

Appendix A

Questionnaire for Game Producers, Founders and Entrepreneurs

Greetings!

Thank you for participating in our research study focused on the impact of Venture Capital (VC) on the unicornization of startups within the gaming industry in India. Your valuable insights will contribute to a comprehensive understanding of how VC funding influences on unicornization of gaming startups.

This questionnaire aims to capture your experiences and perceptions as a game producer, shedding light on the intricate dynamics between VC investment and the unicornization of gaming startups. Your responses will not only enrich our case study but also provide actionable insights for the gaming industry and VC ecosystem.

Please respond candidly to the following questions, keeping in mind your role as a producer in the gaming industry.

Thank you for your time and thoughtful responses.

Demographics and Company Information:

1. **Demographics:**

a. Name of the Game Production Company

2. Your position in company

3. Number of years in gaming industry?

4. Size of the company (number of employees)

Untitled Venture Capital Involvement and Impact

5. **Venture Capital Involvement:**

a. Has your company received VC funding?

Mark only one oval.

Yes

No

6. **Extent of VC Funding:**

a. On a scale of 1-5, how would you rate the level of VC funding your company has received?

Mark only one oval.

Minimal

Moderate

considerable

Significant

Substantial

7. Perceived Impact of VC on Unicornization:

a. To what extent do you believe VC funding contributes to the unicornization of startups in the gaming industry?

Mark only one oval.

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

Strategic Alignment and Market Influence**8. Competitive Capacity:**

a. How has VC funding influenced your company's competitive capacity in the gaming industry?

Mark only one oval.

- Strengthened
- Neutral
- Weakened

9. Innovation:

a. To what extent has VC funding impacted the level of innovation in your gaming products?

Mark only one oval.

- Significantly increased
- Increased
- Remained the same
- Decreased
- Significantly decreased

Operational and Employee Impact**10. Efficiency:**

a. In your opinion, how has VC funding affected the operational efficiency of your gaming company?

Mark only one oval.

- Improved significantly
- Improved
- No noticeable change
- Declined
- Declined significantly

Investor Relations and Future Outlook

11. VC as a Catalyst for Unicornization:

a. Do you see VC funding as a critical factor in the unicornization of gaming startups?

Mark only one oval.

Yes

No

12. VC-Driven Growth Strategies:

a. How has your company utilized VC funding to drive growth in the gaming industry?

Mark only one oval.

Product development

Marketing and user acquisition

Talent acquisition

Other: _____

13. Challenges Faced with VC Funding:

a. Any challenges have your company encountered in the process of obtaining and managing VC funding? (if yes, name one)

Mark only one oval.

Yes

No

14. Long-term vs. Short-term Impact:

- a. Do you perceive the impact of VC funding on unicornization as a long-term or short-term phenomenon?

Mark only one oval.

Long term

Short term

15. Strategic Alignment with VC Investors:

- a. How closely aligned is your company's strategic vision with that of your VC investors?

Mark only one oval.

Not aligned at all

Slightly aligned

Moderately aligned

Aligned

Completely aligned

16. Market Expansion:

- a. Has VC funding played a significant role in expanding your company's market reach within the gaming industry?

Mark only one oval.

Yes

No

17. Regional Influence:

- a. How much VC funding influenced the gaming industry regionally, specifically in India?

Mark only one oval.

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

18. Adoption of Emerging Technologies:

- a. Has VC funding facilitated the adoption of emerging technologies in your gaming products?

Mark only one oval.

- Yes
- No

19. Collaboration with Other Startups:

- a. Has VC funding led to collaborations or partnerships with other gaming startups in your ecosystem?

Mark only one oval.

- Yes
- No

20. Employee Satisfaction:

a. How has VC funding impacted employee satisfaction and morale within your gaming company?

Mark only one oval.

- Significantly decreased
- Decreased
- No impact
- Increased
- Significantly increased

21. Monitoring and Reporting to VC Investors:

a. How do you manage monitoring and reporting requirements imposed by your VC investors?

Mark only one oval.

- Manage effectively and proactively, ensuring timely and accurate updates for our VC investors.
- Handle with diligence, meeting the necessary standards and providing regular updates to our VC investors.
- Address requirements adequately, striving to meet the expectations of our VC investors while facing some challenges in the process.
- struggle to manage monitoring and reporting requirements effectively, encountering difficulties in meeting the demands of our VC investors.

22. Exit Strategies:

- a. Does your company have a predefined exit strategy in collaboration with VC investors?

Mark only one oval.

Yes

No

23. Government Regulations:

- a. To what extent have government regulations influenced the utilization of VC funding in the gaming industry?

Mark only one oval.

No influence

Slight influence

Moderate influence

Significant influence

Very significant influence

24. Post-VC Funding Challenges:

- a. Have there been specific challenges your company faced after receiving VC funding? (if yes, mention one)

Mark only one oval.

Yes

No

25. Measuring Innovation Success:

a. How does your company measure the success of innovation resulting from VC funding?

Mark only one oval.

- Not measurable
- Slightly measurable
- Moderately measurable
- Measurable
- Highly measurable

26. Impact on Game Development Timelines:

a. Has VC funding affected the timelines for developing and releasing new games?

Mark only one oval.

- Yes
- No

27. Adaptability to Market Trends:

a. How adaptable has your company been in responding to market trends with the support of VC funding?

Mark only one oval.

- Not adaptable
- Slightly adaptable
- Moderately adaptable
- Adaptable
- Highly adaptable

28. Diversity and Inclusion Initiatives:

a. To what extent has VC funding contributed to diversity and inclusion initiatives within your gaming company?

Mark only one oval.

Not at all

Slightly

Moderately

Significantly

Extremely

29. Investor Relations:

a. How would you rate the relationship and communication with your VC investors?

Mark only one oval.

Poor

Fair

Good

Very good

Excellent

30. Risk Management:

a. How does your company approach risk management in the context of VC-funded projects?

Mark only one oval.

- Very conservatively
- Somewhat conservatively
- Moderately
- Somewhat aggressively
- Very aggressively

31. Sustainability Practices:

a. Has VC funding influenced the integration of sustainability practices in your gaming company?

Mark only one oval.

- Yes
- No
-

Partially

32. Knowledge Transfer from VC Investors:

a. Have your company's employees benefited from knowledge transfer initiatives facilitated by VC investors?

Mark only one oval.

- No
- Yes
-

Partially

33. Future Outlook:

a. In your opinion, how do you foresee the role of VC funding evolving in the unicornization of gaming startups in the future?

Mark only one oval.

- VC funding will play a crucial role in accelerating the unicornization of gaming startups.
- The role of VC funding in the unicornization of gaming startups will remain significant but may evolve in its approach.
- VC funding will have a limited impact on the unicornization of gaming startups in the future.
- The role of VC funding in the unicornization of gaming startups is uncertain and may vary based on market conditions.
- Other

Concluding Remarks

In conclusion, your valuable feedback will help us gain insights into the impact of VC funding on our gaming company and guide our future strategies. We appreciate your time and input in completing this questionnaire. Thank you for your participation! If you have any additional comments or suggestions, please feel free to share them with us.

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