MEASURING THE ENTREPRENEURIAL ECOSYSTEM
WHERE ARE KC STARTUPS LOCATED?

Maps show companies that have hired their first employee.

Number of Firms Hiring First Employee

- 0-0.5
- 0.5-1
- 1-1.5
- 1.5-2
- 2-2.5
- 2.5-5
- 5-7.5
- 7.5-15

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

- Software: 44%
- Drug Development: 16%
- Medical Device: 14%
- Consumer:
- Drug Delivery:
- Solar:
- Biodesiel:
- Diagnostic:
- Engineering:
- Power:
- Water Purification:
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

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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

- Social Media
- Referrals

Promote

Engage
- Community
- Partner Meetings

Listen
- Hotline
- Facilitated discussions

Respond
- Identify and Report Gaps

Collaborate
- Programs to fill gaps
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

STRONG
Resources

WEAK
Networked Capital
Corporate Engagement

EMERGING
Pipeline
Talent Awareness
WE CREATE 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

Gap + Partners + Program → Results
MEASURING AN ECOSYSTEM

ACCESS TO CAPITAL

CONNECTIVITY OF RESOURCES

DEMOPGRAPHICS AND DENSITY

PIPELINE OF INNOVATION

<table>
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