

2. WRITE the VISION DELIVERABLES:

Entrepreneurship
Positioning
System

- How to build a healthy ecosystem

SHIFT:

A KIT THAT HELPS YOU
BUILD AN E.E. WHICH IS
SUCCESSFUL, PROPORTIONATE,
AND RIGHT FOR "YOU"

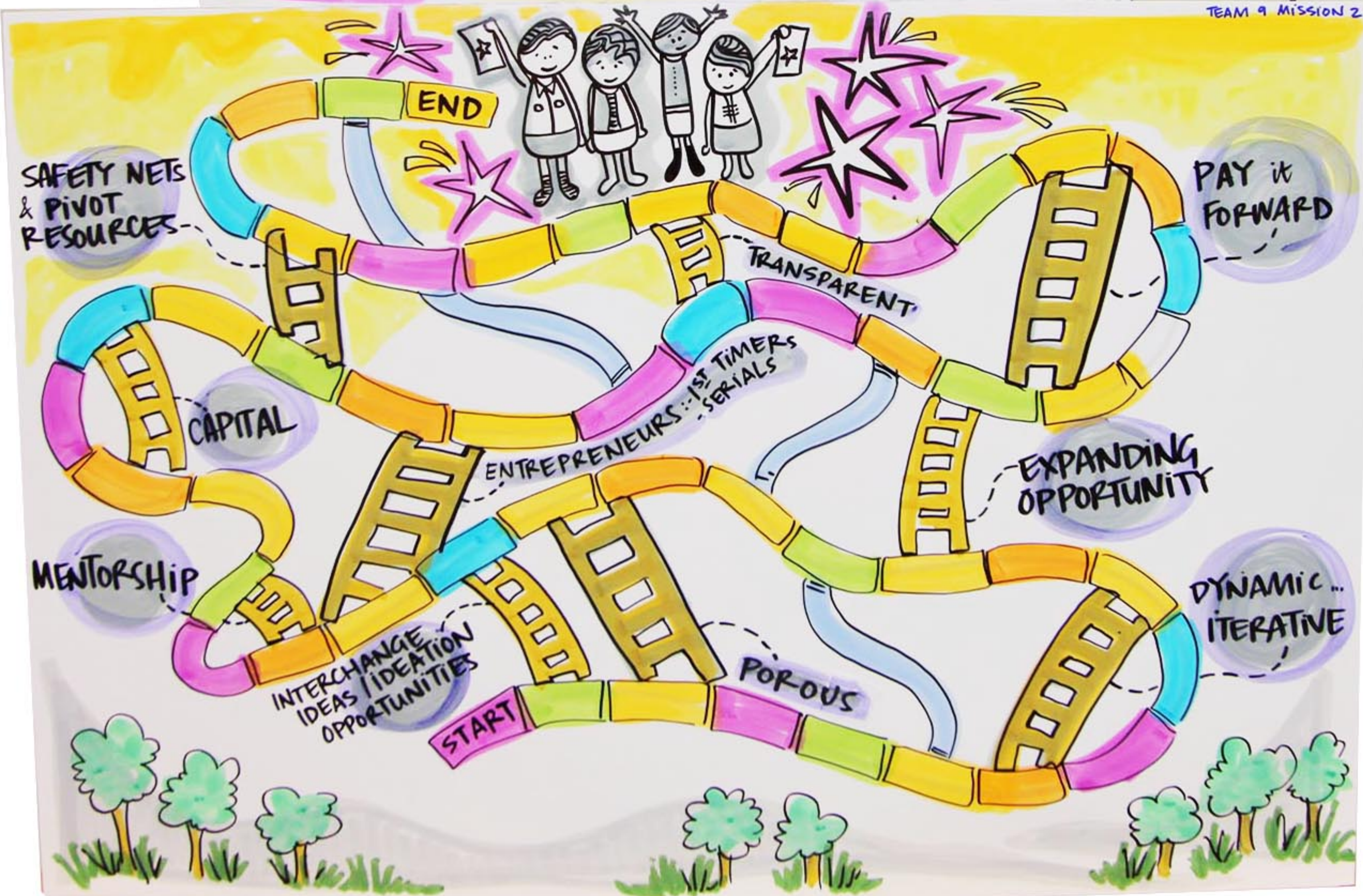
A Manifesto +
a process to
establish it
(e.g. Ecosystem
Congress)

INSIGHT:

- Human-centered / community
- It's hard!
- Common core values

ENTREPRENEURIAL POSITIONING SYSTEM

TEAM 9 MISSION 2



Deliverable Name: Entrepreneurial Positioning System (EPS)

Mission Title: ~~Write~~ Write the Vision

Table: 9

Description

what are you delivering today?

Attributes and components of a healthy ecosystem that ^{ensures that} ~~allows~~ anyone who wants to start, grow, or maintain a company has the resources and opportunity to do so.

Application

EPS.

how does it work? how will it be used?

"ESHIP GPS"
Assessment tool and vision integrator
(Like a GPS) Navigator

Impact

how will it help ecosystem builders?
what systemic issues will it address?

Identify pain points, gaps, solutions, and next steps.
Gives a clear starting point & ~~clear~~ ^{core} definition of success

Team Members

who is working on this? include contact info and any future plans or commitments

Anyone who shares the core vision

Partners & Resources

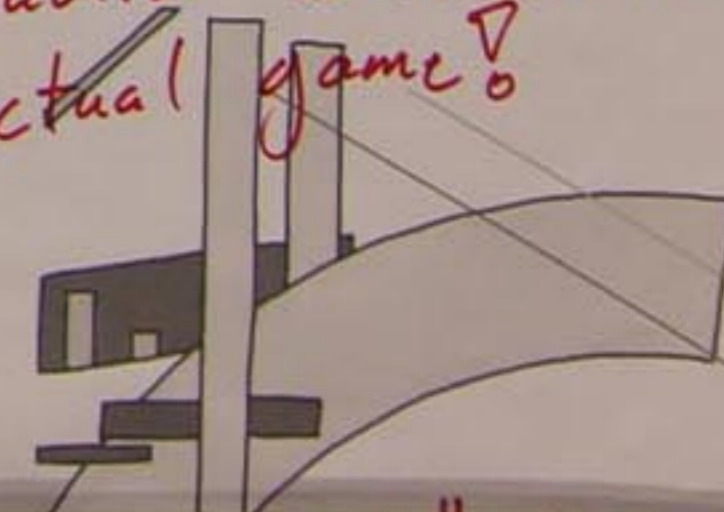
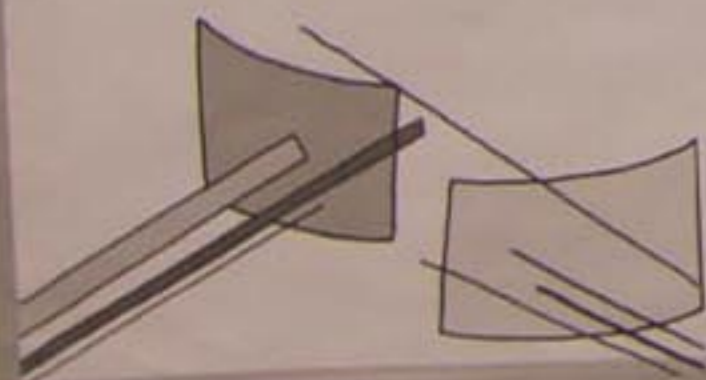
what partners and resources should be engaged going forward?

Anyone augments and invigorates the core vision

Next Steps

what should happen next? where would you like to see this go in future iterations?

Solidify the components of a healthy ecosystem. Evolve and feed forward learning. Build case studies and tools. Make an actual game!



NAME

HOW TO BUILD A

HEALTHY ECOSYSTEM :

The Game

- FRANK MALETE NOA SIMONS JOHN OWEN HANNAH PECHAN MATT HAGGAMAN
CHANDRA MILLER FIENEN MARISANE HUDSON IAN BATTUTIS

DESCRIPTION

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The SIM SYSTEM for

entrepreneurship ecosystems

FWM PP
MINDSET

FWM PP
FRAGMENTS
FRAGMENTATION

Ecosystems
vs.
Egosystems

SILDED
INTERESTS
Noa

Scalable
vs.
Main street

Jobs or
other
metric?

CORPORATE/
ESTABLISHED
BUSINESS LACK
OF INTEREST
J

ADVERSE
CULTURE
J

FWM
PP
"FOUNDERS
SYNDROME"
EGOSYSTEMS

Lack of
corporate
buy-in

ENTRENCHED
INTERESTS
Noa

CACOPHONY
FROM
DISCONNECTED
PLAYERS
Noa

how do we
sort entrepreneurs
who ranking
them?

ANCHOR
LOCATION(S)
Noa

BLACK
HOLES

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4

FWM
C
COGNITIVE
SCAFFOLD
- TEMPLATES
- SCRIPTS

FWM
C
LONG VIEW

Under's
erspective

ECONOMIC
OPPORTUNITY
Noa

CONTRIBUTION

FWM
C
DYNAMIC
STATUS QUO
STASIS

Language
survey

Bureaucratic
Navigator

having a
drive building
really helps

bringing
diversity
IN

FWM
C
ECOSYSTEM
- NESTED
ECOSYSTEMS

Miami
population
+ diversity

Facilitating
the wider
conversation

TEAM

FWM
C
F. CAPRA +
- ONE PLANET
- ONE HUMANITY
- ONE EACH
TIME LINE

SELF FULFILL-
MENT
Noa

FWM C
MIND
Spacious

PERSONAL
RESPONSIBILITY
Noa

FWM
C
SUSTAINABILITY

Education,
Knowledge to
create new
investors

RESOURCES
CHANDRA

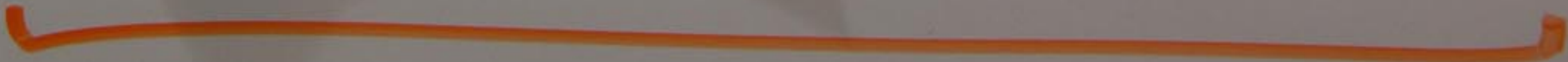
APPROACHABILITY
CHANDRA

FWM C
PHILOSOPHY
MISSION
VISION
VALUES
VIRTUES

HAVE MAPPED
ECOSYSTEM BY
SERVICE TYPE
& COMPANY STAGE
J

NEW
NONCOMPETITIVE
POSITIONING
CHANDRA

↙ →
DESIRE TO
MEASURE
COLLECTIVELY!
SHARE CREDIT.



COMPONENTS OF
ECOSYSTEM
EVOLVING FASTER
THAN INTENTIONALITY
& VISION CAN
ADAPT

INSTITUTIONAL
POLITICS &
NEED TO "OWN"

J

FWM PP

MODELS

- ANTIQUATED
- ARCHAIC
- ANACHRONISTIC

Pathways
for ents not
connected
(resources don't
know each other)

DIFFERENT
NODES
HAVE DIFFERENT
PRIORITIES
& INCENTIVE STRUCTURES
& LIMITATIONS

FWM PP

END

- ① SHOW ME WHERE IT
HAS/IS WORKING
- ② ROI
- ③ PROVE IT

NON IMPACTFUL
ENTITIES
SUCKING RESOURCES
& ENERGY AWAY

Terminology
leaving people
out?

Fwm PP
LANGUAGE

Difficulty
defining the
movement

is this for
the elites or
is it for the
community?

Shortage of
diversity of
role models

Social links
missing for
different
demographics

Unconscious
Biases
mean good
acts not
supported

Does
entrepreneurship
have inherent
value?

About the
person or
company?

Geography
vs.
Community

COMPONENTS

* ENTREPRENEURS — 1ST TIMER'S
— SERIALS

TALENT

Ent. community "neighborhood" watchers
SHARED COMMUNITY VALUES

INTERCHANGE

* IDEAS/IDEATION OPPORTUNITIES

COLLISION SPACES/EVENTS

EDUCATIONAL PROGRAMMING
& AWARENESS

HIGHLIGHTERS LOCAL OF ENTREPRENEURS FREE COFFEE, BEER, DONUTS & DOGS

ROADMAPS FOR ENT. COMMUNITY & BIG COMMUNITY

SUPPORT SERVICE PROVIDERS (symbiotic, not parasitic)



* SAFETY NETS, PIVOT RESOURCES
ECOSYSTEM BUILDERS

ATTRIBUTES

* TRANSPARENT

~~SEMI~~-POROUS *

INCLUSIVE

INTER-OPERABLE

INTER-CONNECTED

DYNAMIC *

ORGANIC

~~PLACE-BASED~~

COMMUNITY-BASED

NAVIGABLE

HEALTHY

ASPIRATIONAL
INSPIRATIONAL

SHARING

* PAY IT FORWARD

PLATFORM

* EXPANDING

→ OPPORTUNITY

TRANSFORMATIONAL

HUMAN/INDIVIDUAL
CENTRIC

ITERATIVE

SYMBIOTIC

SYNERGISTIC

SKEPTICAL

AMBITIOUS

NON-KOOLAID
DRINKING
ECHO CHAMBERS

PARKING LOT

Organization /
communalities

How do you
define your
ecosystem?

Chutes
and
ladders

Forward momentum
/ innovation
driven

Infographic /
map/
model

How do you
build a
healthy
ecosystem?

Vision
statement

Pathway
to
Vision

Getting from
A to B with
multiple pathways

Basic
elements of
health + success

GOALS:

1. Everyone is heard
2. Ship our deliverable

Success =

Anyone who
→ grow or maintain
wants to start a company
has the resources and
opportunity to do so.

(10)

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ATTRIBUTES

ASPIRATIONAL
INSPIRATIONAL
SHARING

LEADERSHIP