



4: External ownership of the data Form

1. Project name: Article

Kirchberger, M. Wouters & J. Anderson (2020). How technology-based startups can use customer value propositions to gain pilot customers. *Journal of Business-to-Business Marketing*, 27 (4): 353-374. [B]
<https://doi.org/10.1080/1051712X.2020.1831212>

2. Lead researcher: Markus Kirchberger and Marc Wouters

3. Data steward UvA EB/ASE-RI/ABS-RI: Bas Bouten

4. External owner of the data: Markus Kirchberger
(markus.kirchberger@partner.kit.edu)

The external owner is responsible to ensure that the data steward of UvA EB has correct contact information of the data owner so the data steward can contact the owner with requests for access to the data in case of suspected fraud or unethical behavior (when a formal complaint at the UvA committee *Wetenschappelijke Integriteit* has been made and found admissible). Access can be denied for other purposes. If desired, both parties can jointly appoint a third party to access and check the data.

The external owner is responsible to ensure that the data is stored safely in accordance with the Dutch law for at least 10 years (and at least 5 years after publication of an academic paper based on the data).

Signatures

Name:
Markus Kirchberger

Name:
Bas Bouten

Date:

Place:

Ingershacht
24.03.2022

Date:

Place: