Entrepreneurial Ecosystems
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Building a culture of entrepreneurship.
Bio: Joe Maruschak

Who am I and how did I get involved in this?
What comes after?
STARTUP COMMUNITIES AND ENTREPRENEURIAL ECOSYSTEMS

THE BOULDER THESIS

1. The startup community must be led by entrepreneurs.
   - network vs. hierarchy
   - leaders
   - feeders (also important, but can't be the leaders)

2. You have to be in it for a long time.
   - 20 years ahead, generational
   - The cycle of startups is very long.
   - Gov: 4 years
   - Edu: 5-7 years
   - ride out the ups & downs

3. Be inclusive of everyone at every level.
   - News is just entertainment
   - focus on impact

4. Regular events to engage people
   - Startup weekends
   - meetups
   - accelerators
   - half-life? mid-life?
   - lifetime achievement

Q: What is expected?
A: Nothing. No expectations, no need to ask permission.

Q: What makes a startup city work?
A: TechStars

Q: Boulder/Denver? A: Strong-exporting culture

Q: Angels & VCs?
A: Never a balance of supply & demand. Shouldn't worry about it. Many communities didn't rely on VCs. Lots of seed funding -> muscle & experience, accept chaos from growth.

Q: Failure/challenges?
A: Feeder over-control, leader not sharing, hierarchy dynamics

BRAD FELD

Boulder, Colorado
100,000 people

Started to discover interesting things

Small town, creative class, 25% from university

Lots of engineering talent, but no sales talent or management talent

other people

TechStars

Foundry

Value of engaging
- hiring
- learning
- plenty of benefits

What makes a startup city work?

The society rejects bad actors.

It's not a ZERO-SUM game.

Notes by Sacha Chua (@sachac)
Check out more sketch notes at LivingAnAwesomeLife.com!
Entrepreneurs Lead
Entrepreneurs Lead
Leaders and Feeders
Long Term View
Long Term View

20+ years
Be Inclusive
Be Inclusive

Everyone at every level!
Engage the community
Engage the community

Give before you get!
Entrepreneurial Ecosystems

Building a culture of entrepreneurship.
E-ship Summit
Elements of an ecosystem.

- Entrepreneurs
Elements of an ecosystem.

- Entrepreneurs
- Talent
Elements of an ecosystem.

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- Talent
- Knowledge and Resources
Elements of an ecosystem.

- Entrepreneurs
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- Champions
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- Onramps (or access Points)
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- Stories
Elements of an ecosystem.

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- Stories
- Culture
P + C = E

People + Culture = Everything!!
Ecosystem Builder
Ecosystem Builder
An ecosystem builders job.
Seven Design Principles for building entrepreneurial ecosystems.
Principle #1: Put Entrepreneurs front and center.

Let entrepreneurs be the leaders. Listen actively and design solutions that are entrepreneur-centric.
Principle #2: Foster Conversations.

Create interactions among peers. Shift the conversation to hope. Bias conversations toward action.
Principle #3: Enlist Collaborators. Every is invited.

Be radically inclusive. Enhance diverse connections. Be a ‘keystone’.
Principle #4: Live the values.

Walk the walk. Change values by changing behaviors. Make social contracts explicit.
Principle #5: Connect people bottom-up, top-down, outside in.

Bridge social boundaries. Build tribes of trust. Build social feedback loops. *(reward good behavior publicly)*
Principle #6: Tell a community’s authentic story.

Create stories out of strengths. Build a channel to share those stories. Elevate role models.
Principle #7: Start, be patient.

Change takes time. Rome was not built in a day.
INNOVATION THRIVES IN DENSE NETWORKS.