

Rebels, Academic Arsonists & Grenade-Throwers: Touring the Minefields of Entrepreneurial Ecosystems

<http://bit.ly/EcoSys> ; <http://bit.ly/EcoSysSlides>

torches, pitchforks, boiling oil optional ;)

NACCE 2012 Workshop

Joe Abraham

Norris Krueger, PhD

Supporting Emergence of Opportunities

- So... What do we know? (Other than we all have a relatively fuzzy mental model of a healthy entrepreneurial ecosystem.)
- My favorite soundbite is “a healthy entrepreneurial ecosystem provides a robust, friendly framework for opportunities and entrepreneurs to emerge.”

$$EP = F(PE)?$$

- **Importance of Intangibles**
 - Social infrastructure (Flora & Flora)
 - Networks (Pages)
 - Cognitive infrastructure (NK)
 - *Liaison-animateur* (Sweeney)
- **Paul Reynolds' "Big 3"**
 - Human capital (preparedness)
 - Social capital (Social/cultural norms)
 - Political capital (barriers)

STARTUP



COMMUNITIES

BUILDING AN ENTREPRENEURIAL
ECOSYSTEM IN YOUR CITY

BRAD FELD



Brad's Big 4

- Entrepreneur-led
- Long-term perspective
- Inclusive
- Experimental

Format (options!)

- Go through the proposed metrics by category
 - Identify needed changes
 - Identify reasonable metrics
 - Identify immediate remediation?
- **Do we:**
 - Go theme by theme, or
 - Do 2 or 5 loops?

CEDS

- EDA's Comprehensive Economic Development Strategy
- WK Kellogg (et al.) Comprehensive Entrepreneurship Development System
- Institutional framework that facilitates networks and bottom-up
 - Institutions drive implementation;
 - Bottom-up/networks drive vision/strategies

Major Themes

- Policy Formulation
- Networking & Collaboration
- Communication
- Governance / Leadership

Policy Formulation

- Cohesive strategy or collection of tactics?
- Was the policy formulated top down or bottom up?
- Does form follow function?

Policy Formulation (2)

- Are we really looking for proven practices in a wide variety of locations?
- Do we act to embrace this as an intense learning process?
- Do those involved get design thinking or do they want to get it perfect first?

Policy Formulation (3)

- Is there a passionate commitment to bold/disruptive action, no matter whose ox is gored??
- (or do policy makers seek to avoid disrupting existing personal & organizational relationships?)

Networking /Collaboration

- Are key institutions immersed in the ecosystem? Co-embedded? (who is, who isn't?)
- Do institutions play well together? (which do, which don't?)
- Who guards their turf and clout? (In public sector? Private sector?)

Networking/Collaboration(2)

- Are bottom-up networks supported visibly?
- Are connectors supported visibly?
- How many of your connectors are true *liaison-animateurs*?

Networking/Collaboration(3)

- Is your community committed to alignment (Distinctive Competence not Core Competence)?
- Are you plagued by “seagulls”? (Are there visible sanctions?)

Networking/Collaboration(4)

- Committed to developing best-in-class maps of the ecosystem?
- Are ecosystem maps shared broadly?
 - Well-publicized?
 - Do people have them internalized?

Networking/Collaboration(5)

- Is your community committed to listening/visioning sessions?
- Is participation truly bottom-up?
- Is community leadership committed to go “summit-ing”?

Communication

- Is there frequent communication with and among the entrepreneurial community?
- Is it a conversation or simple 'spray & pray' one-way messages?
- Are all community/opinion leaders in the conversation?

Communication (2)

- Are entrepreneurs fully represented in the conversation, not just those who speak for them?
- How significant (and competent) is the online presence of key ecosystem 'players'?
- How significant (and competent) are the key ecosystem 'players' at using social media?

Governance/Leadership

- Does government have a clear, stated strategic intent to grow entrepreneurial activity?
- Do civic officials take advantage of the bully pulpit to encourage entrepreneurs?
- Do civic officials have a visible presence in the entrepreneurial community?

Governance/Leadership (2)

- Does government actively promote exchanges of ideas with other cities/states/countries?
- Do they listen and actually use information from diverse sources?

Governance/Leadership (3)

- Does the community have the right metrics?
(Good metrics on the right things?)
- Has there been a rigorous, comprehensive effort to identify the best metrics?
- Are these metrics well-communicated to the public?

Governance/Leadership (4)

- In the eyes of the entrepreneurial community, do leaders “get it”? Visibly? Credibly?

Governance/Leadership (5)

- Do a community's leaders support policies that emphasize growing the mindset (not skills)?
- Do a community's leaders support changing to a more entrepreneurial culture?

Governance/Leadership (6)

- Is bold, disruptive action considered the norm in economic policies?
- Is bold, disruptive action driven by threat or by opportunity?

What have we missed?

- Or screwed up? 😊
- Norris.Krueger[at]gmail.com
- @entrep_thinking
- Facebook, LinkedIn, Quora, SlideShare
- <http://bit.ly/EcoSys> ;
<http://bit.ly/EcoSysSlides>