

12. TRACK YOUR PROGRESS

DELIVERABLES:

- GUIDE FOR ORGANIZING FOCUS GROUPS + INFORMATION FROM ENTS
- MAP WHERE ENTS LIVE + WORK → PROGRESS, SUPPORT, STRATEGIES
- MEASURE VELOCITY OF BUSINESSES (DATA = TAX, CRM)
- MEASURE CONNECTIONS BTWN ENTREPRENEURS + TEST **INSIGHT**: WHETHER THAT LEADS TO BUS SUCCESS
- WE NEED TO FOCUS ON THE ENTREPRENEUR - WHAT THEY WANT, WHERE THEY ARE - TO BUILD METRICS
- WE NEED LOTS OF DATA SOURCES - PUBLIC + PRIVATE

Premise: Network connectivity is important to entrepreneurial ecosystem building.

①

Tools / Resources (to connect)

- 1) KC SourceLink
- 2) 1 Million Cups
- 3) Meetups
- 4) Startup Weekend
- High (Super Connector)

②

Tools / Resources (to measure)

- 1) Startup Genome
- 2) Ted Zollars: Deal makers

③

Further Research (Connectivity Index)

- IS there a ⊗ Theory of Change
- 1) What is magic # to improve efficacy?
 - 2) What is quality - how to measure - that improves efficacy
 - 3) What is needed diversity (technical, biotech) needed that improves efficacy?

Best Practices An area for research/exploration:

- 2) Connectivity Index (tool)

2) What is quality - how to measure - that improves efficacy

3) What is needed diversity (technical, biotech, needed that improves efficacy?

Best Practices An area for research/explorations:

2) Connectivity Index (tool)

3) Do more connections = greater success?

4)

Hypothesis

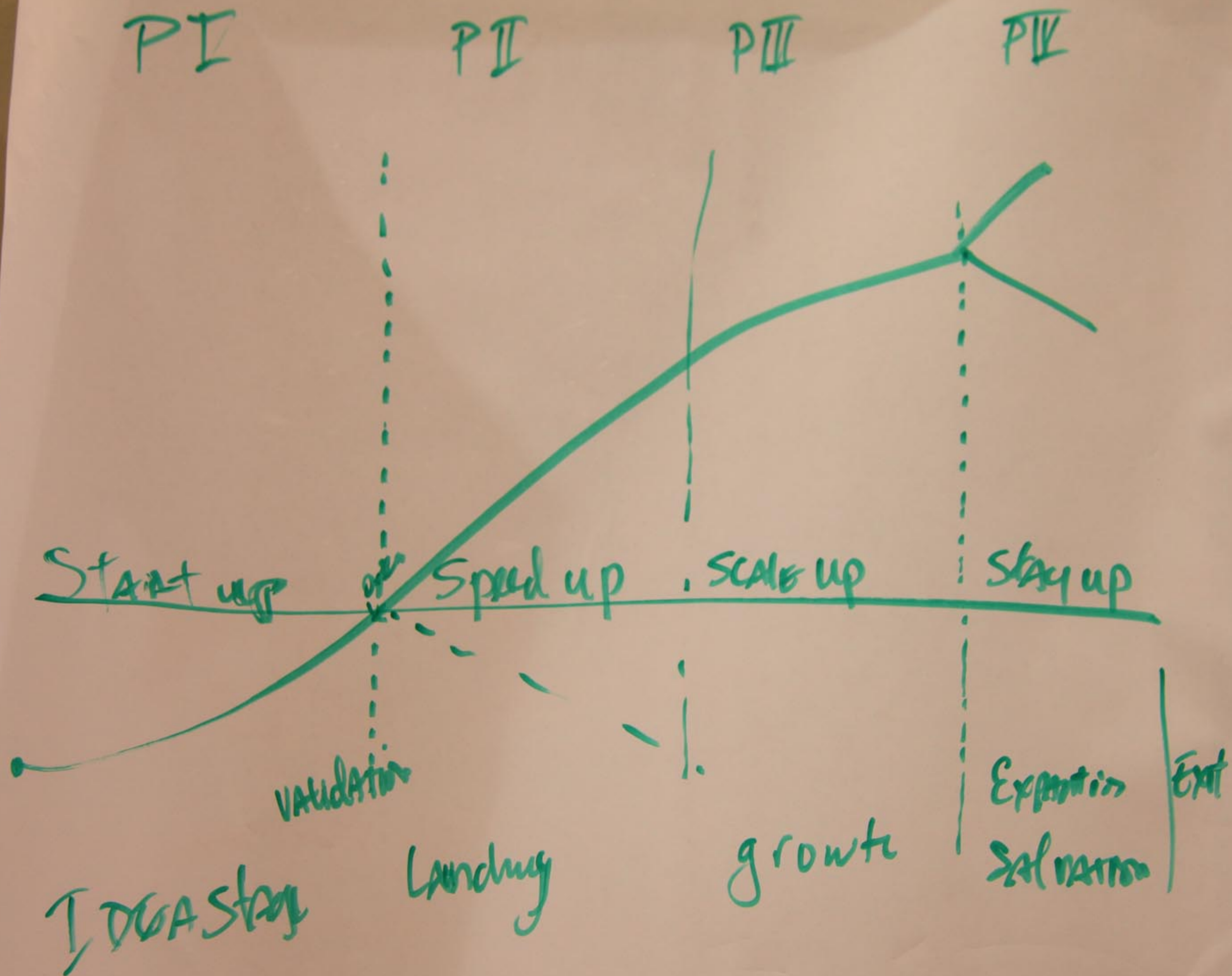
- More diverse networks = ↑ success
- Wider net = ↑ success
- Focused net = ↑ success
- Right timing connections
- Deeper, committed networks = ↑
- Better program - program = ↑
(org - org)

What are the new measures of Success? Future metrics for ecosystems to build the case for our work.

→ VELOCITY OF THE BIZ

- government data (ie taxes)
- collecting data through touch points
- customer base or proxy ex. CRM Data
- online data that shows economic activity (aggregate data) (social data)

open data pilot, match tax data & extrapolate to find correlations that predict income (to not need income data from every state)



entreprene
that helps
by
Features

A GUIDE
ORGANIZI
GROUPS/IN
WITH ENT

- ORG check
- Facilitator
- Standardize
- "segments", e.g.
phases (mod)
- Templates
effective

A SURV
To help

ERM™

entrepreneur relationship management

a 'system' for ecosystem-builders
that helps clarify what entrepreneurs need most
by asking them!

Features

Partners: (possible)

A GUIDE FOR
ORGANIZING FOCUS
GROUPS/INFO. INTERVIEWS
WITH ENTREPRENEURS.

experts in focus groups.

- ORG check lists + How-Tos
- Facilitator Guide
- Standardized Questions by "segments", e.g. startup / scale up phases (modules)
- Templates, Tips + Tricks for effective meetings

community partners can also use ERM!

The Value Web.

+ how to follow up

A SURVEY TOOL

Survey Gizmo.

- To help describe progress
- w/ REPORTING FEATURES

Sourcelink.

Kauffman!

A WEBSITE (to learn about it
Best Practice Knowledge Base)

Difficulty of funding

ASK? For Funding

SHARE DATA BASE

ERMTM - Entrepreneur Relationship Management TRACKING

Technology
to not used

DASHBOARD

KIT *Perjil
*PHASES
*Projects
*LOCATION

Funder
FUNDING



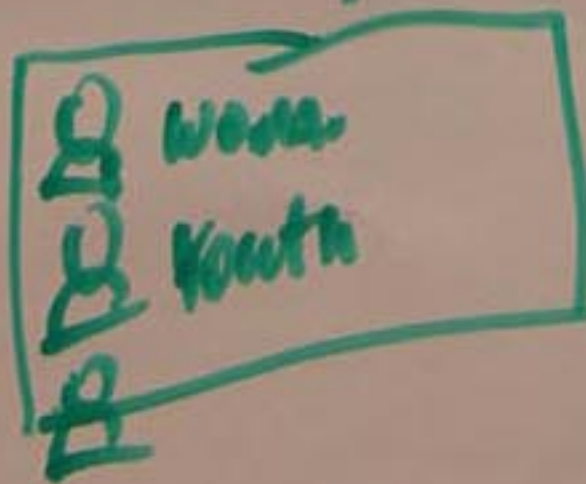
6 Questions Phase 1
Aggregation of TOPICS

Pipeline



organization gap

Impact to the Economy



Segment
Industry



WHAT UNANSWERED QUESTIONS

DO YOU HAVE WHEN SUPPORTING

ENTREPRENEURS IN YOUR

COMMUNITY?

"trad." metrics encourage duplication.

not collaboration.

-jobs

- jobs
- diversity
- edu
- retention

} pillars



→ Separation/diversity

↳ "women accelerators" → "SAFE" spaces
could become "quantitative" spaces
"women \$"

- how to integrate eship into edu?

- lonely, hard space after eship failure?

↳ barriers to entry

• Analog to unemployment insurance for eship?

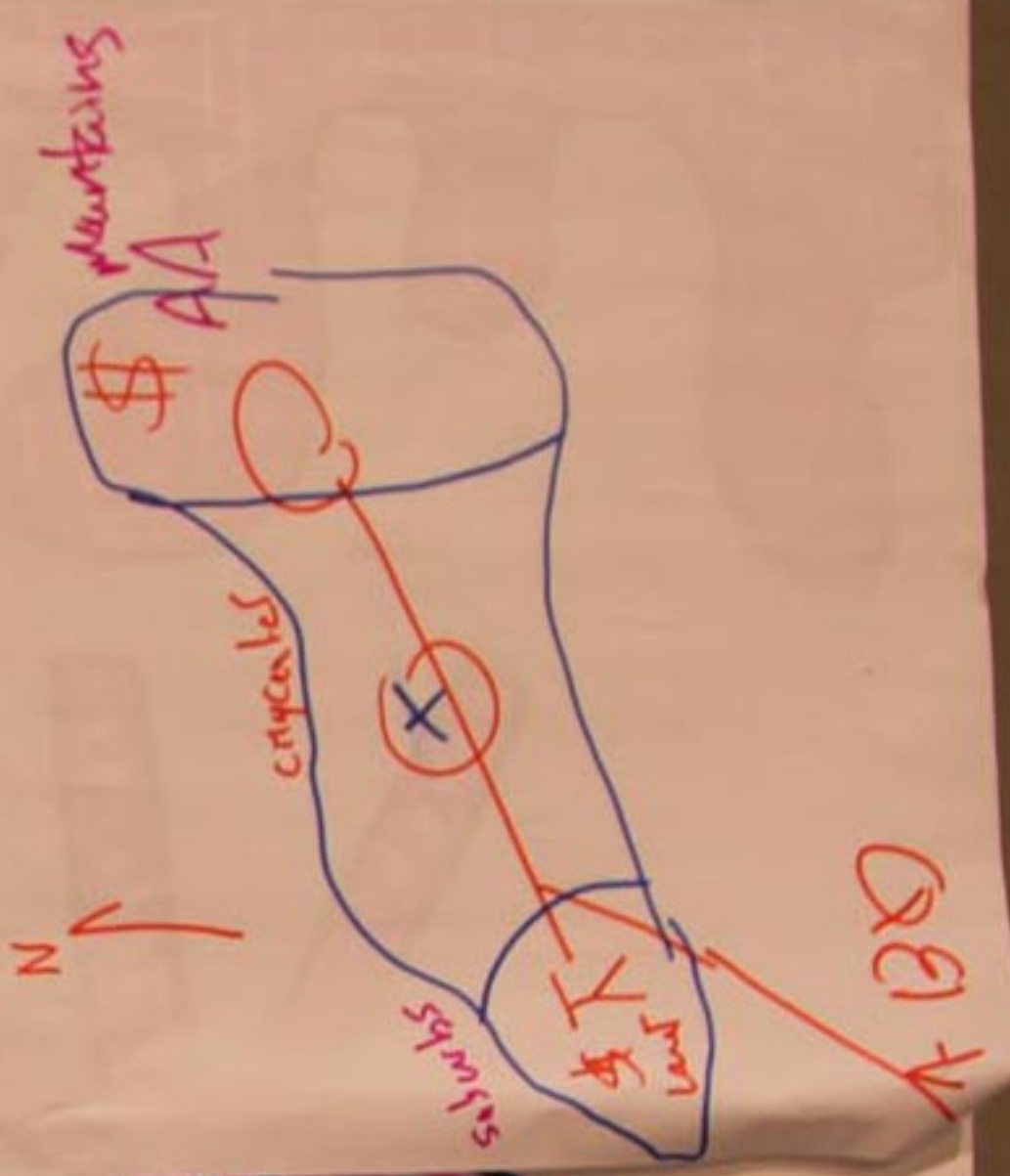
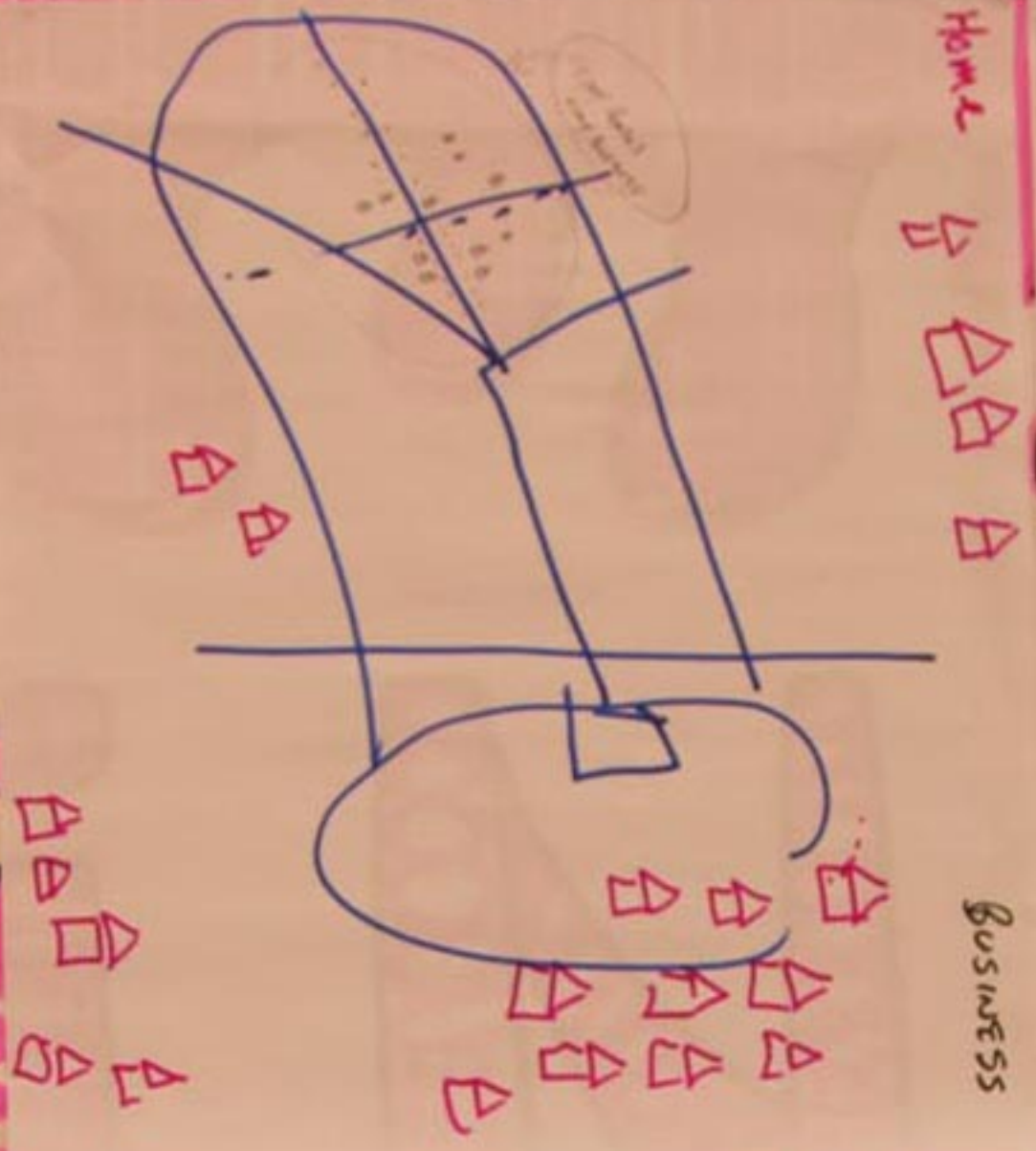
~~edu~~
- edu for entreps & employees

(Startups) (Existing Company Attraction) (Scaleable Growth Cos)

3

AND (not either/or)

- what precedes job creation?
 - how to have metrics that encourage cooperation, not duplication?
 - metrics that work for different "types" (eg., Startups, Scale)
 - how to tell the story?
 ↳ loyalty to community
- entrep. @ center (metrics that matter to entrep)

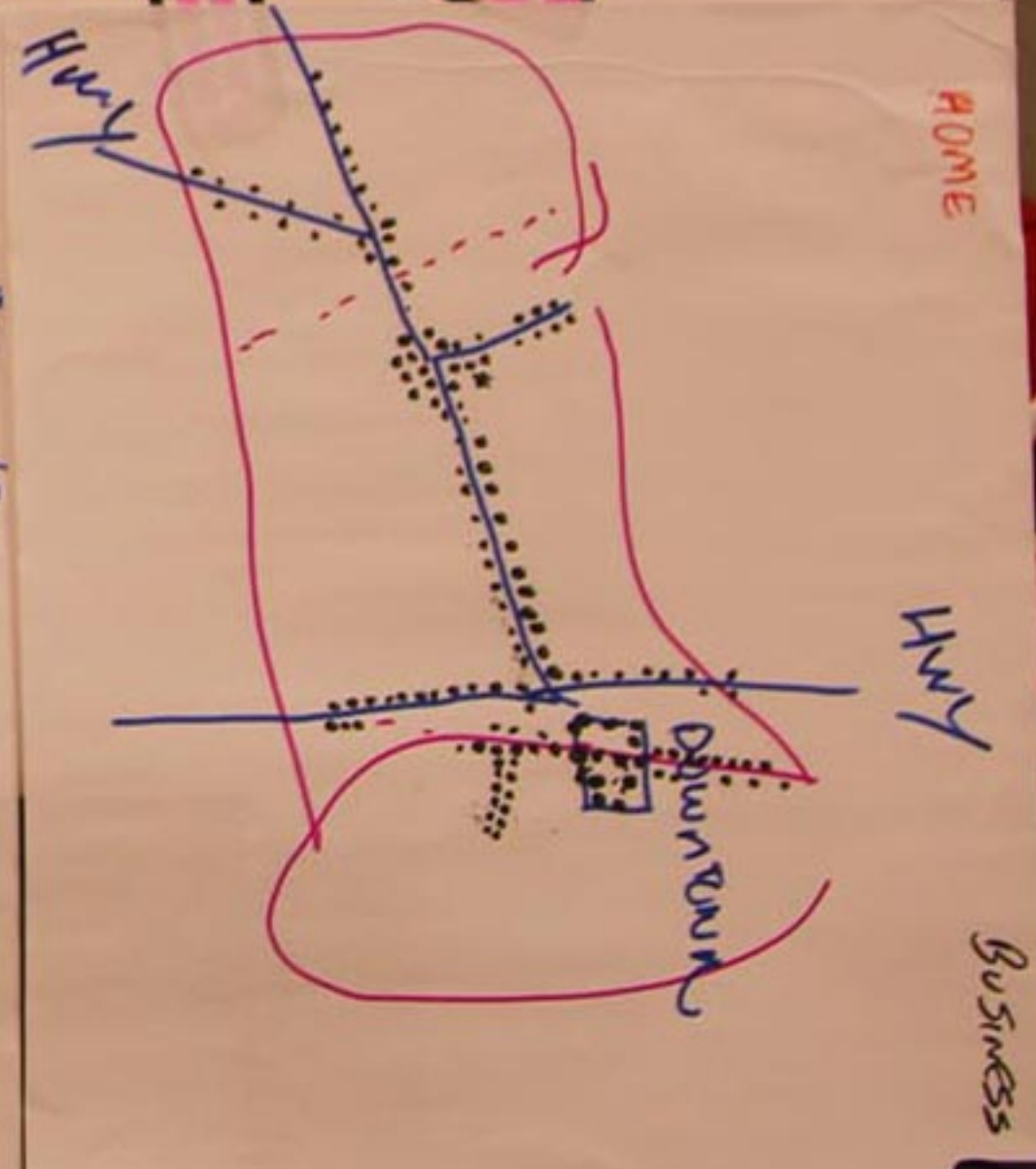


- future skilling?
- what is the future of our city? what values do we want to build?

- TOOL
 - RESEARCH PROJECT
 - LIST OF RESOURCES
- 1:00 PM
- to FIND ^{WHO THE} ~~WHERE~~ ^{THE} ENTREPRENEURS LIVE (WORK) THAT ARE UNDER THE RADAR

- FIND & MAP ENTREPRENEURS
- T
 - LIVE
 - WORK
 - OTHER LOCATIONS "HANG OUT" ENTREP ACTIVITIES
- DEMOGRAPHIC
- TYPE OF BIZ (SIZE/SECTOR)

- POTENTIAL INPUTS
- GOOGLE TRACK
 - FOUR SQUARE
 - OTHER COMMUNITY TRACKING
 - BIZ REGISTRATION
 - FACEBOOK
 - DEAL REPORTING
 - LINKED IN
 - BARS
 - BARBERSHOPS



(Startups)

(Existing Company Attraction)

(Scalable Growth Cos)

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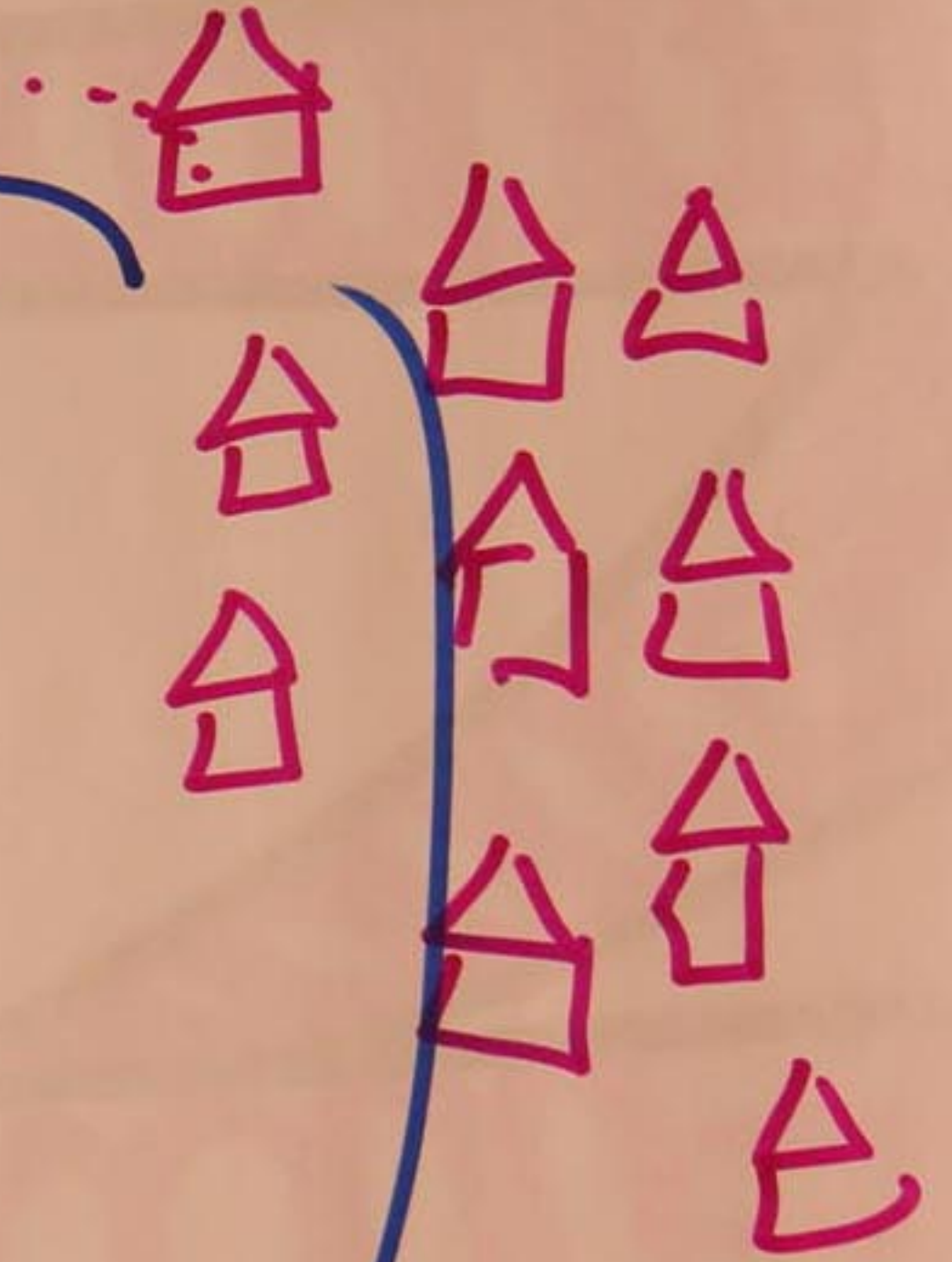
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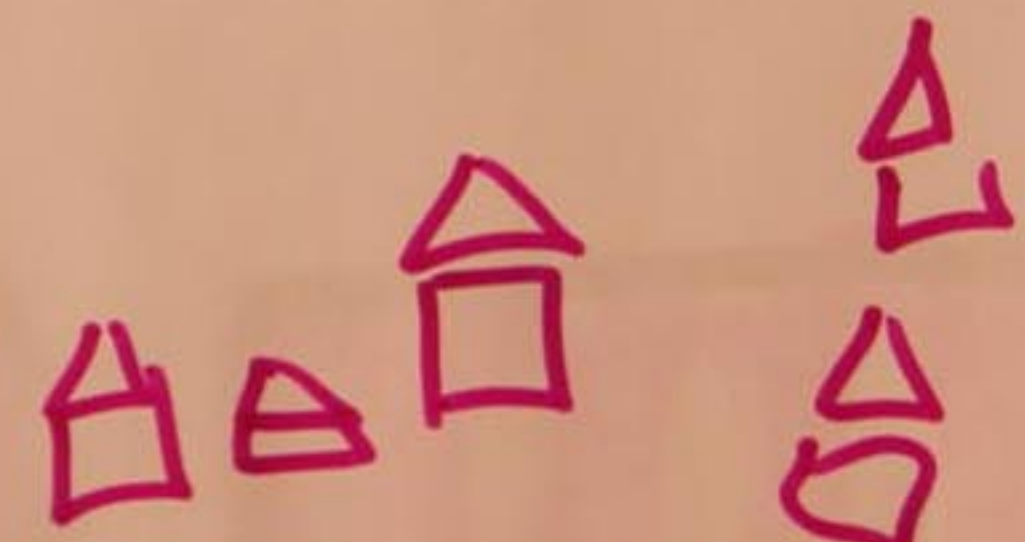
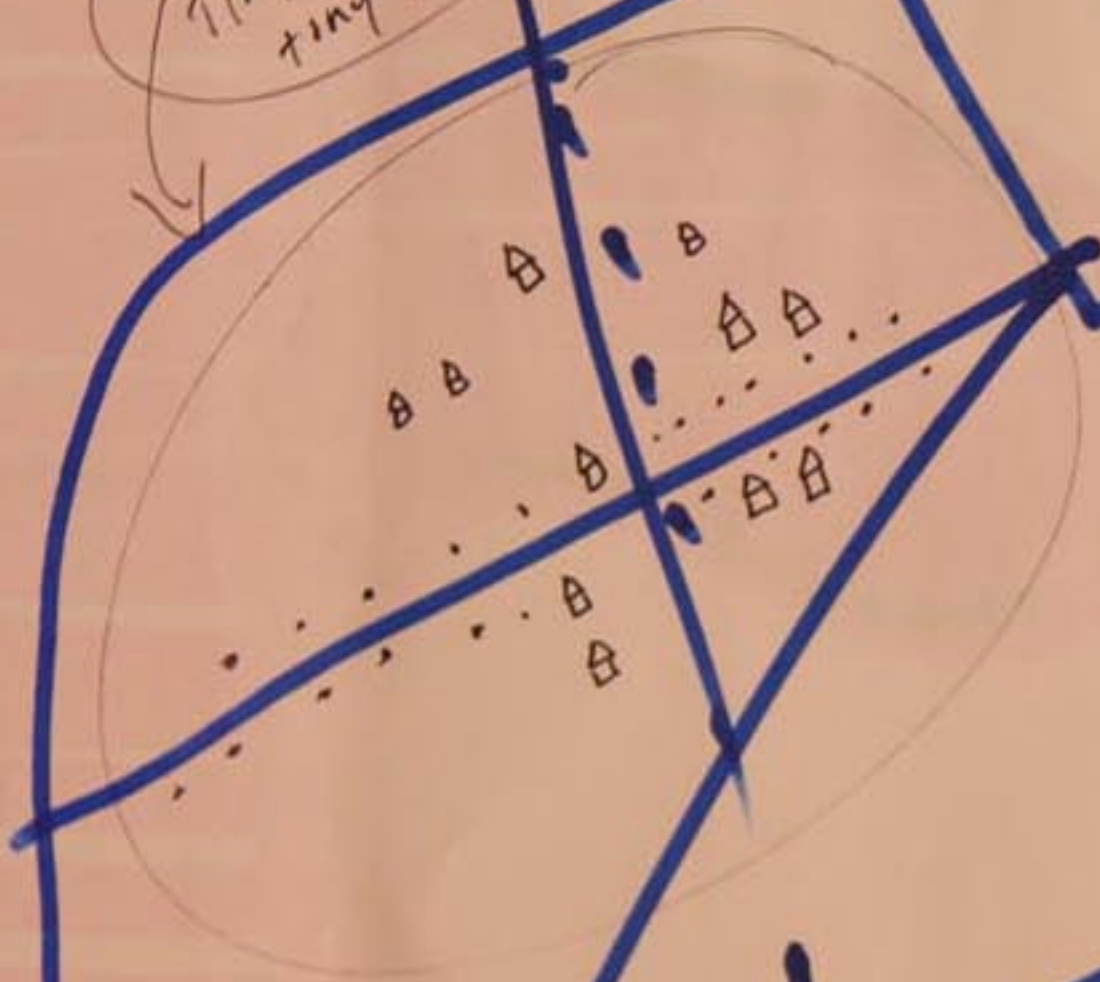
Home



BUSINESS



TINY HOMES
TINY BUSINESS



- TOOL

- RESEARCH PROJECT

- LIST OF RESOURCES

TO FIND ~~WHO THE~~ ^{THE} ~~WHERE~~ ENTREPRENEURS

~~LIVE (& WORK)~~ THAT ARE
"UNDER THE RADAR"

1:00 PM

FIND & MAP ENTREPRENEURS

- T

- LIVE

- WORK

- OTHER ~~LOCATIONS~~ "HANG OUT"
ENTREP ACTIVITIES

- DEMOGRAPHIC
- TYPE OF BIZ
- SIZE / STAGE / SECTOR

POTENTIAL INPUTS

- GOOGLE TRACK

- FOUR SQUARE

- OTHER COMMUNITY TRACKING

- BIZ REGISTRATION

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- DEAL REPORTING

- LINKED IN

- BARS

- BARBERSHOPS

N
↑

mountains

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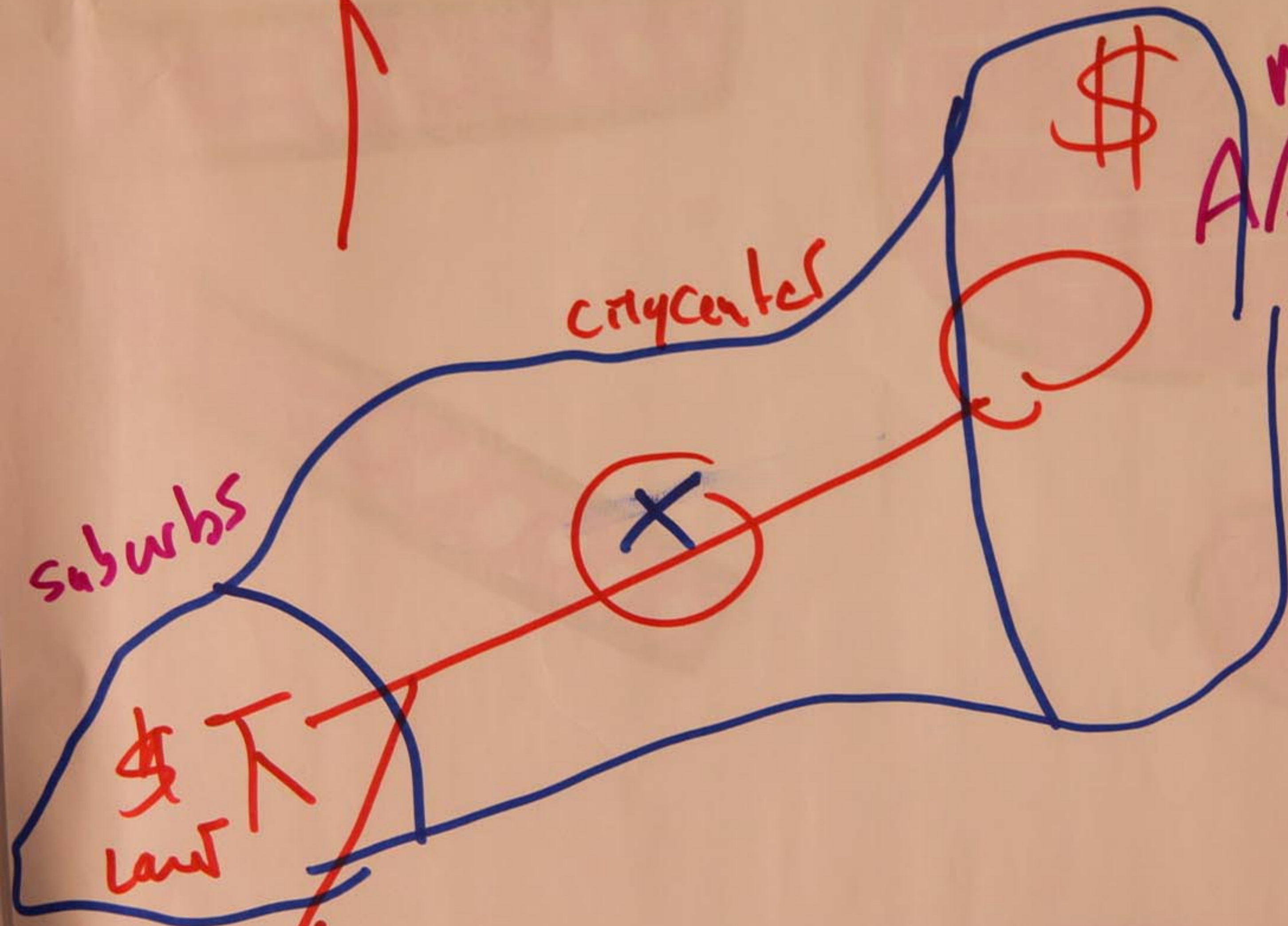
city center

suburbs

X

\$
land

1300
↑



HOME

BUSINESS

HWY

Downtown

HWY



CITY PLANNERS

- ECONOMIC DEVELOPMENT
 - PLANNING
 - TRANSPORTATION
- ALLOCATE
RESOURCES

(BIZ LICENSE FEES IMPORTANT)

ENTREPRENEUR SERVICE ORGS

- LOCATION OF SERVICES/ACTIVITIES

- Connectivity
• econ. value of connections
• business

- Velocity of biz

↳ interventions per stage

↳ beyond/below curve

↳ data.

- incorporation

- employees

- taxable income

- where entreps are living

↳ map by neighborhood

↳ undiscov'd entrep.

where gaps are

↳ self-employed taxes

BUILD



① DEFINE YOUR END GOAL

A) PRODUCE A TOOL

B) CREATE A SKELETON RESEARCH PROJECT

C) MAKE A LIST OF RESOURCES

② REFINE YOUR VALUE PROPOSITION
- WHO GETS WHAT FROM THIS?

③ WHO ARE YOUR KEY RESOURCES + PARTNERS?

ALLOCATE
RESOURCES

PARTNERS

RESOURCES
ACTIVITIES

TRACK OUR
PROGRESS:
Developing a Research
Agenda for Measuring
Ecosystem Building

③

WHAT ARE THE NEW MEASURES OF SUCCESS? FUTURE METRICS FOR ECOSYSTEMS.

(TO BUILD THE CASE FOR OUR WORK)

Paulina
Arnold, Ryan,
Ross,
Genevieve
Holly
Rick Arnobio

Brittany
Eva
Eric

④

WHAT IS CONNECTIVITY?

- MEASUREMENT
- WHAT WE CAN DO.

- MAUREEN
MATT
SUZANNE
AARON
JF
Ji Mi

⑤

HOW DO WE CREATE ENTREPRENEUR-CENTRIC METRICS?

- WHAT AN ENT WANTS/NEEDS & PROGRESS.

Jacqui,
John
Tammi
Kalya
Cathy

YOUR
ESS
BLES:
ORGANIZING
UPS + INFORMATION
ENTS LIVE +
GRESS, SUPPORT,
STRATEGIES
VELOCITY OF
(DATA-TAX, CRM)
NNECTIONS BTWN
NEURS + TEST
WHETHER THAT
LEADS TO BUS
SUCCESS
FOCUS ON THE
- WHAT THEY WANT,
RE - TO BUILD METRICS
OF DATA SOURCES
PRIVATE

What are
Success:
ecosystem
→ VELO
: governm
: collectin
: custome
: online a
activity
open data
& extr
correlations
(to not ne

entrepreneur
that helps clarify
by asking
Features

58

- what future values of our cities will drive future skilling?
- what are the future metrics for eship ecosystems?
 - o stages?
 - o what precedes job creation?
 - o entrep. @ the center. What are the metrics
 - o entreprs care about?
- integration. how do we prevent "safe" spaces from becoming "quarantine" spaces?

57

- How do we get beyond conventional metrics to tell the full impact story of Eship?
- What is the impact of entrepreneurial mindset on both market-valued outcomes and intangible outcomes?
- How can we use conventional + unconventional data sources to track the dynamics of entrepreneurial ecosystems more effectively?

MISS
TRAC
PROG
Developin
Agenda fo
Ecosyste



BUILD

Metrics

quality

④

CONNECTIVITY

① E2E
connectivity

① DEFINE YOUR END GOAL

- TOOL, RESEARCH PLAN,
RESOURCE LIST, ETC

② C2C
connectivity

- Connecting

- Convening

- Not

- Under

② REFINE YOUR VALUE PROPOSITION



③ ID YOUR KEY RESOURCES + PARTNERS

1. Network connectivity is important

Universities network of

2. Difficult to quantify

known, inaccessible

3. Once quantified, difficult to turn into action

unknown

- Research

- KC Secretariat Research

- Ted Zolla

- Dealma

quality

activity

2C
connectivity

VERS
of

④ CONNECTIVITY.

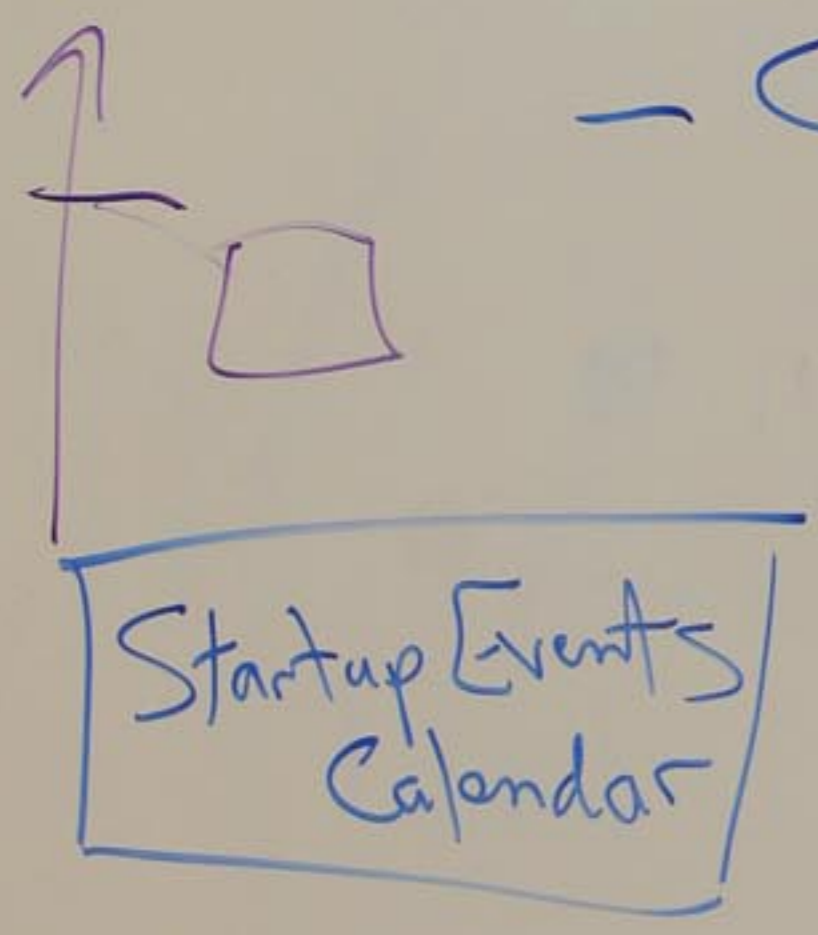
- Connecting entrepreneurs, programs & investors.

- Convening as Facilitator

- Not SME always

- need to develop SME capacity

- Understand value of issue to EEB



- Research & data analysis

- KC SourceLink
Resource Navigator

- Ted Zollar
- Dealmakers

- KE 4 week
program

- Startup
Genome-
Local

- KE -
KC Connector

- KC Startup EDN

Connectivity
Oct 1, 2017

End Goal:

1) Measurable metric methodology for Connectivity

- Tool
- Process
- Measureables

2) Connectivity Index

- Degrees of connections
and for "success"
- "Quality" of connections

3) In KC, #IMC is step 1.

4) How do you identify "Super Connectors"?

Metrics:

annuity
Oct 1, 2017

N

Metrics

that you've met at least once or twice

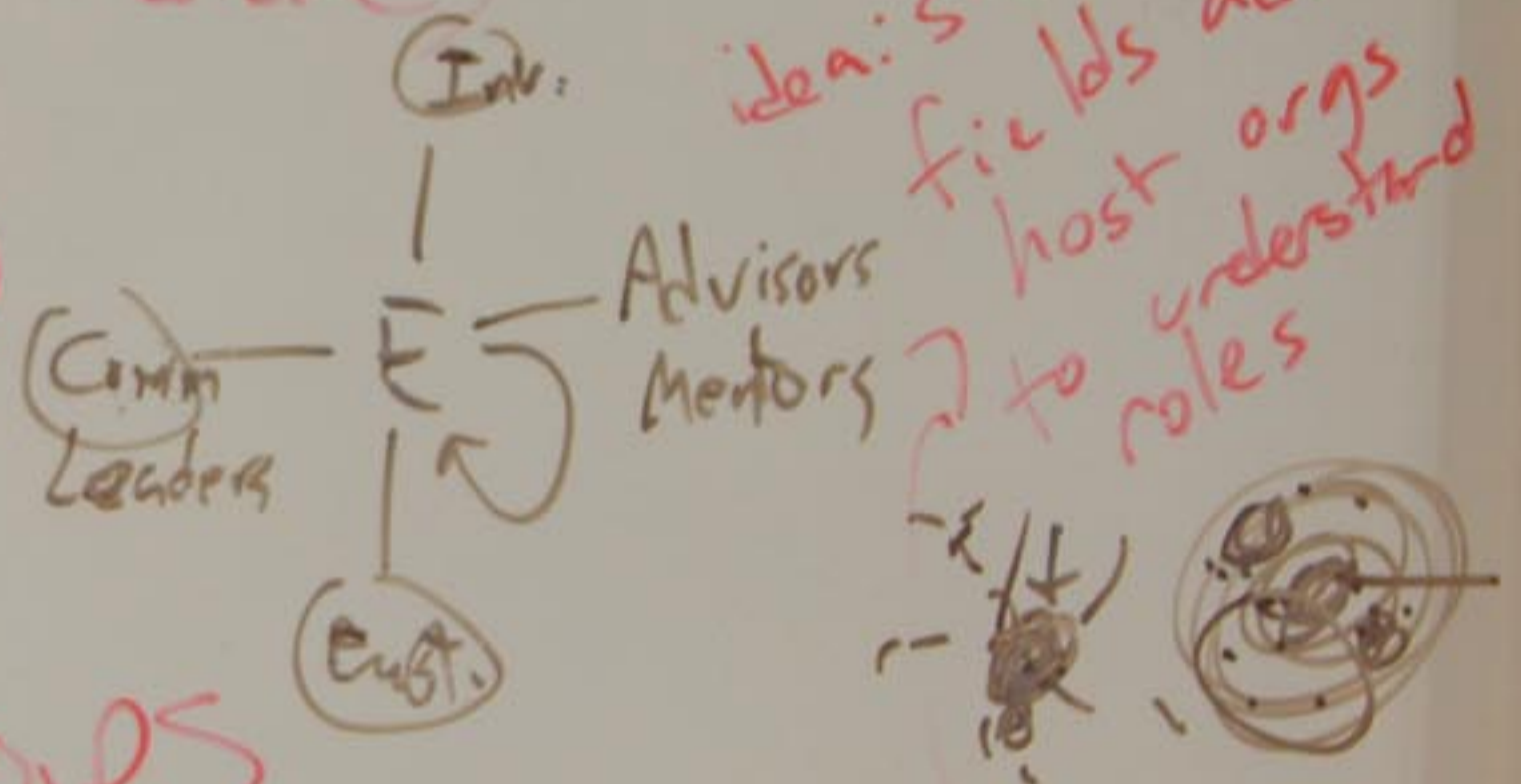
1) How many % do you know who would spend an hour in the ~~past~~ week to help you address a business problem?

- Qual. - \log #
- Activ.
- Density Ctr Gro

(primary research - Startup Genome)

2) Social network (online)

- LinkedIn mapping
- Meetup.com
 - belonging to groups
 - attending meetups
 - similarity / difference of groups
- EventBrite - cross network attendee lists



3) Ted Zoller's dealmaker network methodology

4) # resource networks within community

→ look at the internal engagement metrics

1. mentors →

~~How to build an ecosystem with metrics to track?~~

How do you measure the effectiveness of an ecosystem & its impact? (K.P.I. ^{Relevant})

How do we identify potential entrepreneurs?

How to map what's out there & if it's working?

What is out there? And does it work?

→ What programs exist

→ where no gaps

→ Performance

→ Link entr.

What is entrepreneurs' perspective?

→ biggest challenge

→ value from programs

→ impactful resources

Identify potential entrepreneurs? ~~?~~

⇒

What are the most impactful resources / what's working?

What do they see happening in other communities?

- Programming
- Gaps

How can local gov. support entrepreneurs?

How would you prioritize issues to address?

Who do you think can help solve problems?

How can those problems be solved?

How do you measure time saved / connections?

What 3 metrics would you look at to measure success / impact?

- Needs & is it being measured effectively
↳ of support org.
- Dashboard to assess effectiveness of programs & agencies

What does the dashboard look like?

How do we identify potential entrepreneurs?

How do you help move someone from a low-paying job to potential entrepreneur?

How do you really get support organizations to collaborate / work together?

How to help entrepreneurs navigate programs?

- Understanding what each player does.

WHAT UNANSWERED QUESTIONS

DO YOU HAVE WHEN

SUPPORTING ENTREPRENEURS

IN YOUR COMMUNITY?