

2.2 Entrepreneurial ecosystem concept

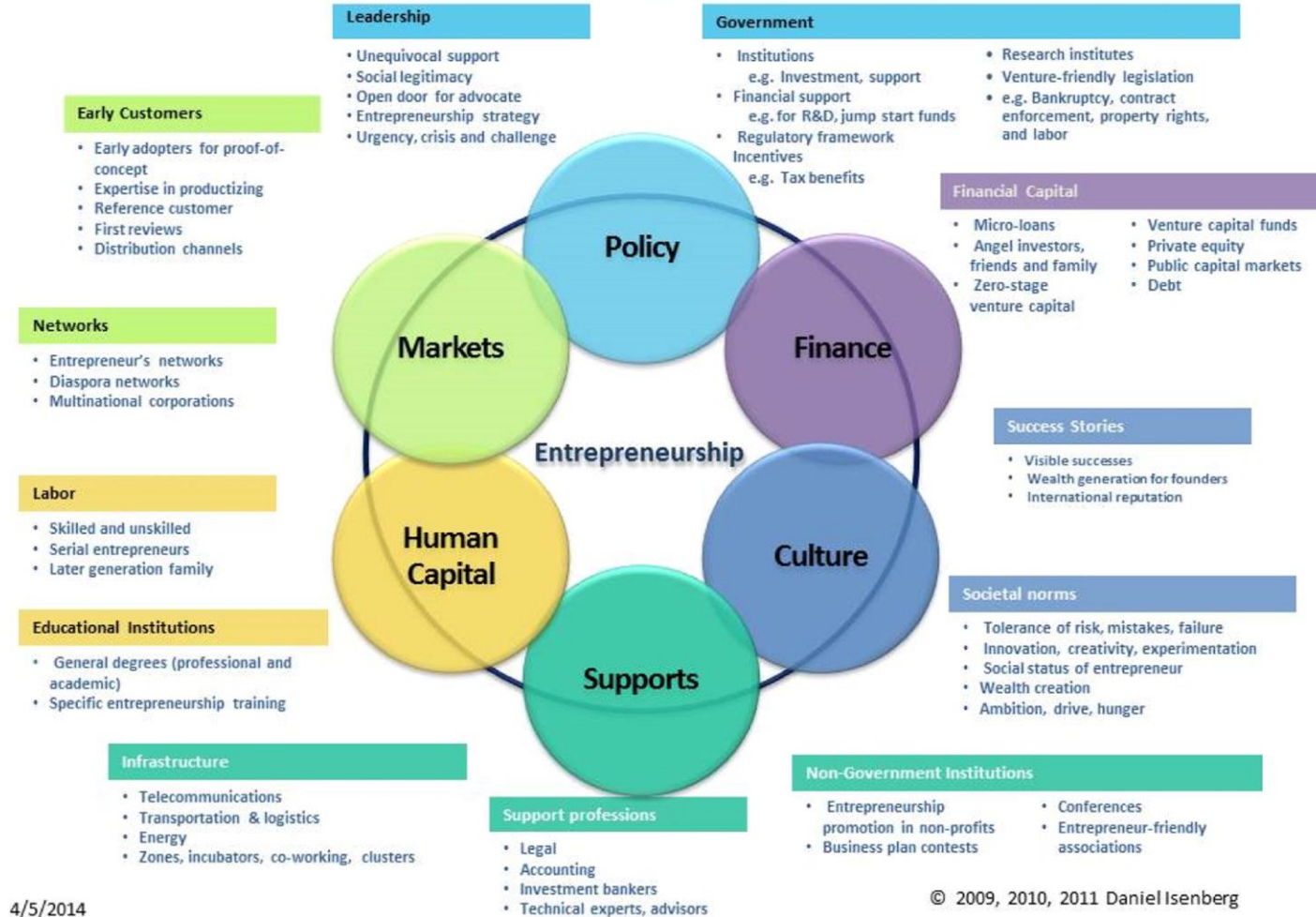


Film: 2.3

Why entrepreneurship ecosystem?

Entrepreneurship ecosystem

Domains of the Entrepreneurship Ecosystem



4/5/2014

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Source: Daniel Isenberg & Vincent Onyemah, *Fostering Scale Up Ecosystems for Growth: The Cases of Manizales-Mas and Scale Up Milwaukee*, *Innovations: Technology, Governance, Globalization* (forthcoming 2016).

Policy Leadership



- Unequivocal support
- Social legitimacy
- Open door for advocate
- Entrepreneurship strategy
- Urgency, crisis and challenge



Policy Gouvernement

- Institutions (e.g. investment, support)
- Financial support (e.g. for R&D, jump start funds)
- Regulatory framework incentives (e.g. tax benefits)
- Research institutes
- Venture-friendly legislation (e.g. bankruptcy, contract enforcement, property rights and labor)



Finance

Financial Capital



- Micro-loans
- Angel investors, friends and family
- Zero-stage venture capital
- Venture capital funds
- Private equity
- Public capital markets
- Debt

Culture Success stories



- Visible successes
- Wealth generation for founders
- International reputation

Culture

Societal norms



- Tolerance of risk, mistakes, failure
- Innovation, creativity, experimentation
- Social status of entrepreneur
- Wealth creation
- Ambition, drive, hunger



Supports Non-Government Institutions

- Entrepreneurship promotion in non-profits
- Business plan contests
- Conferences
- Entrepreneur-friendly associations



Supports Support Professions



- Legal
- Accounting
- Investment bankers
- Technical experts, advisors



Supports Infrastructure



- Telecommunications
- Transportation & logistics
- Energy
- Zones, incubators, co-working, clusters



Human Capital Educational Institutions



- General degrees (professional and academic)
- Specific entrepreneurship training



Human Capital Labor

- Skilled and unskilled
- Serial entrepreneurs
- Later generation family



Markets Networks

- Entrepreneur's networks
- Diaspora networks
- Multinational corporations



Markets

Early Customers



- Early adopters for proof-of-concept
- Expertise in productizing
- Reference customer
- First reviews
- Distribution channels



- Factors affecting the business success and failure
 - Filmed entrepreneurs showing factors in entrepreneurship ecosystem affecting their businesses.
 - Available template on Teams
 - Austria is responsible for the films