you like talking to lots of different people? Like some people from the uni, some people from outside the Uni.

**Interviewer:**

Yeah, I'm looking at different kinds of people, different ages, different nationalities, but all living in the UK.

**Participant 32:**

Yeah. Yeah, it's very interesting.

**Interviewer:**

Yeah. So that was my requisite.

**Participant 32:**

Yeah, about, yeah. I'm just literally saying what's off the top of my head. I'll probably end the call and be like ohm. I probably should have said something about that, but.

**Interviewer:**

Yeah. No, that's OK. This is what I want to capture. So not really your absolutely true knowledge, but more like your opinions at this moment. Umm, so the next question is important for me to fully capture your thoughts on extreme entrepreneurial success. Umm, What to your opinion is the contributions to our society of Mark Zuckerberg, Elon Musk, and Kim Kardashian. So you did mention something about their products, but what else do you think?

**Participant 32:**

I think they have a really big contribution, mainly in terms of the products, but I guess the UM, inspiration to people. I think it's important for people growing up to see people in different pathways. I think a lot of people will kind of grow up with their parents, maybe doing fairly standard roles like obviously really important things like their parents might be a nurse or like working in a bank or something. So I think it's important to to educate people on other things that are available because we can't all just do the same kind of jobs. I think we need people that are gonna like, take the lead. And come up with like things that are gonna save the planet basically. So I think, yeah, they're. I think they're really important as like, motivational characters and that people could aspire to. People can look up to. Umm. And as I said I I don't have any idea what's I couldn't go into detail but I I'm sure that like being big companies like that they do a lot for society as well. So they offer a lot of jobs to start with. So I I I don't know how many employees Facebook have but they must offer like millions of people work. Umm. Which is really important because we all need a job. And hopefully they. They're sort of very inclusive, I think, in their practices as well. So they hire like people from different backgrounds, which I think is nice. And offer them flexibility with working as well. I'm just thinking what? What else they give to society? Other than jobs? No, I don't think I can think of anything else at the moment. So yeah, basically three things. So the products that they offer being sort of role models to people and offering inclusive roles work and. To society and obviously like a lot of money in society because they must pay a lot of tax. And all that kind of boring stuff. I'm sure like they end up. Yeah, putting a lot of money into our tax and government systems, which is obviously a very much needed at the moment.

**Interviewer:**

And if you can change any of their contributions, what would you like to see happening?

**Participant 32:**

Not really sure I think. Just trying to think what else I mean. I always think that Facebook is really good. They always will change, like depending on like when there was Ukraine and they did like Facebook had loads of like initiatives on there where they were trying to raise money. I know on Instagram you could like donate money and things like that. So that's just one example. So I think Facebook is already quite good at doing things like that, and it's free as well. So we as the user don't even have to pay for it. So I guess if using that as like an example of a good thing. If if I then took my other example. Of Kylie Jenner. I'm not really sure if she does anything like that. Obviously she charges a lot of money for her products and they're probably not very. Umm, I don't know what the word is but get like. Not everybody can have them because not everybody can afford them or they might live in a country that she doesn't post the orders to or something like that. So I guess it's being more inclusive. I would hope that that, that that would be something that I would change. About her in particular. Umm, I may be spreading the wealth a bit. I'm not sure. Like what? How charitable she is, but I don't know, you don't often see much that she's like giving to other people. So yeah, maybe just sharing out. Well, for bear and doing, I don't know I guess. And they might do this. This again is my lack of knowledge, but what I was saying earlier about kind of inspiring the nation. It would be good if they did run things for young people or doesn't even have to be young people. But just aspiring entrepreneurs maybe, like, provide some more insight into how they've got there and how that other people could reach that success, I guess.

**Interviewer:**

That's very interesting. And what are your thoughts on money being an indicator for how much an entrepreneur has contributed to our society? So for example, if we take uh Mark Zuckerberg as being uh ultra rich, so this would mean that he has contributed more to our society than some small business who just started up. And doesn't have, you know, enough profits. So they have contributed less to our society. What do you think about that?

**Participant 32:**

No, I don't agree with that. I think it, I think obviously money is a good thing like we do. It's it's good to have money in our society. So it's great if they can do that. But I think there are other things that are much more valuable and important. So there could be a smaller company that doesn't make much profit, but they could be doing something fantastic for the environment or they could be, I don't know, helping people in countries that need support so. I think it doesn't necessary. I think you can have a contribution to society that's not monetary. I think you could have a charity or a startup that was gonna be, I don't know, building an app for well, like people's well being or something that wasn't necessarily generating a lot of money, but was saving lives. So I think obviously we need money for things, but it it doesn't necessarily define how how much somebody's how much someone's doing for society. I think it could be defined in other ways.

**Interviewer:**

OK, great. And and the next question may sound a bit controversial. So some people would say that luck plays an important role in extreme entrepreneurial success and someone some of them would even say that extremely successful entrepreneurs like Mark Zuckerberg or Kylie Jenner were just lucky and don't deserve their profits. What would you say in response to those people?

**Participant 32:**

I think Umm, I think it's a mixture. I think luck probably does come into it. But I think there has to be a level of like hard work as well. I don't know. I can see why people say ohh. They're lucky to be in the position. They've been it. They're in. Like, I'm sure if Kylie wasn't born into the family that she was born into, I'm not sure she would be where she is today, but I suppose they're two very different situations cause Mark Zuckerberg from from the film, from what I remember he was just like a normal person who just like study. He was just studying at UNI. He wasn't like particularly wealthy or anything like that could be wrong but I suppose. I suppose there's always an element of luck in all of our lives. And not just to do with entrepreneurial things, but it could be like buying a house or something. Sometimes it is just a bit of luck. Obviously you have to work hard to get the money, but it's luck whether you're the person that gets chosen, like if you're viewing a house and there's like 10 other people viewing it, it might be a matter of luck that you just happen to get the house. So I think it's the same with all of us that it has to be a mixture of both and that you can't just say it's luck. I think they're probably was a lot of hard work and determination involved as well. Umm, but yeah, it definitely in some situations people are lucky. Like what family they're born into. Ohh or just the path that they've gone on in life, but I don't think that you could say that that was. Totally someone success was down to their the luck.

**Interviewer:**

And what is your definition for luck? How do you see it?

**Participant 32:**

I suppose. Oh it’s a difficult one? I don't think anyone has ever asked me that before. It's so common, though, that people always say, oh, you're lucky. You're lucky. I suppose it's being. I don't know how to describe it without just saying like something really obvious. I suppose it's the opposite of I felt it. With luck, you can't control it, so you can control how hard you work in a situation, or you can control loads of factors like. For example, if I was getting a train, I could control everything about getting there on time. Umm, but I suppose the train breaking down would be unlucky, so anything else would be seen as lucky if that makes sense. So it's like a nice it's a nice situation to be in. If something's lucky. It's like a positive thing. It's like, especially if you've worked hard and then something happens that would make you feel lucky. It's like a reward I guess for. To pay in the hard way. But yeah, that's a difficult one. It's like a a common phrase that's used, but I suppose I've never really thought about what it actually means, but without just saying ohh it's to be fortunate.

**Interviewer:**

Great. So I really appreciate your willingness to express your thoughts and opinions about that and you're helping me understand this interesting phenomenon. So thank you very much. And one last question, is there anything else about entrepreneurial success that you would still like to share? And I didn't ask.

**Participant 32:**

I suppose I've talked a lot about the kind of bigger names. But UM. I suppose yeah. Like it's. I don't know if we have, we probably have touched upon this anyway. But yeah, it's like whether you define success as the amount of money someone's turning over or like the amount of followers they have on Instagram, because I think success can be really personal to different people. To someone that's just started their own business success to them might be having like 10 orders like they might see that as success, whereas success to Mark Zuckerberg might be like designing a new app or doing something really big that's gonna like make millions of pounds. So I think, yeah, we have to consider that success is defined differently by each person. And. It's like a difficult. Yeah. Like, what does success mean? I guess that's a big a big question. Yeah, I think that would be my sort of final thought of the day.

**Interviewer:**

Great. Uh. A lot of my interviews have been with people similar to you and with completely different views to yours as well. So I really like capturing these different ways of thinking and I would really like to go in depth with this. So if you have anyone that you could refer me to that has completely different views for similar views to yours and that will be. Good to have.

**Participant 32:**

What people you particularly looking for sort of, do you want people from the uni or external people or?

**Interviewer:**

Could be from anywhere as long as they're not entrepreneurs and they haven't studied entrepreneurship.

**Participant 32:**

Thank you. Thank. Yeah. Cool. I'll have a chat with some people and I will. Umm, what shall I do? Just send you their email if anyone did. Interested.

**Interviewer:**

Yeah, sure. Thank you.

**Participant 32:**

Alright, see you later.