

Connect the Capital: Matching Opportunities to the Right Resources

Accelerating entrepreneurs' access to it is central to most ecosystem builder's work. We know barriers stand between those seeking capital and those looking to provide it. Further complicating matters, not all money is the same, and not every entrepreneur needs the same type of capital. More needs to be done to improve access to all types of capital for all types of entrepreneurial ventures, regardless of industry, stage, or geography.

Your mission, should you choose to accept it...

Identify the various types of capital needed in a thriving ecosystem, clarify the role each plays, and identify ways ecosystem builders can create more consistent and equitable access to each.

Example Solutions

Starting from a blank page can be difficult—the following sample ideas are here to markup, change, and riff on as you determine the deliverable you will start building today.

- Draw an infographic to illustrate the various types of capital available in a thriving ecosystem and the role each plays. Mentally walk entrepreneurs from different backgrounds through the process of raising capital in this ecosystem to identify potential barriers and resources needed.
- Develop a Capital Matching Matrix to help entrepreneurs identify which kind of capital matches their current and future needs.
- Design a new type of capital vehicle that fills a particular unmet capital need in your ecosystem.
- Draft a pocket guide to non-traditional funding models comparing their advantages and disadvantages.

Conversation Starters *Common questions asked by ecosystem builders, that could be explored...*

- If you had \$1 trillion to fuel startups and growth companies in your ecosystem, how would you deploy it?
- How do we create different funding structures better suited to the business models of today (and tomorrow)? What are the current tools you'd improve (like lending) or new tools you'd employ (like the blockchain) to better match resources to opportunities, and opportunities to resources?
- What lesser known funding resources exist that are accessible to entrepreneurs anywhere regardless of geography?