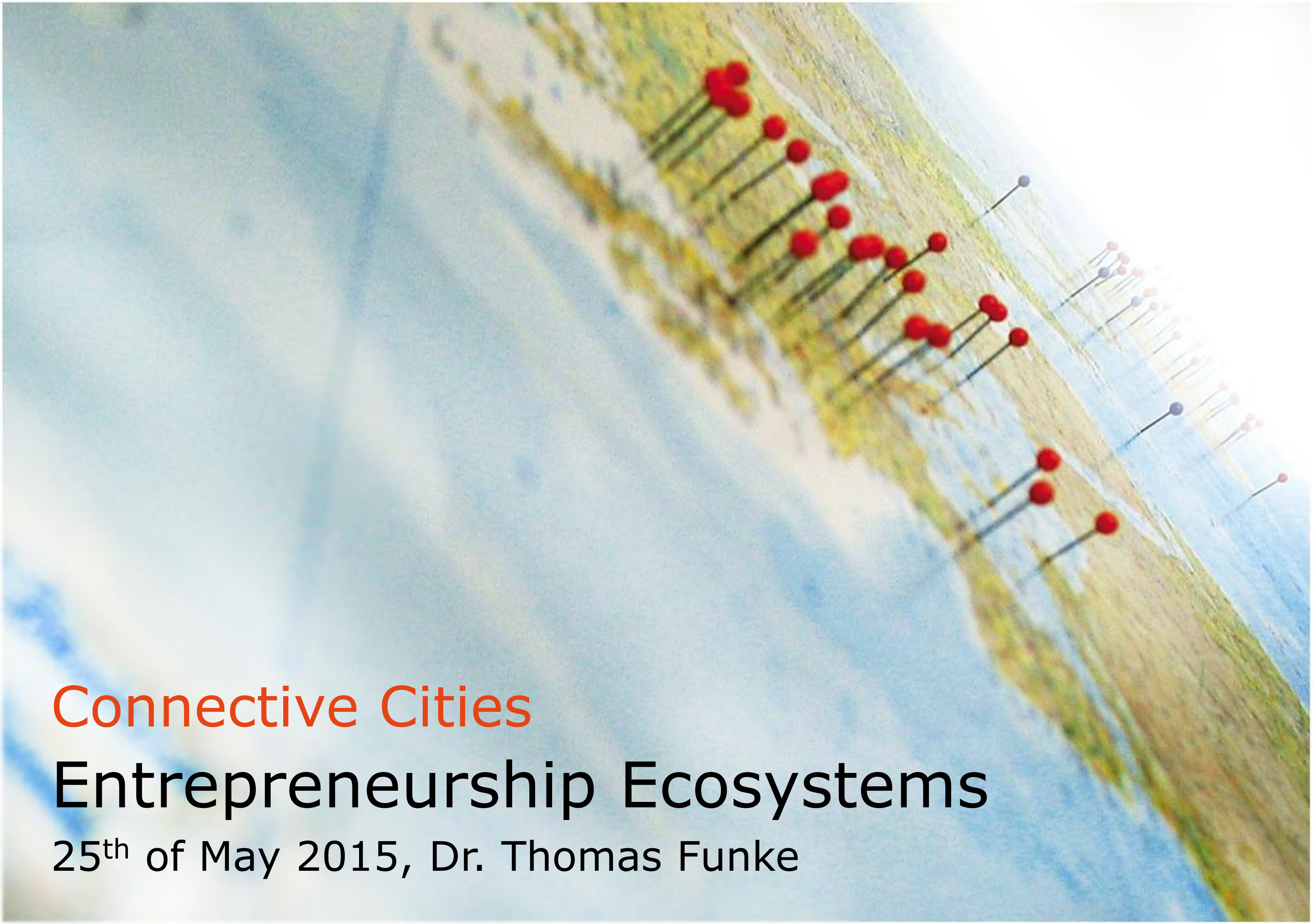


Connective Cities

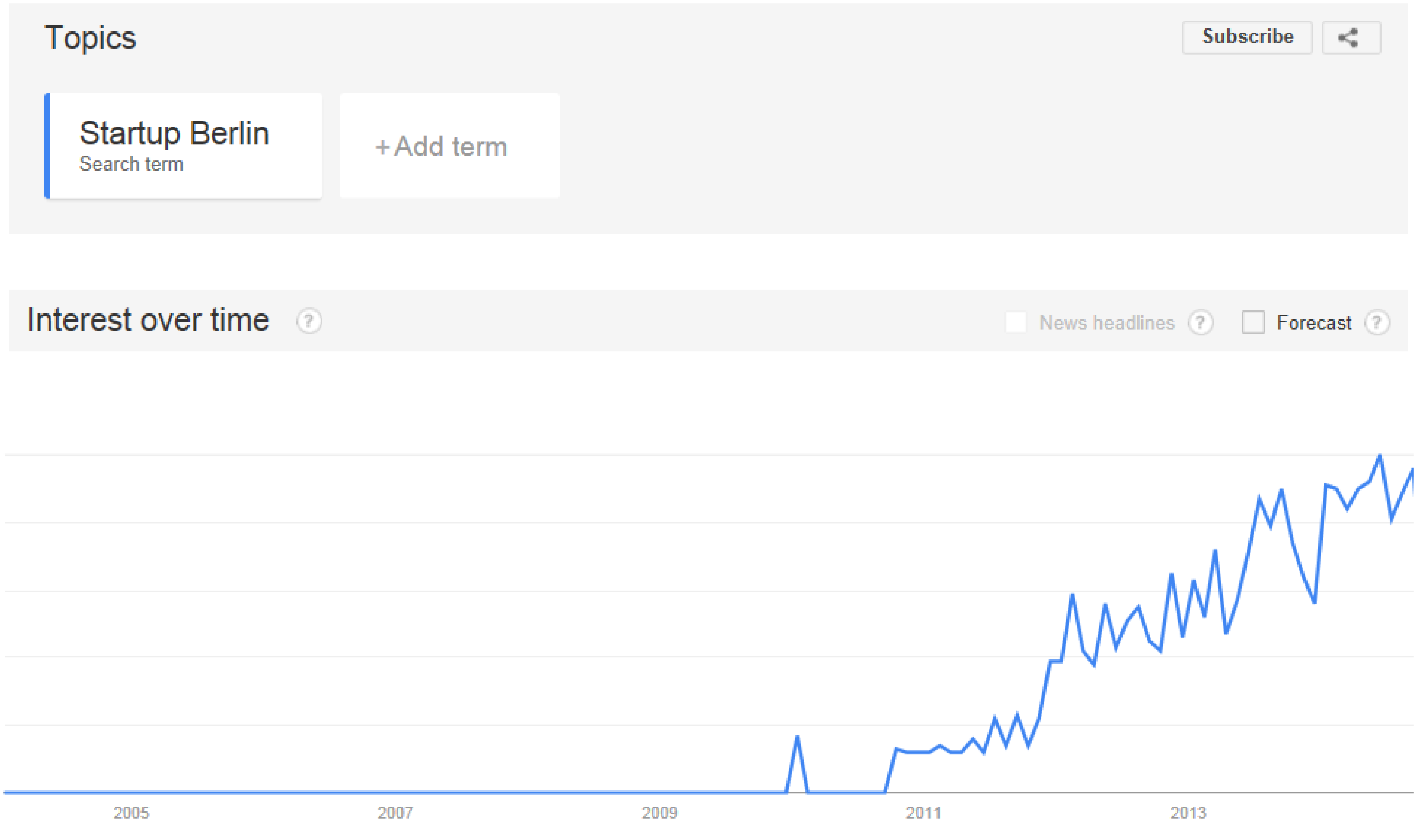
Entrepreneurship Ecosystems

25th of May 2015, Dr. Thomas Funke

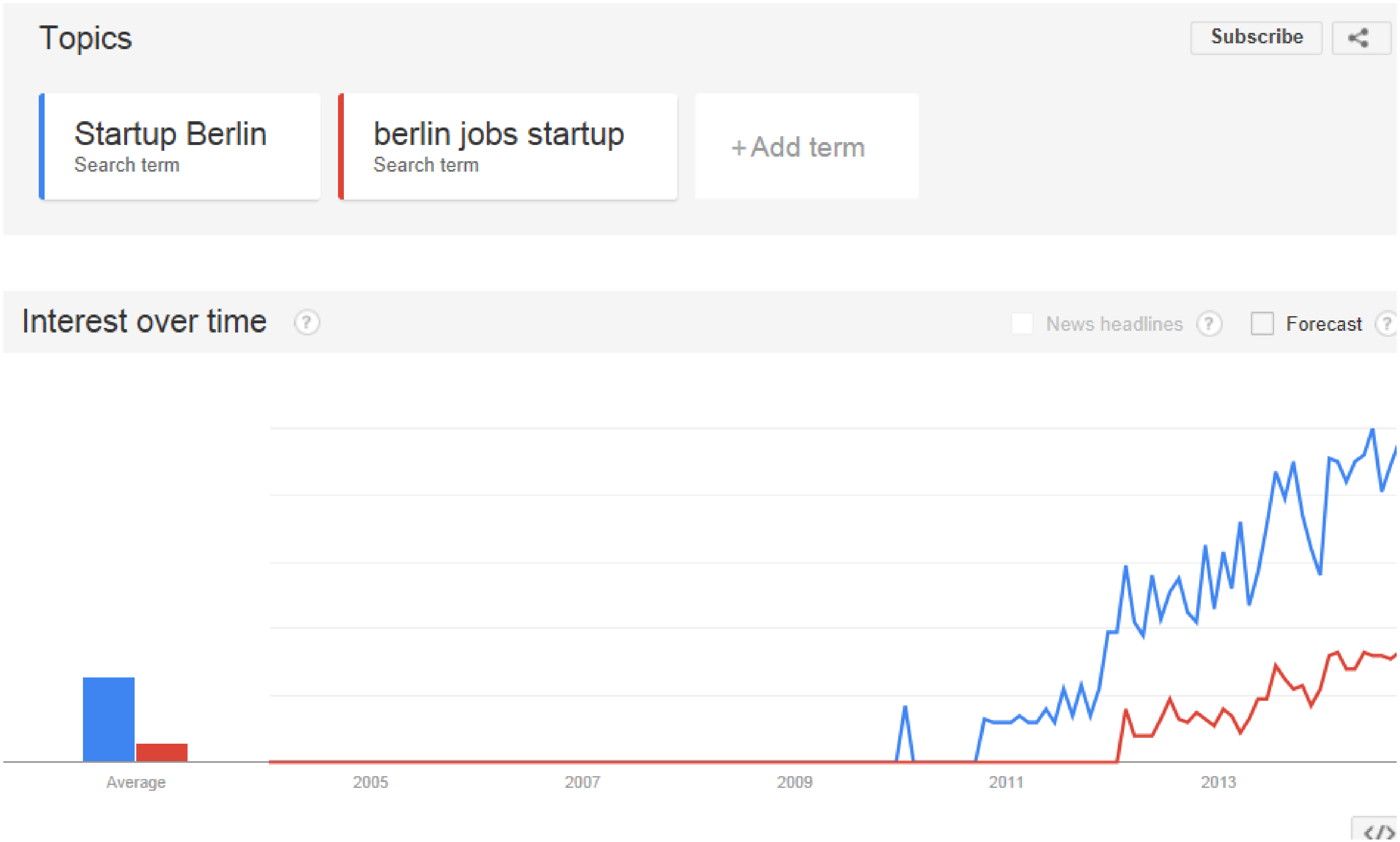
Bildquelle: designer111 / photocase.com

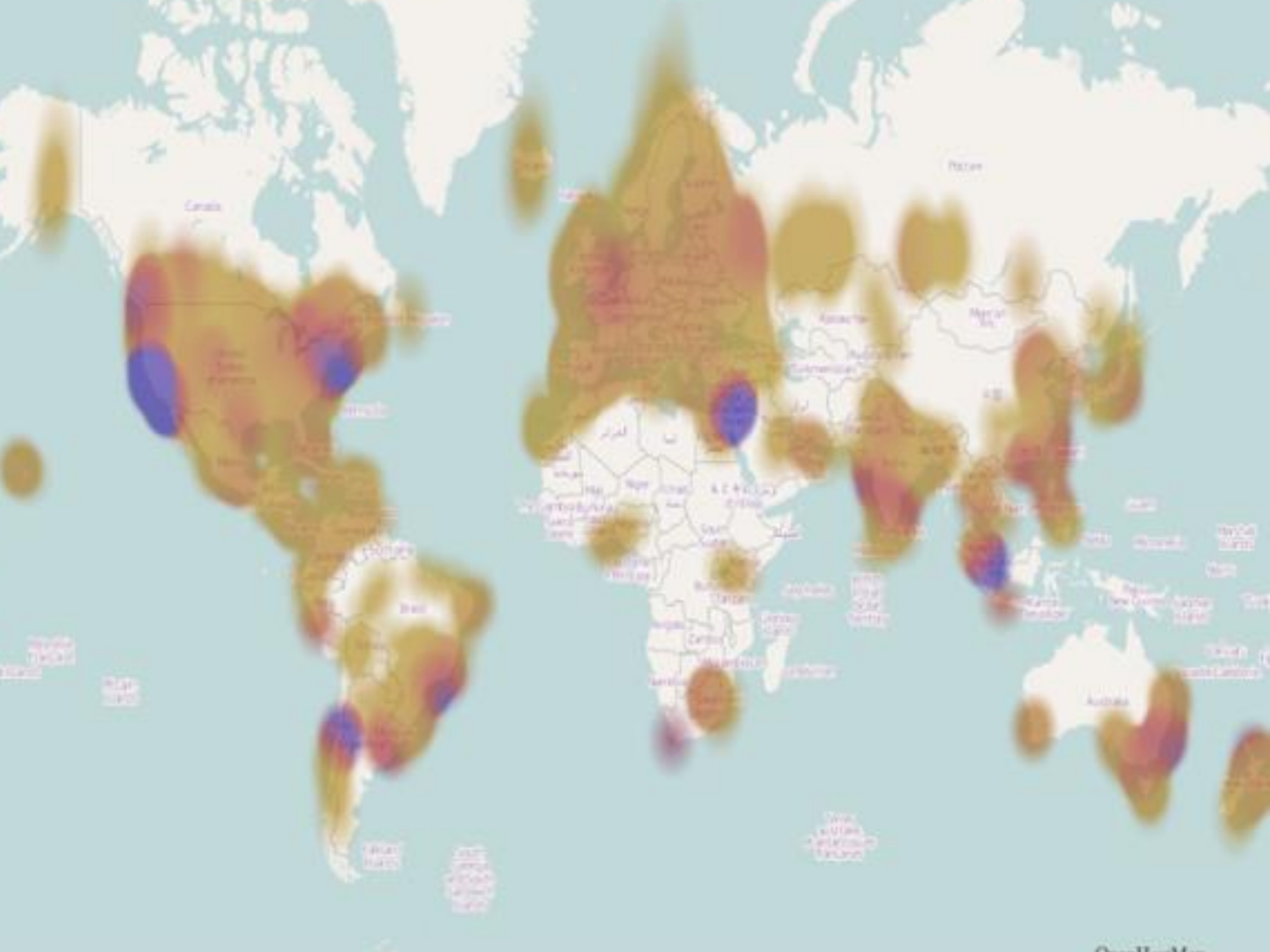
What do you think this is?

Professor Google



Professor Google





Ecosystems: Theoretical Origin

Entrepreneurial Ecosystems

Elements and Evolution: regional institutions, genealogy: incubator-spin-off-relations

Social Capital: Entrepreneurial activities are embedded in social relationships

Entrepreneurial Process: ability to enterprise, propensity to enterprise, likelihood to enterprise, new venture creation

Entrepreneurial Personality: environmental factors, which influence the entrepreneurial decision

ENTREPRENEURIAL ECOSYSTEM

The worlds biological ecosystem

Biological Ecosystems: Some facts

How many different living species are there in our biosphere and ecosystem?

8.700.000

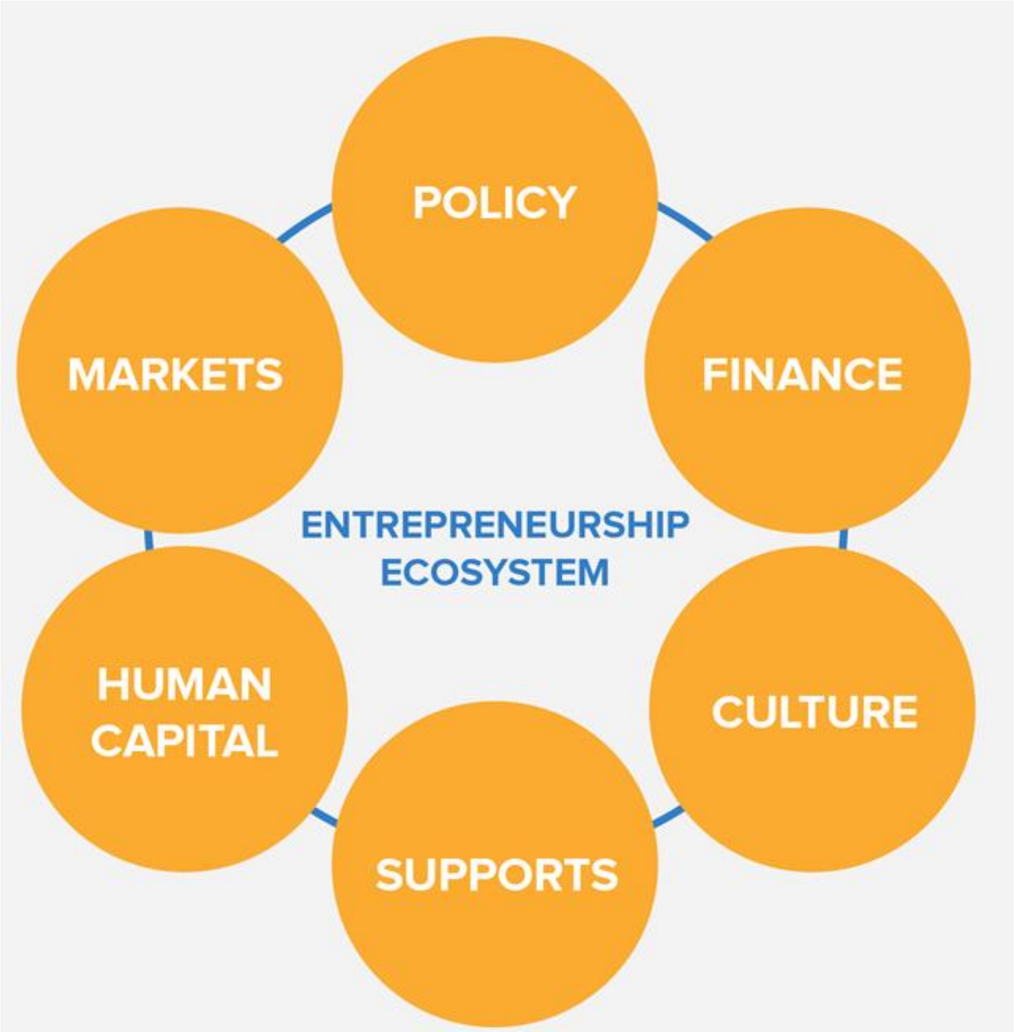
How many have we so far researched and understood?

~ 2.000.000

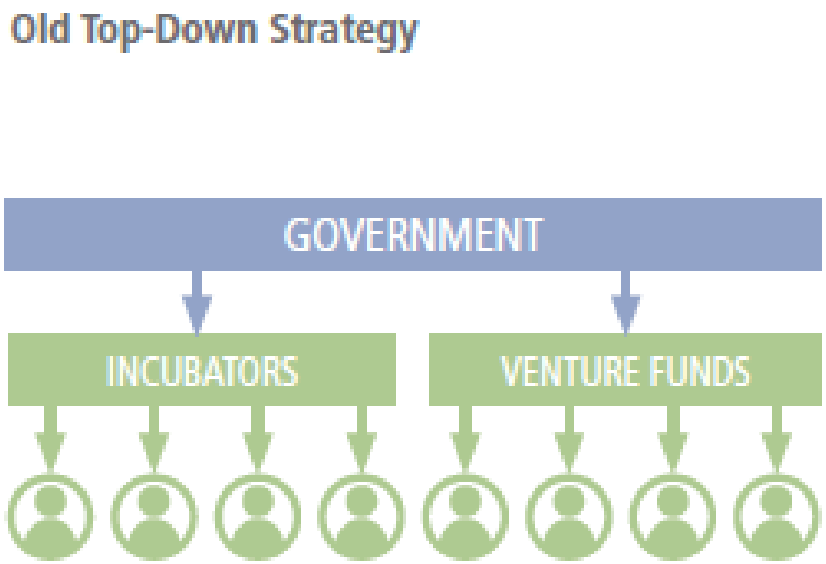
How much do we know?

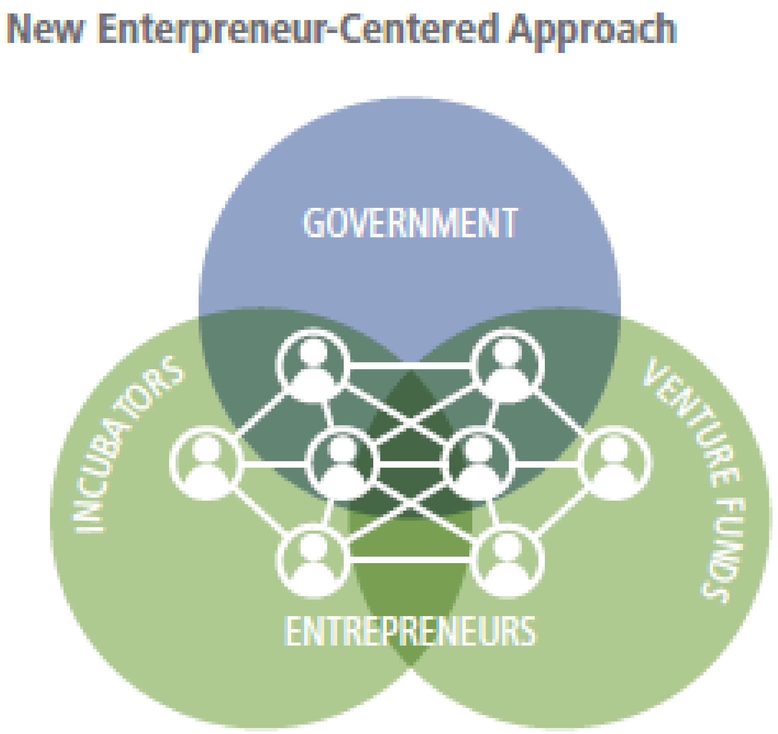
Entrepreneurship Ecosystems defined

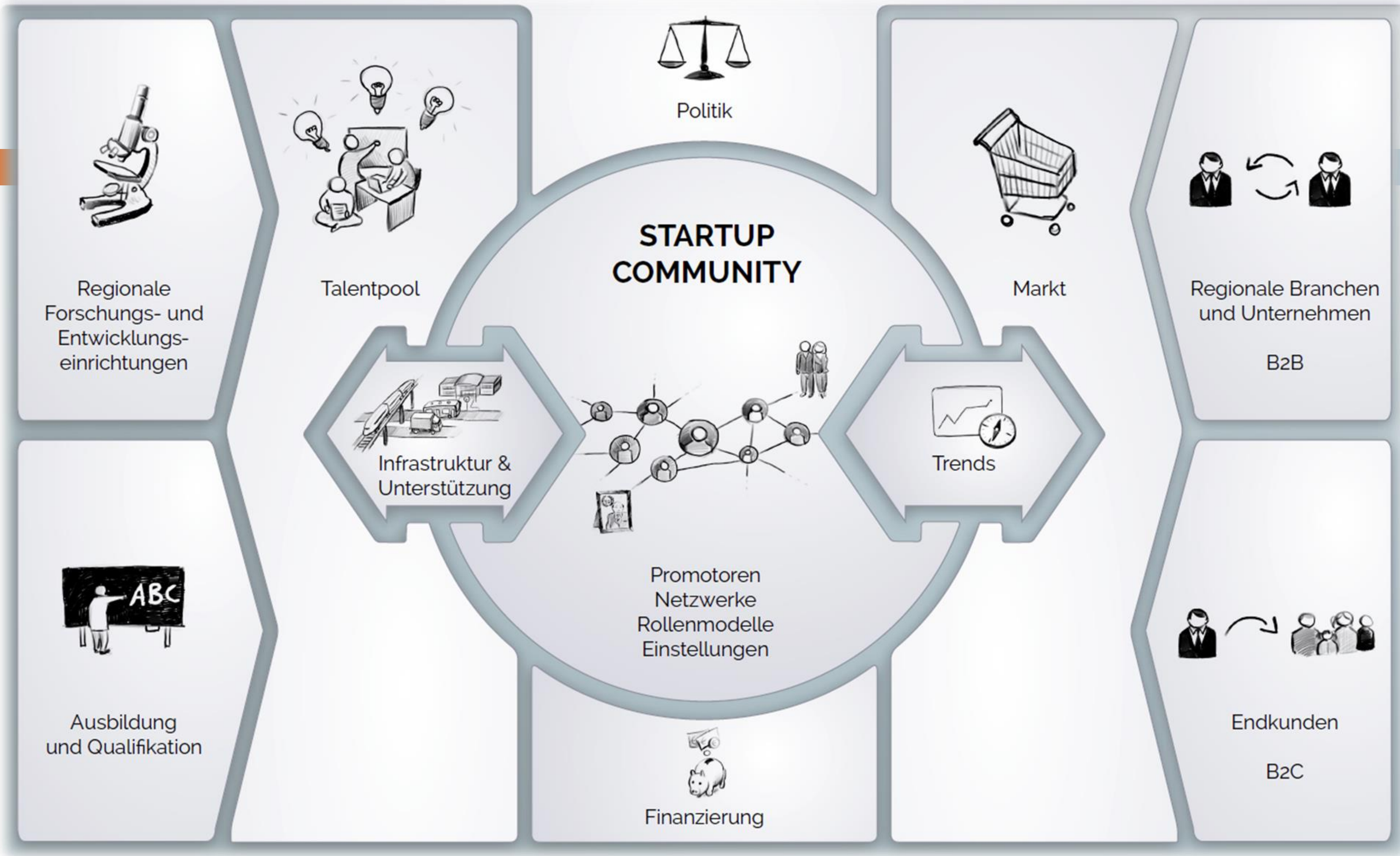
Domains of an ecosystem



Public Support of Entrepreneurship







Impressum
Konzeption: Dr. Thomas Funke, Dr. Matthias Wallisch
Gestaltung: Tim Seibert

Politik

Welche Rahmenbedingungen und Fördermaßnahmen bietet die (regionale) Politik für Gründer und Startups?

Institutioneller Rahmen und Förderung

- Zeit- und Kostenaufwand für eine Unternehmensgründung
- Förder- und Investitionsprogramme auf EU-, Bundes-, Landes- und regionaler Ebene
- Steuern, Gesetze, etc.

Technologieentwicklung

Wie kommen neue Technologien in die Region?

Regionale Forschungs- und Entwicklungseinrichtungen

- F&E-Aktivitäten von Unternehmen
- Öffentliche F&E-Organisationen
- F&E-Kooperationen und Netzwerke

Talentpool

Wie setzt sich der Talentpool zusammen?
Welche Attraktionen bietet der Standort für neue Talente?

Potenzielle Gründer und Mitarbeiter

- Talenttypen (fachlich)
- Attraktion von Talenten
- Integration von Talenten

Startup Community

Wer sind die treibenden Kräfte?
Welche Gründer sind präsent?
Wie sind die Netzwerke konfiguriert?
Welche Rollenmodelle gibt es?
Welche Einstellungen und Fähigkeiten sind typisch?

Promotoren, regionale Netzwerke, Rollenmodelle und Einstellungen

- Promotoren: z.B. Unternehmer, Startups, Politiker
- Netzwerkformate: Ziele, Akteure und Größe
- Erfolgreiche Startups aus der Region
- Einstellungen und Kultur, z.B. Chancenorientierung, Risikobereitschaft, Offenheit
- Zeitgeist- oder Konsumtrends

Markt

Welche Chancen bietet der (regionale) Markt für Gründer?
Wie stellt sich die Wettbewerbssituation dar?

Branche und Struktur

- Marktpotenzial und -volumen
- Konkurrierende Technologien
- Wettbewerb
- Eintrittsbarrieren

Regionale Branchen und Unternehmen

Welche Chancen bietet der B2B-Bereich?

Unternehmen und öffentliche Institutionen als Kunden

- organisatorische Merkmale
- ökonomische Merkmale

Ausbildung & Qualifikation

Welche Rolle spielt das Thema Entrepreneurship in der regionalen Aus- und Weiterbildung?

Einrichtungen und Maßnahmen

- Schulen, Fachhochschulen und Universitäten
- Weiterbildungs- und Trainingsmaßnahmen
- Engagement von regionalen Unternehmen

Unterstützung & Infrastruktur

Wer unterstützt regionale Gründer? Wie sind die Standortfaktoren ausgeprägt?

Institutionen und Privatwirtschaft

- Wirtschaftsförderung / Kammern
- Private Dienstleister
- Accelerator-Programme

Infrastruktur

- Büro- und Gewerbeflächen
- Breitbandinternet
- Verkehrsanbindung

Trends

Welche Trends beeinflussen den Markt und die Gründungschancen?

Trendarten

- Megatrends
- Soziokulturelle Trends
- Zeitgeist- oder Konsum-Trends
- Mikrotrends
- Branchentrends

Privatkunden

Welche Chancen bietet der B2C-Bereich?

Privatpersonen als Kunden

- demografische Merkmale
- sozioökonomische Merkmale
- psychografische Merkmale

Finanzierung

Welche Finanzierungsmöglichkeiten bieten sich Gründern / Startups?

Möglichkeiten der Gründungs- und Startup-Finanzierung

- Fremdkapital
- Mezzanine-Kapital
- Eigenkapital, z.B. Venture Capital-Fonds, Business Angels
- Öffentliche Fördermittel
- Crowdfunding

Impressum
Konzeption: Dr. Thomas Funke, Dr. Matthias Wallisch
Gestaltung: Tim Seibert

Entrepreneurship Ecosystems measured

Measuring the Startup Community

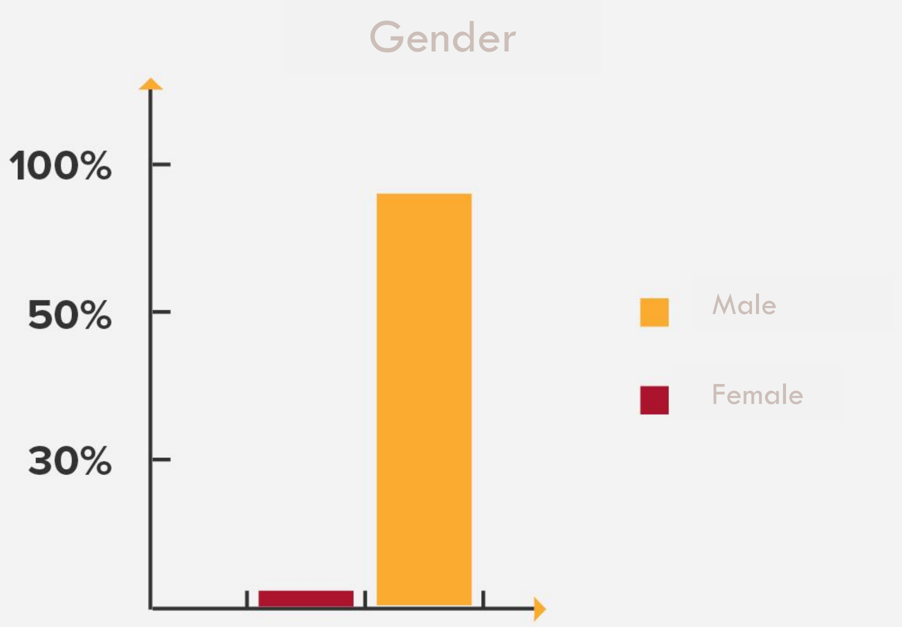
1. Density
2. Fluidity
3. Connectivity
4. Diversity

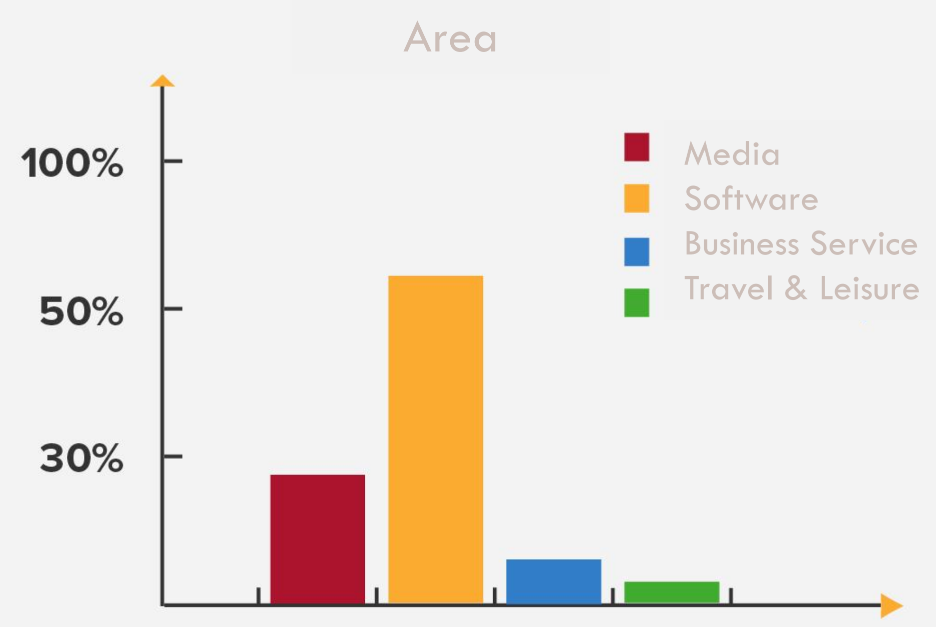
Berlin's Entrepreneur Avatar

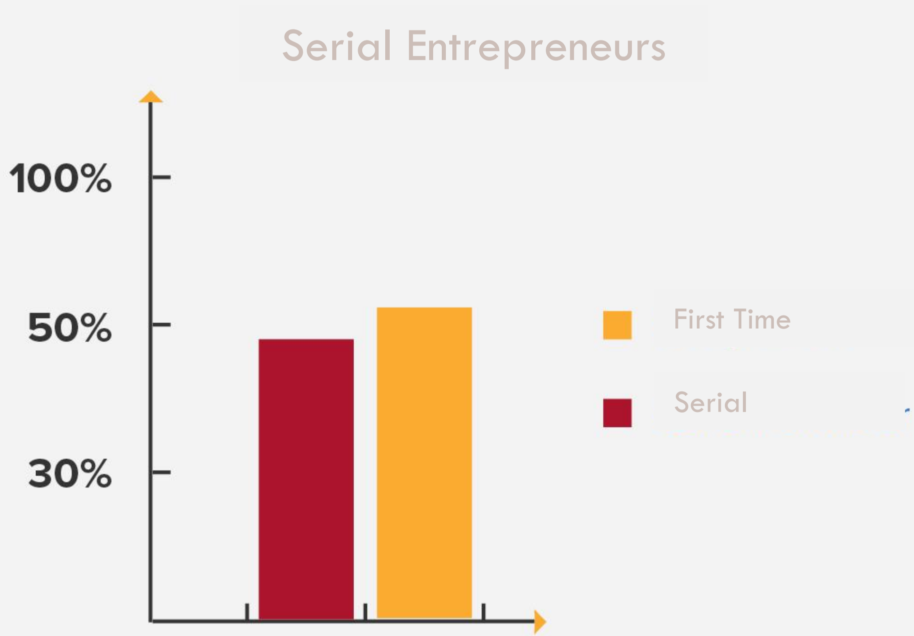
		SILICON VALLEY
Age	31.86	34.12
Gender (F/M)	3% | 97%	10% | 90%
Education	1 : 6	1 : 2.5
Serial Entrepreneur	40%	56%
Percentage of non-technical founding teams	17%	16%
Working hours per day	9.18	9.95
Percentage of founders who lived in SV	7%	100%
Motivation (product vs. impact)	1.6 : 1	1 : 1
Customer (B2B vs. B2C)	1.5 : 1	2 : 1
Market (new vs. niche)	1.8 : 1	4 : 1
Local startup examples	Soundcloud, Gidsy, EyeEm, Amen, Readmill	

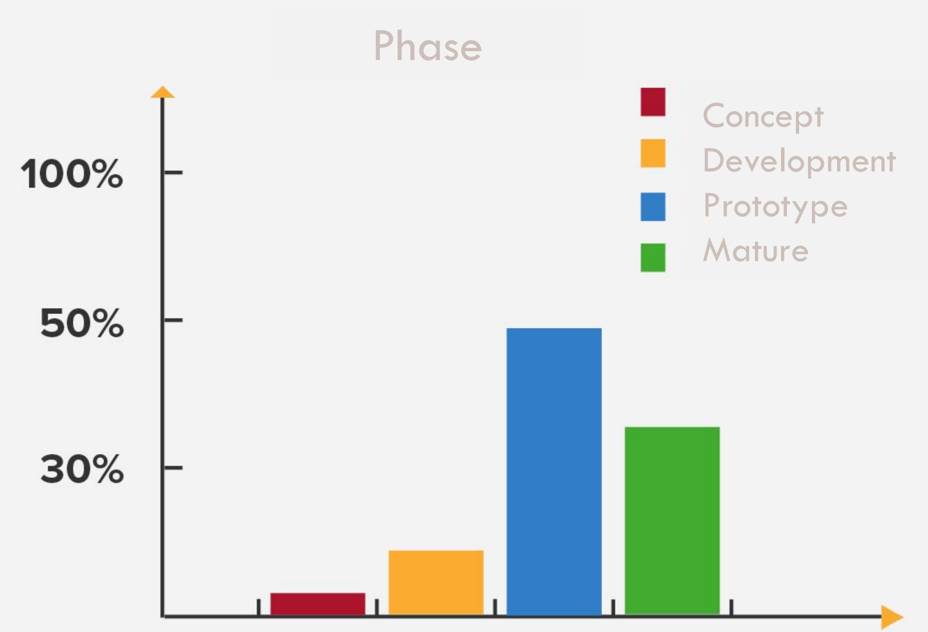
An Example: Vienna

Demographical Data: Founders


Gender
100%
50%
30%
Male
Female

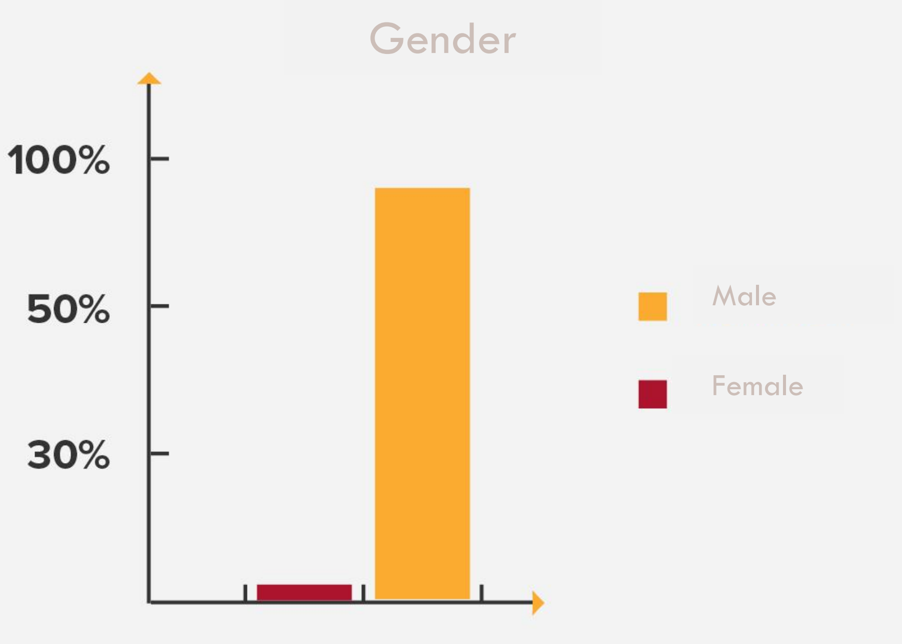

Area
100%
50%
30%
Media
Software
Business Service
Travel & Leisure

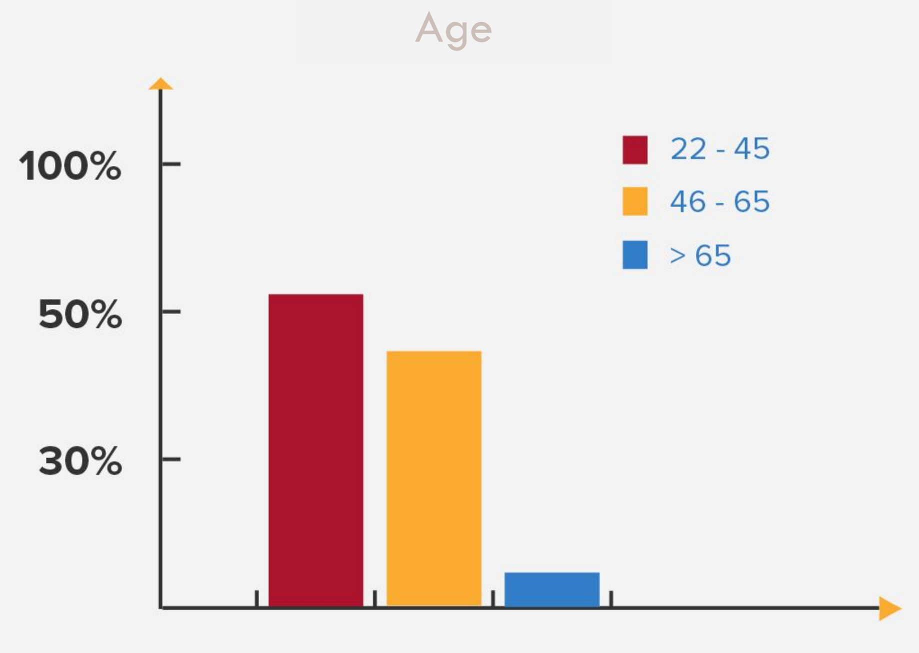

Serial Entrepreneurs
100%
50%
30%
First Time
Serial

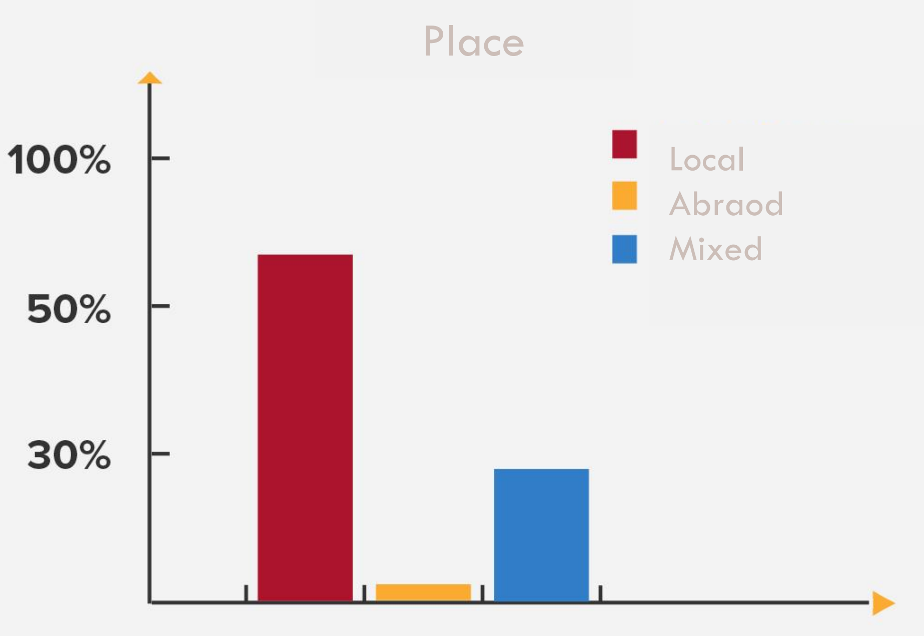

Phase
100%
50%
30%
Concept
Development
Prototype
Mature

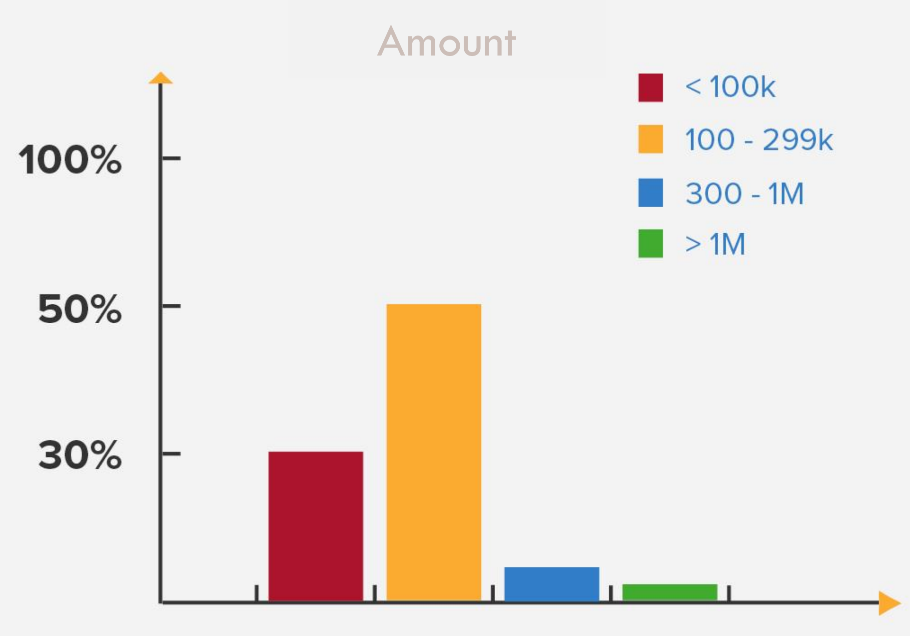
An Example: Vienna

Demographical Data: Investors


Gender
100%
50%
30%
Male
Female

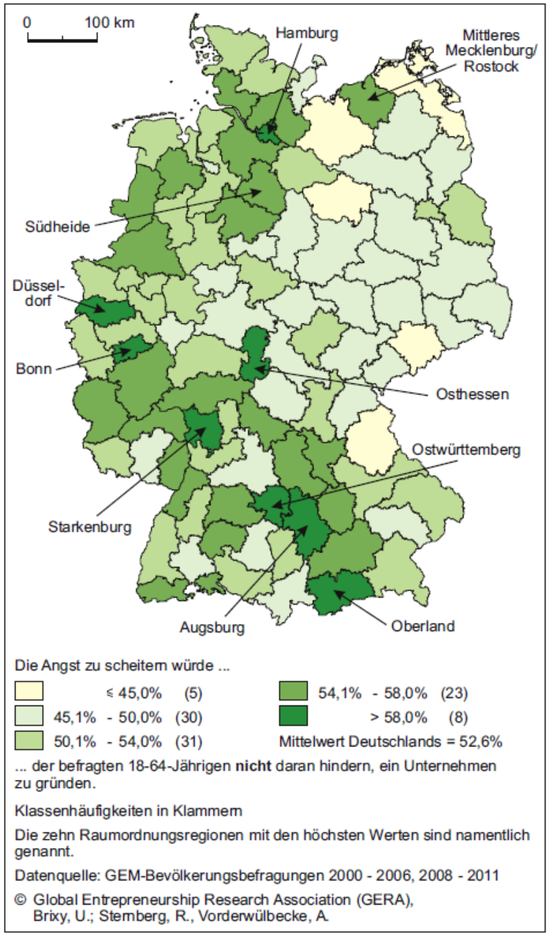

Age
100%
50%
30%
22 - 45
46 - 65
> 65


Place
100%
50%
30%
Local
Abraod
Mixed

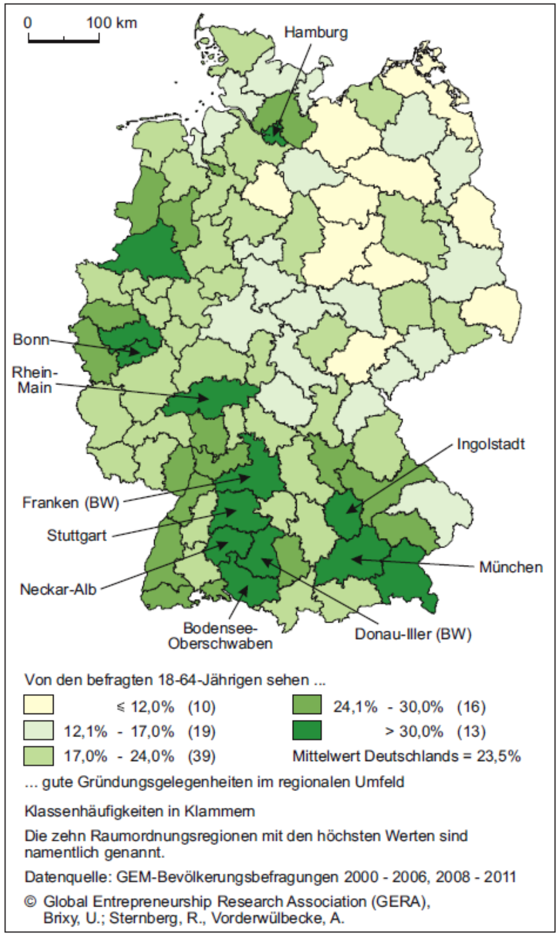

Amount
100%
50%
30%
< 100k
100 - 299k
300 - 1M
> 1M

Example: Culture

Fear of Failure

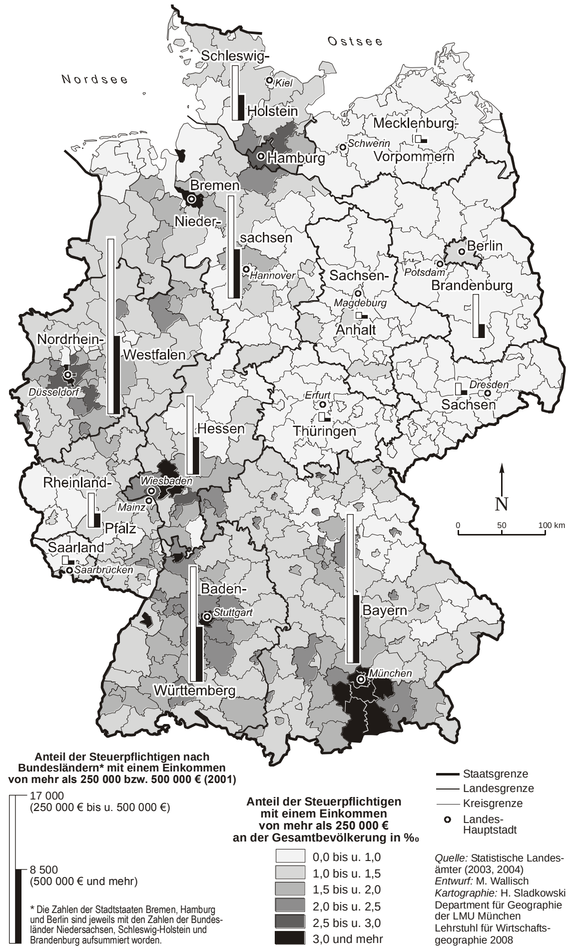


Opportunity Recognition



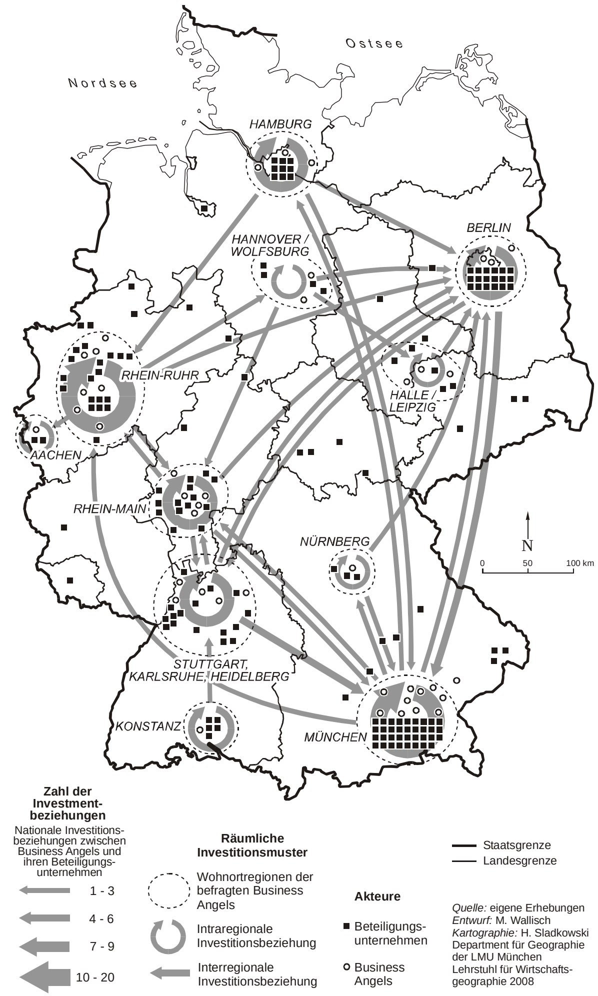
Example: Financial Capital

Wealthy Regions in Germany



Example: Financial Capital

Mobility of Angel-Investments



Lets test your knowledge!

You know that you have a strong entrepreneurship ecosystem when there are more and more startups.

You know that you have a strong entrepreneurship ecosystem when there are more and more startups.

More about growth that about start!

High growth firms are different from our stereotypes

- **Rare** – anywehre from 0,75 % (Denmark) to 6 % (UK) enter in high growth
- **Old** – most studies show that the bulk of high groth firms is between 16-30 years old
- **Basic industries** – the large majority of high groth is in food, retail, manufacturing etc. and NOT in ICT, life sciences
- **Sporadic growth** – growth is not linear, easily predictable

As much about mature ventures as about young ones!

Offering financial incentives (e.g. angel investment tax credits) for early stage, risky investments in entrepreneurs clearly stimulates the entrepreneurship ecosystem.

Offering financial incentives (e.g. angel investment tax credits) for early stage, risky investments in entrepreneurs clearly stimulates the entrepreneurship ecosystem.


1
Financial Captial

Banks are irrelevant for the entrepreneurship ecosystem because they don't lend to startups.

Banks are irrelevant for the entrepreneurship ecosystem because they don't lend to startups.

Entrepreneurs drive the entrepreneurship ecosystem.

Entrepreneurs drive the entrepreneurship ecosystem.

In order to strengthen your regional entrepreneurship ecosystem, it is necessary to establish co-working spaces, incubators and the like.

In order to strengthen your regional entrepreneurship ecosystem, it is necessary to establish co-working spaces, incubators and the like.

4 Culture & Community

Its more a **cultivation** problem, and less an **engineering** problem

Don‘t confuse tangible „hard“ware and intangible „soft“ware

Hardware

- Tax Incentives
- Incubators
- Co-Working Spaces
- Start-up Weekends
- Government VC Funds
- …

Software

- Learning
- Experimenting
- Mutual Interest
- Engagement
- Mindset
- Attitudes

Two different sets of languages

- Create
- Establish
- Make
- Design
- Copy

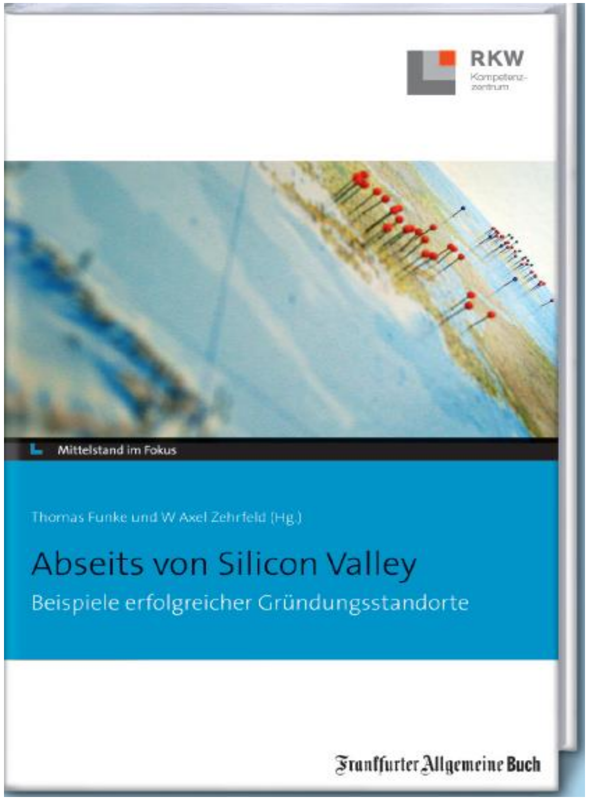
- Foster
- Facilitate
- Empower
- Support
- Enable
- Encourage

6

Talent

We published a book about it

Why a book?



Because 90 % in Germany don’t know what exactly an entrepreneurial ecosystem is and its value is

What is the book about?

- Part 1: Basic theoretical Introduction to what an entrepreneurial ecosystem is 
- Part 2: A closer look to the German ecosystem and a first trial to laying the basis for mapping it 
- Part 3: A closer look at certain international Best Practice examples (Helsinki, Barcelona, Tel Aviv, Santiago de Chile, …)

Connective Cities

Entrepreneurship Ecosystems

25th of May 2015,

Dr. Thomas Funke

Leiter Bereich Gründung

RKW Kompetenzzentrum

Düsseldorfer Straße 40A

65760 Eschborn

Tel: 06196 495-3240

E-Mail: funke@rkw.de

Internet: www.rkw-kompetenzzentrum.de