Upstate Entrepreneur Ecosystem

2019 WORKSHOP II TUESDAY, JUNE 4, 2019

SERIES SPONSOR

Ogletree Deakins
How Do We Measure Success?

Economic growth through Entrepreneurship

Vote
Place a sticker on the data point you think will:

• Tell us the needle has moved
• Provide direction for next steps
Today’s Activities

• Connect
• Learn
• Empower

people + culture = everything

TRUST

The Entrepreneurial Ecosystem Playbook, Draft 2.0, 2018, The Kauffman Foundation.
Steps to Building a Connected Ecosystem *(how we got here)*

- Identify
- Connect
- Empower
- Measure

*Beyond Collisions: How to Build Your Entrepreneurial Infrastructure*, Maria E. Meyers, Kate Pope Hodel
Connecting

• Your name
• Your organization
• A current project and it’s expected outcomes
  ◦ We are working on _______ and it is expected to accomplish ___________.
Global Entrepreneurship Week
November 18-24, 2019

GEW staff joining us in September, virtually

Why Celebrate GEW?
• Create critical mass of activities
• Shine a light on our activities
• Fill the gaps in community awareness
Learning

Michael Nail, Associate
Scribble

Laura Corder, Managing Director

Office of Innovation
SC Department of Commerce
Your content toolkit for innovation
we hear you
Encourage Innovation

Brainstorm

Community Asset

Future

Storytelling

Put SC on Innovation Map

Map the State Innovation Opportunity

Brac on SC

Quality of Life!

Move the Needle
The Brand
What’s the first thing you do when you have an idea?
next big IDEA
Rationale

Innovation is a relentless process of observing, thinking, pivoting, and scribbling...

Scribble captures this energy through the use of bright colors and unique shapes that convey movement. Individual pieces come together to build new paths and create a sense of community.
We’re elevating our innovators to influencers through authentic and repacking content into snackable bites.
Become a Resource

Interested in becoming a resource for up-and-coming innovators? Submit your details and potentially become part of the SC Innovation Program.

Create Profile
Make a personal profile

Add your organization

Add the resources your organization provides

Contact Ainsley Schmidhausler
aschmidhausler@sccommerce.com
GREENVILLE, SC
ATLAS LOCAL

Coworking is about building a real community in tough—and it’s what we do best. We’re a curated collection of stellar humans and companies who give a damn about hard work and a life well-lived. Our members kick ass and take names across a wide range of work and play. Join us!

Industry Focus
Other

Organization
Atlas Local

Facility Amenities
Networking, High Bandwidth, Wireless Internet, Conference Rooms, Team Rooms, Private Offices, Private Phone Rooms, Color Print, Business Mailing Address, Personal Storage, Projector, Kitchenette, Parking, Secure Access, Gym Access, Coffee

Fun Fact One
Join the Scribble community
Make a profile
Subscribe to Noteworthy
Add events

@readysetscribble
Nominate
Are you an innovator or do you know of an innovator in South Carolina? Get involved!

Nominate
If you're an innovator or know of someone who should be featured, let us know! We're looking for innovation never before, with a focus on people who are changing the world.

Candidate
First Name
Last Name
Email
Phone

Nominator
First Name
Last Name
laura corder

Managing Director
Office of Innovation
lcorder@scccommerce.com
ESHIP Summit

Michael Mino
Clemson University
Ecosystem Building Objectives

From May 2019 ESHIP Summit
Goal 1: Inclusive Field

Ensure ecosystem builders with diverse perspectives lead our field.

- **Diverse NRP Leadership** – Support the network of ESHIP national resource providers (NRPs) in ensuring that their leadership and boards are intentionally diverse and inclusive.

- **Ecosystem Builders Speakers Bureau** – Create a diverse and inclusive database of speakers from across the ecosystem building field.

- **Ecosystem Builder Fellowship** – Develop a cohort fellowship program for ecosystem builders who come from groups that are often underrepresented in entrepreneurship.
Goal 2: Collaborative Culture

*Cultivate a culture of trust and collaboration within our field.*

- **Regional ESHIP Summits** – Create a toolkit to support regional events that are similar to the ESHIP Summit and that bring ecosystem builders together to encourage regional collaboration. The toolkit may include best practices, templates, and funding models, among other tools. *(planning a Carolina Summit in October 2019)*

- **Field Ambassador Training Program** – Start a program that identifies, trains, and enables individuals to link their communities to the global ecosystem building field.

- **Training and Tools for Building Collaborative Culture** – Develop training programs and toolkits for ecosystem builders to learn better ways to foster a collaborative culture in their work.
Goal 3: Shared Vision

Establish shared outcomes and a common lexicon for our work.

- Field-Wide Mission, Vision, Values, and Outcomes – Create and build alignment around these foundational aspects of the emerging field.

- Living Dictionary for the Field – Build and curate a living dictionary of common terminology and definitions used across the field to encourage broader consensus and adoption.

- Universal Ecosystem Builder Pledge – Develop a unifying pledge that includes core tenets of the emerging field and can be adopted widely.

- Updated Wikipedia Entries – Collectively contribute to, and build consensus around, key aspects of our field to update the Wikipedia entry on "entrepreneurial ecosystem." Create Wikipedia entries for "entrepreneurial ecosystem building" and "entrepreneurial ecosystem builder," as well.
Goal 4: Connected Networks

Foster coordination and collaboration efforts to connect ecosystem builders across networks.

- **Ecosystem Building Toolkit** – Create an open access directory of resources to support those building entrepreneurial ecosystems that is available to the entire field.

- **Ecosystem Building Events Calendar** – Develop a common and shared calendar of educational conferences, events, and trainings related to ecosystem building.

- **New Communication Channels** – Create new forums – such as journals, meetups, newsletters, online platforms, podcasts, publications, story sharing channels, and working groups – to increase communication across and between ecosystem builders and their many networks.

- **Ecosystem Building Storytelling Clearinghouse** – Initiate an online, crowdsourced clearinghouse for ecosystem building stories and information sharing. (This initiative also has applications across all ESHIP Goals.)

- **NRP Network** – Create a robust network of national and global resource providers for ecosystem builders to encourage coordination, collaboration, and communication.

- **Field Governing or Standards Bodies** – Establish one or more intermediary organizations to develop shared governance approaches and standards for the field of ecosystem building.
Goal 5: Practical Metrics and Methods

Identify and develop better metrics and methods for ecosystem building.

- Metrics Community of Practice - Create peer learning opportunities and a catalog of knowledge to help further identify, explore, and develop new metrics for measuring ecosystem health effectively.


- Ecosystem Research Conference – Hold a regular conference to bring together and foster collaboration between practitioners and researchers interested in measuring and tracking entrepreneurial ecosystems.
Goal 6: Universal Support

Expand external stakeholder understanding of and support for ecosystem building.

- "Make the Case" Messaging Templates – Create common messaging, talking points, and templates regarding the importance of entrepreneurship and ecosystem building to make the case for entrepreneurship and for ecosystem building as an emerging economic development practice.

- Global Awareness Campaigns – Develop marketing or public relations campaigns to champion the importance of entrepreneurship and ecosystem building in communities everywhere.

- Ecosystem Building Programming for Existing Conferences – Elevate ecosystem building as a field and profession by adding programming related to ecosystem building to planned conferences.

- Public Policy Playbooks – Develop a playbook of policy practices (local, state, and federal) that support entrepreneurial ecosystems.

- Activate Local Foundations in Support of Entrepreneurship – Develop programs to activate local foundations’ support for entrepreneurship and ecosystem building activities.
Goal 7: Sustainable Work

Develop professional recognition and resources for ecosystem builders.

- **Sustainable Funding Models Catalog** – Identify and create a catalog of methods for generating revenue and funding for ecosystem building activities.

- **Ecosystem Builder Job Board and Job Description Catalog** – Develop a job board for open ecosystem building positions and a job description catalog.

- **Ecosystem Building Training and Certification** – Create ecosystem building training, certification, and accreditation programs for communities, organizations, and individuals.

- **Entrepreneur-Led Economic Development Certification** – Initiate a certification and professional development course for economic developers who wish to better support entrepreneurship in their communities.

- **Peer Support Networks** – Foster and champion new and existing peer support networks and professional associations for ecosystem builders in various sectors and industries.

- **Ecosystem Building Book List** – Start a crowdsourced and curated list of books and educational materials that are available to ecosystem builders.
Empowering

Reporting on Priorities

• Common Calendar
• Connecting the Disconnected (rural and urban)
• Best Practices
• Telling the Stories
Results Planning (until 1:15)

1) Review your original plans
2) Decide on one activity to complete this year
3) Answer why this is important
4) Decide how you will get it done
5) Let Kaylee know how to help you
Measuring Success

What will be happening in the Upstate when we accomplish this?
Next Meetings: Sept. 11 & Dec. 4

- Connect
- Learn
- Empower

- Progress Reports
- Education Minute
- GEW Support
- Celebrations
Staying Connected

Upstate Entrepreneur Ecosystem Slack Channel

https://upstateentrep-fi74224.slack.com/

https://slack.com

◦ Find your workspace
◦ Upstate Entrepreneur Ecosystem
Thank You!

ADDITIONAL QUESTIONS & DISCUSSION
Extras

ESHIP Regional Summit
1MC Startups
Ecosystem 101 presentation
Ecosystem Scorecard workshop
Local Ecosystem meetings
Mapping your ecosystem