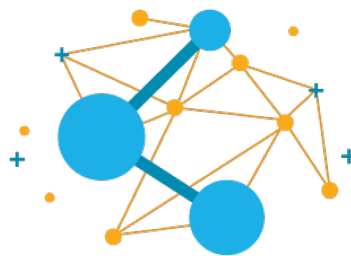




# MEASURING THE ENTREPRENEURIAL ECOSYSTEM

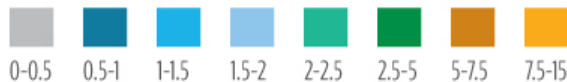


# DENSITY

## WHERE ARE KC STARTUPS LOCATED?

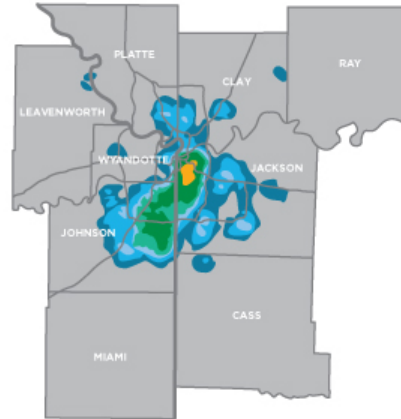
Maps show companies that have hired their first employee.

Number of Firms Hiring First Employee

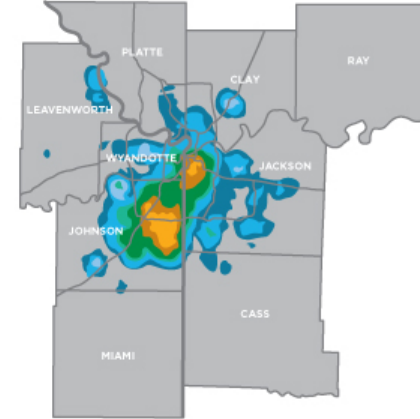


Source: Data compiled by UMKC Center for Economic Information, 2015 Quarterly Census of Employment and Wages for Kansas and Missouri.

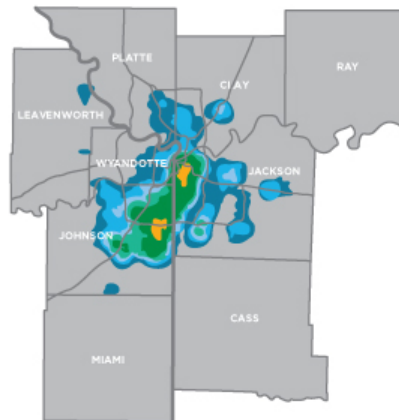
2014 Q4



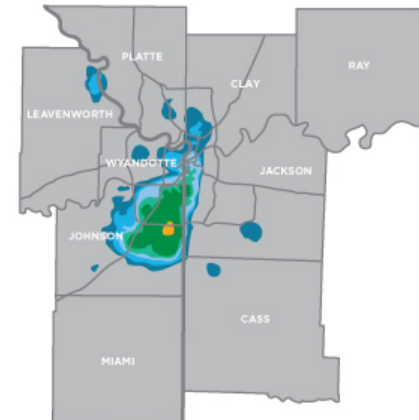
2015 Q1



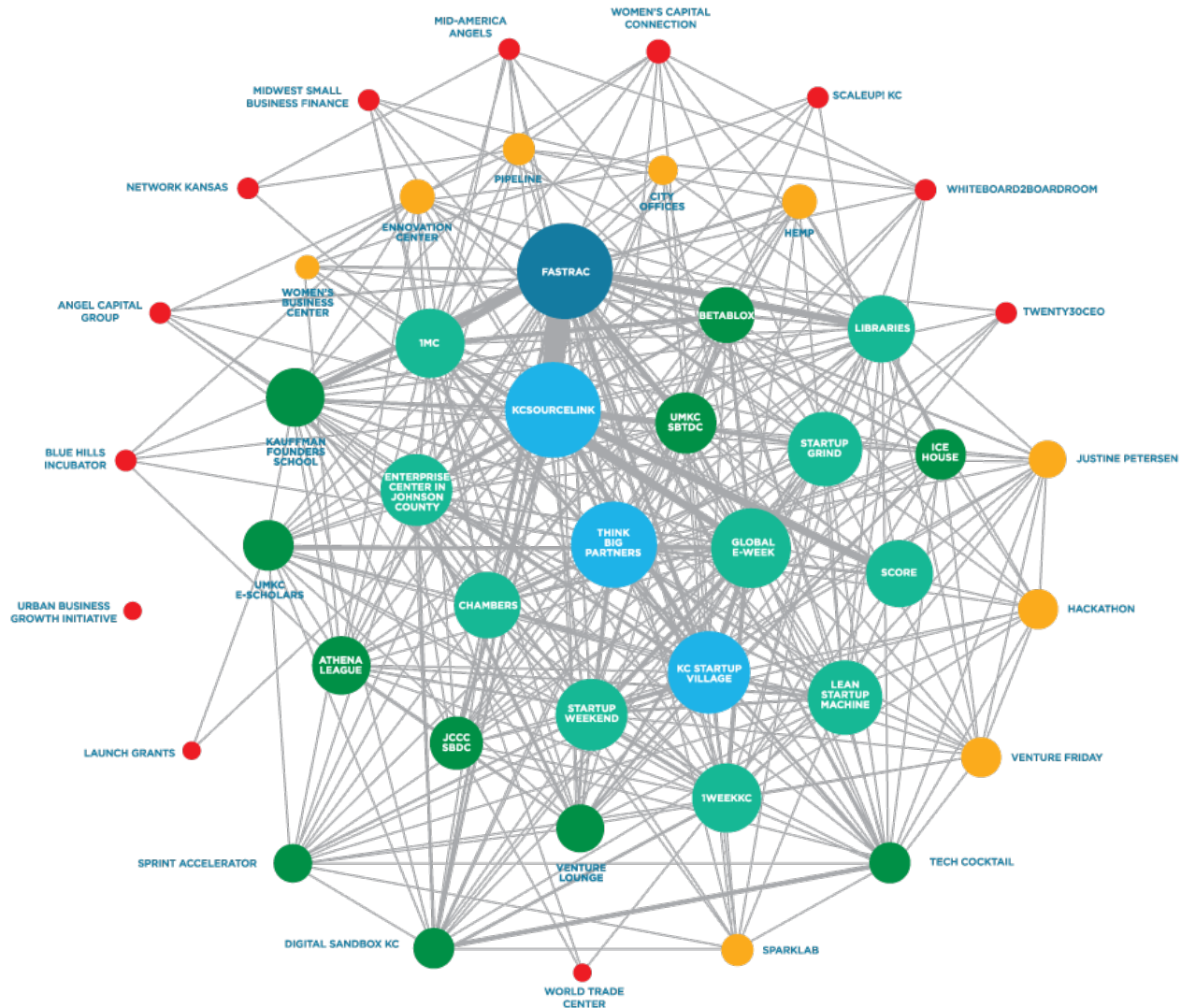
2015 Q2



2015 Q3

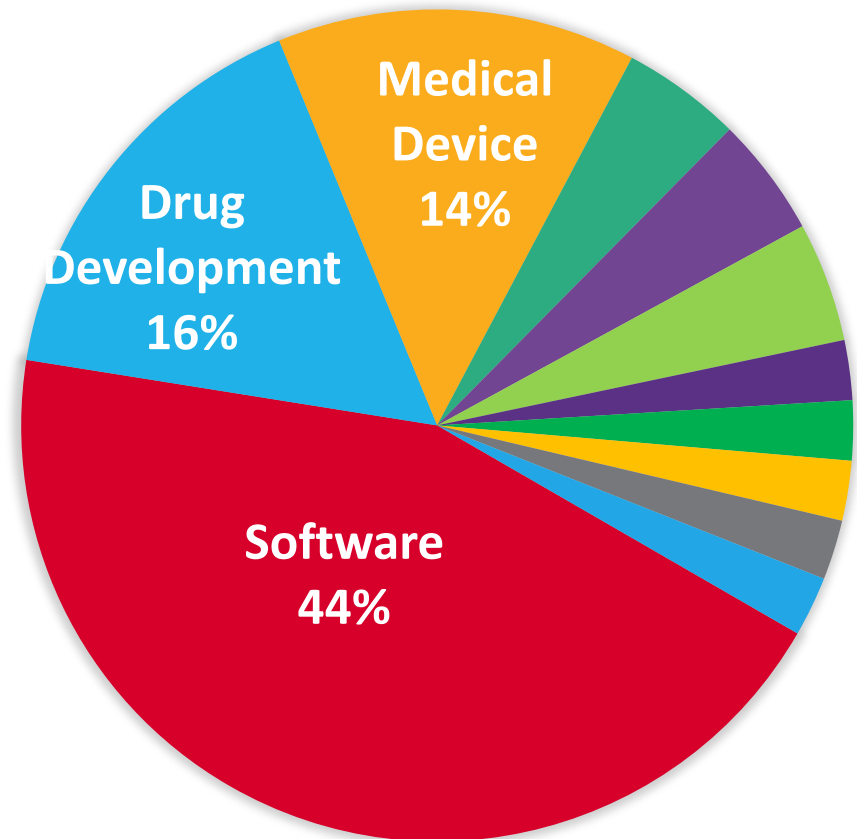


# CONNECTIVITY

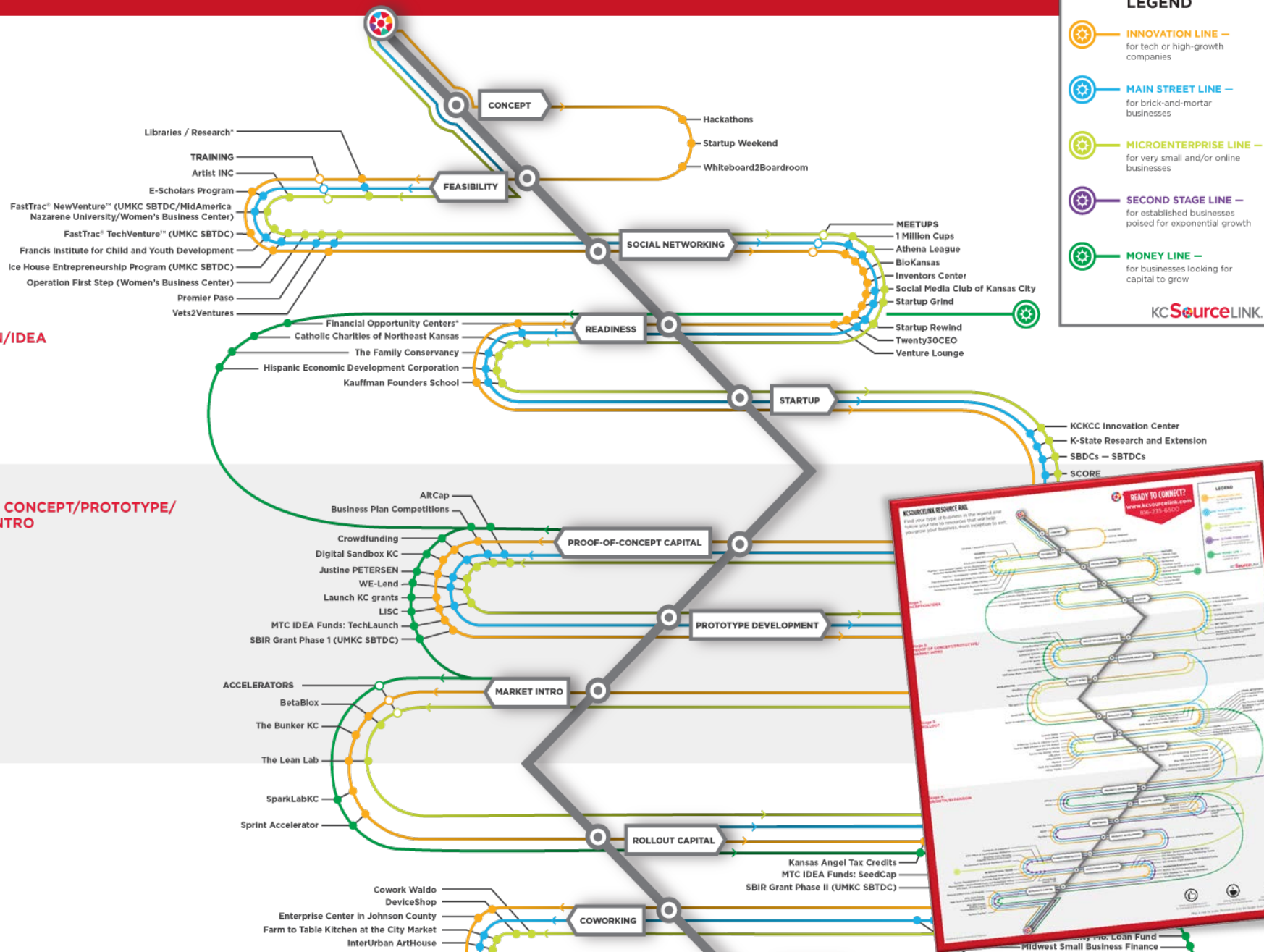


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# PIPELINE OF INNOVATION



# IDENTIFY





# IT TAKES ALL TYPES OF ENTREPRENEURS . . .



**71%**

**MICROENTERPRISE**



**25%**

**MAIN STREET**



**3%**

**INNOVATION-LED**



**1%**

**SECOND STAGE**

*\*Based on the demographics of Kansas City entrepreneurs*

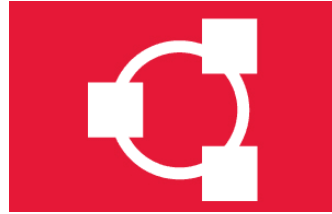
[@joinsourcelink](https://joinsourcelink.com) | [hello@joinsourcelink.com](mailto:hello@joinsourcelink.com) | [www.joinsourcelink.com](http://www.joinsourcelink.com) | 844-804-8775

# Building a support structure for entrepreneurs



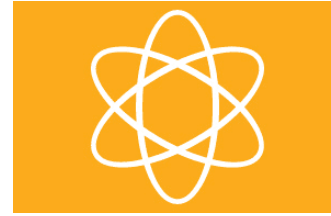
## Identify

*the  
entrepreneurial  
resources in your  
community and  
make them  
visible*



## Connect

*your community  
through a central  
hub*



## Empower

*your ecosystem by  
engaging,  
listening,  
responding and  
collaborating to  
solve problems  
and fill gaps*

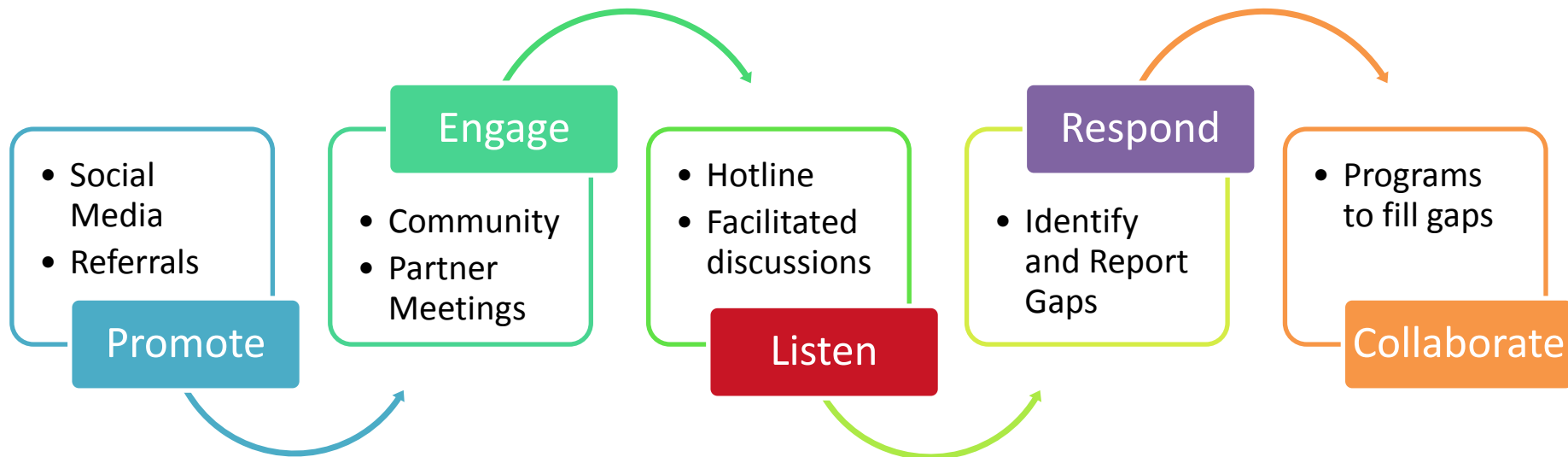


## Measure

*your impact, based  
on your  
entrepreneurial  
ecosystem's stage  
of development*

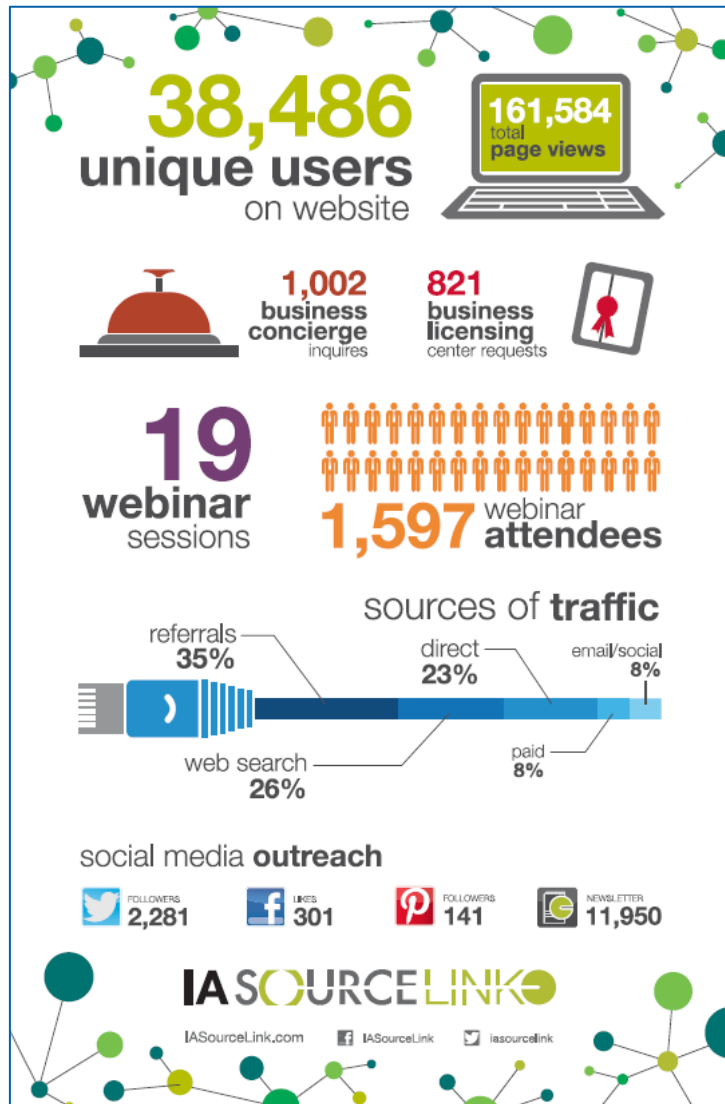
## Rinse and repeat

# ENGAGE AND EMPOWER





# EARLY MEASURES



Number of partners

Network Access

web visits

hotline calls

Resource Navigator searches

Network Strength

partners

calendar events

satisfaction survey results

Network Reach

friends and followers

sources of traffic

# ECOSYSTEM SWOT



## WE CREA+E CAPITAL

Defined the problem

Suggested an action plan

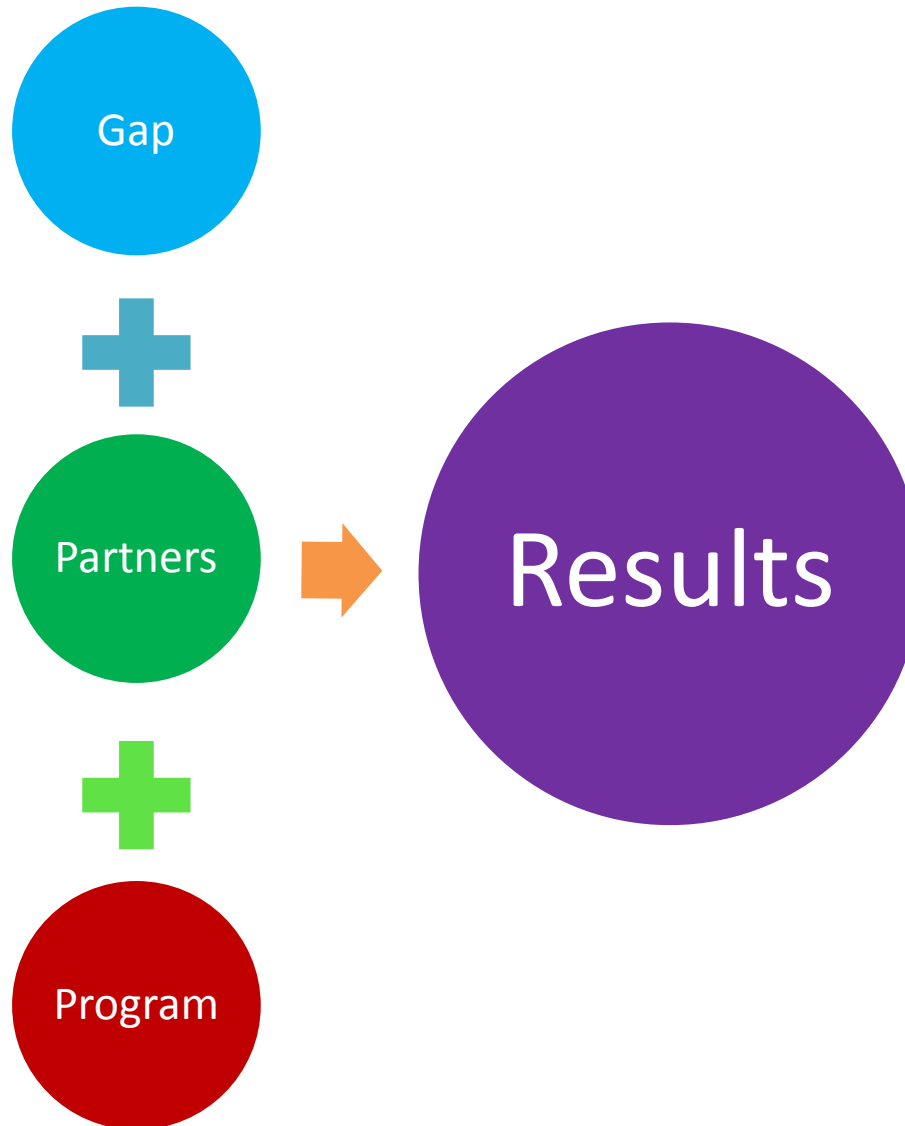


# WHAT FUNDERS LOOK FOR



- A strong problem statement
- **Data** that supports it
- A feasible solution
- **Partners**
- **Match \$\$**
- Return on investment:  
jobs, starts, debt/equity, sales

# COLLABORATION MEASURES – FILLING GAPS



## Measuring a Successful Collaboration

46 proof-of-concept projects

23 new companies

\$17.7 million follow-on funding

181 new jobs created, nearly \$5.5 million in total salaries

...in two years

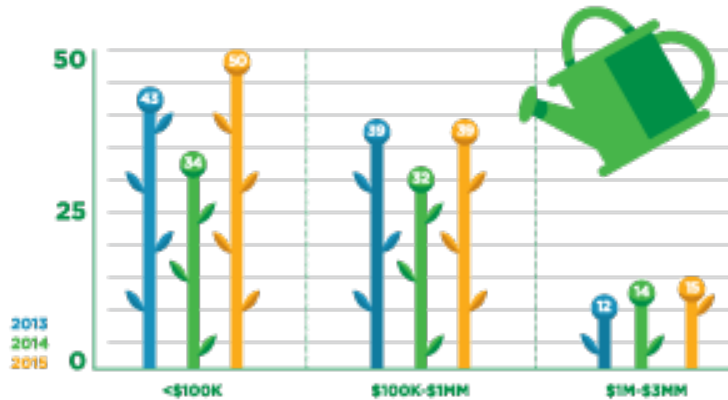


# MEASURING AN ECOSYSTEM

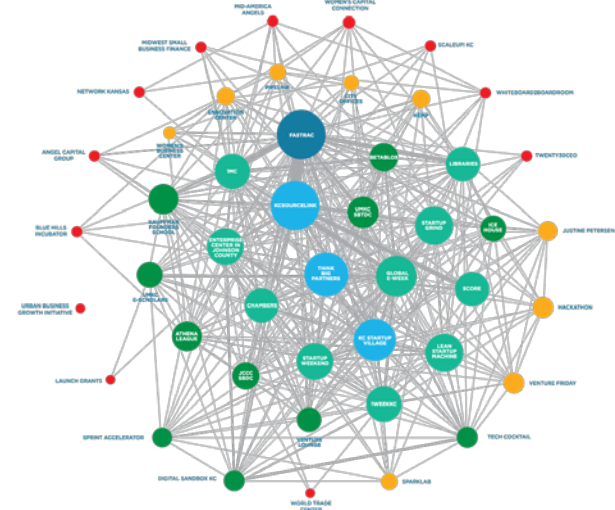
## ACCESS TO CAPITAL

### GRANT AND EQUITY FUNDING

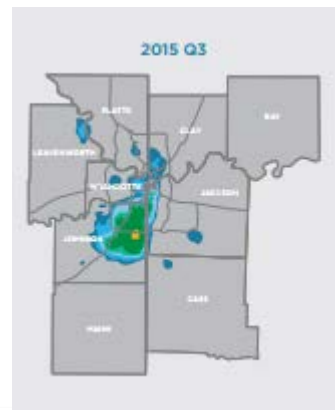
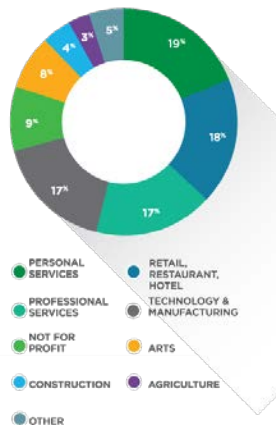
Number of deals by dollar range, by year



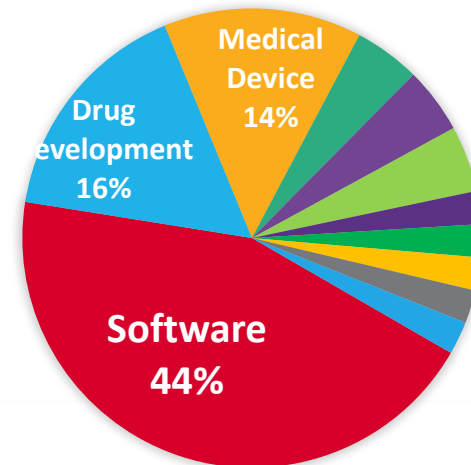
## CONNECTIVITY OF RESOURCES



## DEMOGRAPHICS AND DENSITY



## PIPELINE OF INNOVATION



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