



Digital Transformation & AI Adoption Among Women Entrepreneurs

Research Interview Guide

The purpose of this interview is to understand how women entrepreneurs are adopting digital technologies and AI, the impact on their businesses and personal lives, and the opportunities and challenges they experience along the way.

1. Personal Background & Entrepreneurial Motivation

. About You

- Tell us about yourself and your entrepreneurial journey.
- What does your venture do?

b. Starting the Journey

- What motivated you to become an entrepreneur?
 - Was there a specific moment, challenge, or opportunity that inspired you to start your business?
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2. Business Journey & Early Challenges

a. Business Origins

- Could you describe the early stages of your business journey?

b. Challenges & Learning

- What were some of the biggest challenges you faced while starting and growing your business?
- Please share 2–3 examples and how you overcame them.

c. Entrepreneurial Growth

- Looking back, what have been your biggest learnings as an entrepreneur?
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3. Business Model & Operations

a. Understanding the Business

- Could you explain your business model?
 - Who are your primary customers?
 - What value do you provide?
 - How do you generate revenue?

b. Managing the Business

- What are the key activities involved in running your business on a day-to-day basis?

c. Growth & Evolution

- How has your business evolved over time?
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4. Digital Transformation Journey

a. Adoption of Digital Technologies

- When did you first begin using digital tools in your business?
- Was there a specific event, challenge, or opportunity that encouraged you to adopt digital technologies?

b. Digital Tools in Practice

- What digital tools, platforms, or technologies do you currently use in your business?
- Please share examples across different business functions such as:
 - Customer acquisition and engagement
 - Operations and project management
 - Finance and accounting
 - Team management and communication
 - Product or service delivery

c. Digital Impact

- How have digital technologies changed the way your business operates?
- What improvements have you seen in terms of efficiency, growth, customer experience, or decision-making?

Please share 2–3 specific examples.

5. AI Adoption & Business Impact

a. AI Usage

- Do you currently use AI tools in your business?
- Which AI tools do you use? (For example: ChatGPT, Claude, Gemini, Copilot, Canva AI, or others.)

b. Applications of AI

- In what areas of your business do you use AI?
 - Content creation
 - Customer communication
 - Research
 - Planning
 - Operations
 - Decision support
 - Learning and skill development
 - Other areas

c. Business Benefits

- What tangible benefits have you experienced from using AI?
- Please share examples related to:
 - Time savings
 - Cost reduction
 - Revenue growth
 - Better decision-making
 - Improved customer outcomes
 - Increased productivity

Please provide 2–3 specific examples.

6. Personal Impact of Digital Technologies & AI

a. Impact on the Entrepreneur

- How have digital technologies and AI affected the way you work as an entrepreneur?

b. Personal Benefits

- Have these tools helped you:
 - Save time?
 - Learn faster?
 - Become more creative?
 - Reduce stress?
 - Improve confidence?
 - Make better decisions?

Please share examples from your own experience.

c. Changes in Leadership

- Has technology changed the way you lead, communicate, or manage your business?
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7. Challenges, Risks & Concerns

a. Business Challenges

- What challenges have you experienced while adopting digital technologies or AI in your business?

b. Personal Challenges

- Have digital technologies or AI created any challenges in your personal life or work-life balance?

c. Risks & Concerns

- What concerns, if any, do you have regarding:
 - Accuracy of AI outputs
 - Biases
 - Privacy and security
 - Dependence on technology

- Cost versus return on investment
- Loss of human connection or judgment

Please share examples wherever possible.

8. Trust, Judgment & Decision-Making

a. Using AI for Decisions

- Do you use AI-generated recommendations, insights, or content to support business decisions?

b. Human Judgment vs AI

- How do you evaluate whether AI-generated information can be trusted?

c. Managing Bias and Errors

- Have you ever encountered inaccurate, biased, or misleading AI outputs?
- How did you respond?

d. Final Decision Authority

- When AI and your own judgment disagree, how do you decide what action to take?
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9. The Entrepreneurial Hustle

a. Defining Hustle

- What does "hustle" mean in your entrepreneurial journey?

b. Stories from the Journey

- Please share 2–3 examples where you:
 - Had to move quickly to seize an opportunity
 - Solved a difficult problem creatively
 - Took an unconventional approach to overcome a challenge
 - Adapted rapidly to change

c. Technology & Hustle

- Have digital technologies or AI helped you respond faster or work more effectively during such situations?
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10. Future Readiness & Support Needs

a. Learning Needs

- What support, training, or resources would help you make better use of digital technologies and AI?

b. Future of AI

- How do you see AI and digital technologies shaping entrepreneurship over the next 5 years?

c. Advice to Other Entrepreneurs

- What advice would you give to women entrepreneurs who are curious about AI and digital technologies but unsure where to begin?

d. Final Reflection

- If you had to describe your digital and AI journey as an entrepreneur in one sentence, what would it be?
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Closing Question

Is there anything about your experience with digital technologies and AI that we have not asked but that you believe is important for others to understand?

This final question often uncovers the most powerful insights and stories.