

## **Assignment Objective: Local Entrepreneurial Heros!**

The purpose of this assignment is to provide an opportunity to look beyond your own experience and see your entrepreneurial ecosystem through someone else's eyes. We want you to demonstrate how entrepreneurs in your community assess the current competitive position of the resources available to them and how well it facilitates entrepreneurial growth.

This project will require you to do independent research and interview an entrepreneur or multiple entrepreneurs in your community. Use what you have learned the various examples, lectures, and readings throughout the course to inform your analysis of the opportunities and challenges your chosen entrepreneur has experienced in growing their company.

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## **Assignment Guidelines**

Think about some of the most intriguing questions that have come up for you in the past several weeks of the course in the discussion boards, videos, and Live WebEx sessions.

Conduct an interview with one or more entrepreneurs in your community (this cannot be yourself). Ask them questions that will engage them in a conversation about the kinds of resources and support systems that they have had access to or lacked as they started and grew their businesses. You are encouraged to interview more than one entrepreneur if you choose.

**Consider the following when developing your interview questions. Include as many as you can in your interview/write-up:**

### **DESCRIPTIVE COMPONENTS:**

#### **1. Describe the Entrepreneur:**

- Who they are and where they are located
- When they started their company
- What their company's or organization's mission is
- The products and services they provide

#### **2. Describe their Ecosystem:** How this entrepreneur accessed and utilized the resources in their ecosystem to grow their company. Could include an examination of the presence or absence of any or all of the following components:

- Government
- Philanthropy
- Anchor institutions
- Intermediary institutions
- Other forms of support

### **ASSESSMENT COMPONENTS:**

#### **3. Challenges:** The challenges that this entrepreneur faced. Could include:

- The accessibility of funding for scale (rather than a market analysis of the products or companies themselves)
- Assessment of the key strategic challenges and tradeoffs that the entrepreneur faced.

#### **4. Opportunities:** The unique opportunities that this entrepreneur experienced. Could include:

- Elements that enabled company growth
- Supports that were available to help them succeed

5. **Measures of Success:** What success looks like to these entrepreneurs. Could include:
- How they measure success
  - Who are the beneficiaries of success.

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### **Engage with Other Students**

Use the forums on Coursera to engage with other students. Join your Regional Forum and tell your fellow students which entrepreneurs you are profiling. We hope that this will be a collective learning experience that will help you gather information and share your experiences and examples with each other.

**\*\*NOTE:\*\*** We encourage you to learn from each other to help inform your final analysis however your final project analysis must be independently written and uploaded to the main Coursera page to be given credit.

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### **Assignment Deliverable**

#### **What to write:**

Describe and interpret your entrepreneur interviewee's answers in the context of their regional entrepreneurial ecosystem. How do you interpret the challenges your interviewees face in finding support for their enterprises? What are the gaps in the systems of support available to them? What are the greatest strengths with regards to government support, philanthropy, and intermediary institutions in your region, as seen through their experiences?

#### **What to Submit:**

Your final deliverable is a written report of your analysis. Include the questions that you asked your interviewees and **discuss what you learned from their answers.**

*Word Count: minimum = 500*

\*\*\* We urge you to write your assignment in a separate word document that you can save on your computer. [Download the template Word Document here](#). This will help you to make sure your submission meets the required minimum word count (500 words) as well as to preserve your written work in case of any submission issues.

#### **Where to Submit Your Assignment:**

When you are ready to submit your assignment, [CLICK HERE to submit your assignment](#). Note that formatting from the Word document template will not carry over into the submission box.

**NOTE:** This assignment and your ongoing Personal Learning Assignment submissions will be useful to you in completing the final project for this course. We recommend keeping these documents handy on your computer to help you complete the Final Assignment.

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