Final Project Assignment (DISTINCTION Track)

Deadline:

Full Credit: Thursday, November 20, midnight EST | Partial credit: Thursday, November 27, midnight EST

CLICK HERE TO BEGIN YOUR FINAL PROJECT SUBMISSION

Assignment Objective:

The purpose of this assignment is to provide an opportunity to apply the concepts and frameworks discussed in class to a real context relevant to you and your entrepreneurial ecosystem. The project will require you to do independent research and, using the data and information that you gather, draw on skills and concepts learned during the course.

Use what you have learned from the various examples, lectures, and readings throughout the course to inform your analysis of your own regional entrepreneurial ecosystem.

To view the grading criteria for each component of this assignment, read the Final Project Peer Review Guidelines.

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Assignment Guidelines:

Note: All assignments must be submitted in English. Please prepare and submit an analysis of the current competitive position of your regional ecosystem and how well it is facilitating entrepreneurial growth.

Address in your analysis the presence or lack of the components we have covered in this course. Describe your recommendations for ways that government and philanthropy should be engaging local entrepreneurs to grow that economy. Your report will be evaluated on the depth and breadth of your analysis and clarity of recommendations as to how your chosen ecosystem might be improved. Your recommendations should be supported by your analysis and provide facts and data whenever possible.

Answer each of the following sections separately when submitting your report. We encourage you to write each answer in the Final Project Template before submitting.

DESCRIPTIVE COMPONENTS

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 for this part. It should include:

Who is the entrepeneur?

Their company’s short history, mission, products and services

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

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.

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

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.

ASSESSMENT COMPONENTS

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.

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 anticipate local, regional, or national philanthropic stakeholders might experience in implementing these recommendations.

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

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.

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.

Description of Measures of Success for the Ecosystem (5 points): 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.

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Extra Credit (5 points):

You may supplement your written analysis with a video submission and receive 5 extra credit points. The optional video submission gives you an opportunity to share more details on your chosen entrepreneur and local ecosystem. We will profile some of these videos on the course page and we hope you will also post them to the course Discussion Forums and the course Facebook page to share your stories with the larger student community. We encourage you to combine the interview footage with photos and music to provide additional context for what is happening in your community. This is your chance to be creative!

Note: If you choose to make a video, you will need to upload it to YouTube and paste the link into the submitted written portion of your assignment. This is the only option for submitting these videos.

Some examples of excellent final project submissions are below!

[Image: https://d396qusza40orc.cloudfront.net/entpecon/Workable-video.jpg] Here is an example video submission from our friends in Greece! The short video features Nikos Moraitakis, the co-founder of Workable, a startup company developing a simple recruiting software for fast growing companies. The written portion answers each part of the Final Project guidelines to examine the entrepreneurial ecosystem in Greece through the lens of startups like Workable. Video Submission | Written Submission [Image: https://d396qusza40orc.cloudfront.net/entpecon/anna-video.jpg] Here is an example of a two minute video that Michael’s daughter Anna made while they were in Vietnam in 2012 about how to buy chicken in their neighborhood. This does not have the required written portion but we thought it was a nice example of a video featuring a local entrepreneur!

Video Submission

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Peer Review:

Your analysis will be graded via peer assessment using the Final Project Peer Review Guidelines. If you wish to receive a Statement of Accomplishment with DISTINCTION, you need to complete a peer assessment of one (1) other analysis in addition to writing your own. These evaluations serve primarily as feedback to you improve your capability in conducting an ecosystem scan in the future. The peer reviews are due Thursday, December 4, midnight EST.

World Startup Report:

We have partnered with the World Startup Report wiki-site to help find a permanent home for the amazing resources and knowledge that you have shared throughout the course. The PLAs, Midterm Projects, and Final Projects that have been posted in the Regional Discussion Boards throughout the course will help inform the entrepreneurial ecosystem country reports on the World Startup Report website. If you would like to participate in this effort and help compile information from the forums for a country report, please email us at entpecon@case.edu