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Exercise 1- Entrepreneurial Ecosystems Exercise

Based on your knowledge identify what you believe exists in the Central Valley region. Be sure to explain your responses.

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| **Ecosystem Promoters** | **Description** | **Central Valley Region** |
| Customers | Customer’s orientation to purchasing. Necessities or luxuries. | A lot of people live in this region, therefore a wide range of purchasing power. |
| Local vs. Global | Does the region have corporate headquarters?  Is there a balance between franchises and locally owned companies? | Some corporate entities are headquartered here. Although there seems to be more small businesses that are locally owned. |
| Resources: Capital | If you launch a business, can you find investment capital? | Yes |
| Resources: Labor | Is labor mostly highly skilled work such as in technology, professionally skilled such as management, or low skilled such as manual labor? | A large percentage would belong to professionally skilled labor. Second largest would be low skilled. Lastly, highly skilled. |
| Resources: Material | What are the materials in plentiful supply: land, minerals, harbors, or sand? | Fertile Land, crops, fruit, and dirt. |
| Resources: Information | Is information local or global as it moves through the region? | Local |
| Education | Are entrepreneurship courses offered in high schools, community colleges, and universities in the region? | Yes |
| Community Support | Does the community promote entrepreneurship and encourage young people to pursue the same? | Yes, to a certain extent. |
| Local Government Support | Does the local government make it easy to support the launch of a business? | Yes. |
| Celebrations | Does the region have entrepreneur of the year awards or entrepreneurship events? | No, definitely could use more. |
| Optimism | In general, are people in the region optimistic about the future? Do they encourage young people to stay in the region? | People are somewhat optimistic for the future although there are motivations for people to escape the valley as well. |
| Legacies, Pioneers, and Boomerangs | What group is prominent in the region? | Legacies are prominent in the region. |