FINAL PROJECT TEMPLATE

This document is an optional place for you to write your final project assignment before submitting it on the course platform. Many students find this to be a helpful tool to make sure they have covered all components of the project and save their writing.

#### FINAL PROJECT PART 1: Describing Your Entrepreneurial Ecosystem:

1. Description of the Entrepreneur (3 points):Describe a chosen local entrepreneur (this could be you or someone else). You are welcome to use the material you developed in your Midterm ALA to inform this part. It should include:
   * Who is the entrepreneur?
   * Their company’s short history
   * Their company’s mission
   * Their company’s products and services
2. Description of the Ecosystem (8 points):Describe how this entrepreneur utilized the resources in their ecosystem to grow their company and what could have helped this entrepreneur grow their company even more effectively. Include a discussion of the presence or absence of at least some of the following components:
   * Government
   * Philanthropy
   * Anchor institutions
   * Intermediary institutions
   * Seed Accelerators
   * Angel Investors
   * Venture Capital
3. Description of Challenges (5 points): Describe the challenges that this entrepreneur faced. It should include:
   * The accessibility of funding for scale (rather than a market analysis of the products or companies themselves)
   * Assess the key strategic challenges and tradeoffs that the entrepreneur faced.
4. Description of Opportunities (5 points): Describe the unique opportunities that this entrepreneur experienced. It should include:
   * Elements that enabled company growth
   * Supports that were available to help them succeed
5. Description of Measures of Success (4 points): Describe what success looks like to these entrepreneurs. It should include:
   * How they measure success
   * Who the beneficiaries of success are.

#### FINAL PROJECT PART 2: Describing Your Recommendations

1. Description of Recommendations (10 points):Describe one or two new resources or improvements to existing entrepreneurial resources that should be available to entrepreneurs like the one you described earlier. It should include:
   * Proposition of new resources or improvements to existing resources that should be implemented.
   * Description of the need for these improvements. Connect this to the earlier given assessment of the entrepreneurial ecosystem.
   * Description of the benefits that these improvements would provide to the greater entrepreneurial ecosystem or economy.
2. Description of the Roles of Government and Philanthropy (10 points): Describe the key roles of government and philanthropic stakeholders who would be involved in implementing these improvements. Examine the following:
   * Key challenges and opportunities that you anticipate local, regional, or national government stakeholders might experience in implementing these recommendations.
   * Key challenges and opportunities that you anticipate local, regional, or national philanthropic stakeholders might experience in implementing these recommendations.
3. Description of other Roles and Stakeholders (5 points): Describe other key roles of stakeholders in the entrepreneurial ecosystem who might be involved in implementing these improvements. Examine any of the following:
   * Anchor institutions
   * Intermediary institutions
   * Seed Accelerators
   * Angel Investors
   * Venture Capital
   * Additional support systems or stakeholders
4. Description of Your Role in Developing the Ecosystem (10 points):Describe the role that you play in helping shape these kinds of resources in your community. This role might be minimal, and we encourage you to be creative. This section is meant to help you identify what role, no matter how small, you play in the larger entrepreneurial ecosystem.
5. Thoughts on the Future of the Ecosystem (10 points):Describe what you hope your ecosystem will look like in 5 years. Describe it in 10 years. It should include:
   * Description of how the entrepreneurial ecosystem might be different than it is now.
   * Assessment of the key strategic challenges/tradeoffs that entrepreneurs in this ecosystem are likely to face.
6. Description of Measures of Success for the Ecosystem (5): Define what success for the resource providers in the ecosystem could look like. It should include:
   * How success might be measured
   * Who the beneficiaries of success in the ecosystem could be.

#### Criteria Rating Guidelines

The following are guidelines for grading each project component. These will be used by peer reviewers, so it is a good idea to consider them as you are writing your report.

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| Criteria Rating | Description of Criteria Ratings |
| EXCELLENT | All required elements of this section are addressed substantially.The author elaborates on each required element and provides compelling logic backed up by data and evidence gleaned from relevant sources and examples.The author offers detailed and thoroughly developed interpretations and analysis of their descriptions.The reader is left with a solid and highly-informed understanding of the key points of each topic.Recommendations section: The recommended approaches are well developed and are feasible and reasonable given the ecosystem’s opportunities and available resources described. |
| GOOD | Most of the required elements of this section are addressed substantially.The author includes relevant and well-developed examples to back up descriptions of each element.The author offers their own simple interpretations and analysis of their descriptions.The reader is left with a good understanding of the key points of each topic and is well informed on at least one key point.Recommendations section: The recommended approaches are somewhat developed and are feasible and reasonable given the ecosystem’s opportunities and available resources described. |
| FAIR | Some of the required elements of this section are addressed in a basic way.The author includes a few examples to back up descriptions but they are not well-developed.The author includes some basic interpretations of their descriptions but they are not well-developed.The reader is left with a basic or good understanding of at least one key point.Recommendations section: The recommended approaches are not well developed nor do they seem feasible given the ecosystem’s opportunities and available resources described. |
| POOR | No one topic is addressed substantially in the project.The author includes few or no examples to back up descriptions.The author does not offer explanations or rationale for opinion statements that are made.The reader is left with a poor understanding of the key points.Recommendations section: The recommended approaches are poorly developed or not included at all. |