

To-do:

- Draw up a list of questions and interview Prof Dempwolf
- Draw up a proposal based on the interview answers

Step 1:

Specification - Interview Style with Prof Dempwolf to Determine Scope @9am Wed, 10/6

- Goal: Move specifications to questions

Generate questions

### **Scope (Zack)**

- What would be the scope of this project? Are we expecting to have two different platforms for learning management and making connections?
  - Digital Repository
  - Informs users how to do strategic doing as well as entrepreneurial ecosystem building using strategic doing
  - One platform
  - Essentially the idea is to facilitate users learning strategic doing(what it is/how to do it) and how to use it to build entrepreneurial ecosystems.
  - We do not need to upload all of the content ourselves, a part of the functionality of the platform is for users to be able to aid in creating the knowledge database
  - Our platform should also show the networks/ecosystems particular people are apart of
- How would we incorporate strategic doing in both platforms?
  - Documents, files, images, etc.
  - Databases
  - Blog
  - Users need to be able to work with the content as well(upload, edit, delete, etc.)

### **Users (use cases) (Becky)**

- What's the connection to Oklahoma City, Charleston, Kansas City, and Milwaukee? Why those particular cities?
  - No Connection Between These Cities except Geography (ie. rural, city, etc)
  - Focused on Business Building and Community
- Why would you want to attract certain people to this website?
  - Building Ecosystem in Designated Community
  - Want to Connect with Similar Minds
    - In terms of data gathering and strategic doing, what are the key conversations, who is involved, what is the topic, what are the network tools to build the ecosystem, how do we gather this data non-intrusively but be clear about their data being gathered?
- Are your intended users mostly older, younger, technologically savvy or not?
  - Mixed to Include Everyone
  - Not technologically savvy but have a general understanding of the using the web

Users Include:

- Focused Practitioners
- General Practitioners
- Researchers
- Administrators

### **Desired outcomes (specific behavior changes) (Becky)**

- We understand that you want people to be more connected and able to collaborate with others, is this correct?
  - Unobtrusive but Important Data Collected
  - Currently no mechanism to share information back and forth beyond their own group

### **Expected impacts (Kritika)**

- In your ideal world, what would the impact of this website be?
  - And for whom? Target audience?

Target beneficiaries:

Testing purpose:

- Ecosystem builders in Kauffman Summit
- Entrepreneurs in Kauffman community

Later:

- Other ecosystems worldwide

Explicit features:

- Open source
- No fees associated with data or documentary
- Require registration to upload data and interact

### **Content, expected (Cooper)**

- What type of content do you expect to be displayed on the platform? For instance, do you want diverse groups established based on individual interests, like FB groups?
  - Content related to ecosystem building/strategic doing
    - Tagging system (tags, key words, meta-data to sort it out)
    - What are the sources of that difference?
- Should the content be only pertained on entrepreneurship and people who want to build products and businesses?
- What kind of message or mode would you like the content to convey?

### **Accessibility (Cooper)**

- Do your users have particular needs that we should address?
  - Disability, etc.
    - At least at proposal level address accessibility

### **Security (Sagar)**

- What are your top concerns regarding security?
  - Needs to be security in terms of adding/editing and removing content
  - Want to know who is downloading material
  - Possibly a simple registration process to assign permissions
- How important is security to you?
  - Want password protection

- No sensitive information in the earlier models
- Only sensitive information in user database
- Aside from user database, all other content for the initial process should be accessible for everyone

### **Accountability (Anuja)**

- How would you like us to remain in contact with you?
  - How often? Flexible Schedule at End of Week
  - Which channel of communication do you prefer? Email, Zoom

### **Compatibility (Anuja)**

- With what operating systems does this need to work?
  - HTML5 may need to have a backup.
- What about phones, tablets, etc?
  - Yes, multiple devices and browsers

### **Longevity (Sagar)**

- How long do you anticipate this website will be needed?
  -
- Do you want the website to continually be updated?
  - We don't need to address this
  - We can continue to use without much technical support
- Try to build a permanent website
  - Start with a simple repository and then be built with more databases
- But otherwise is mainly for hardware
  -

### **Resilience (Victoria ----leaving for another meeting, someone please cover these questions. Thanks!)**

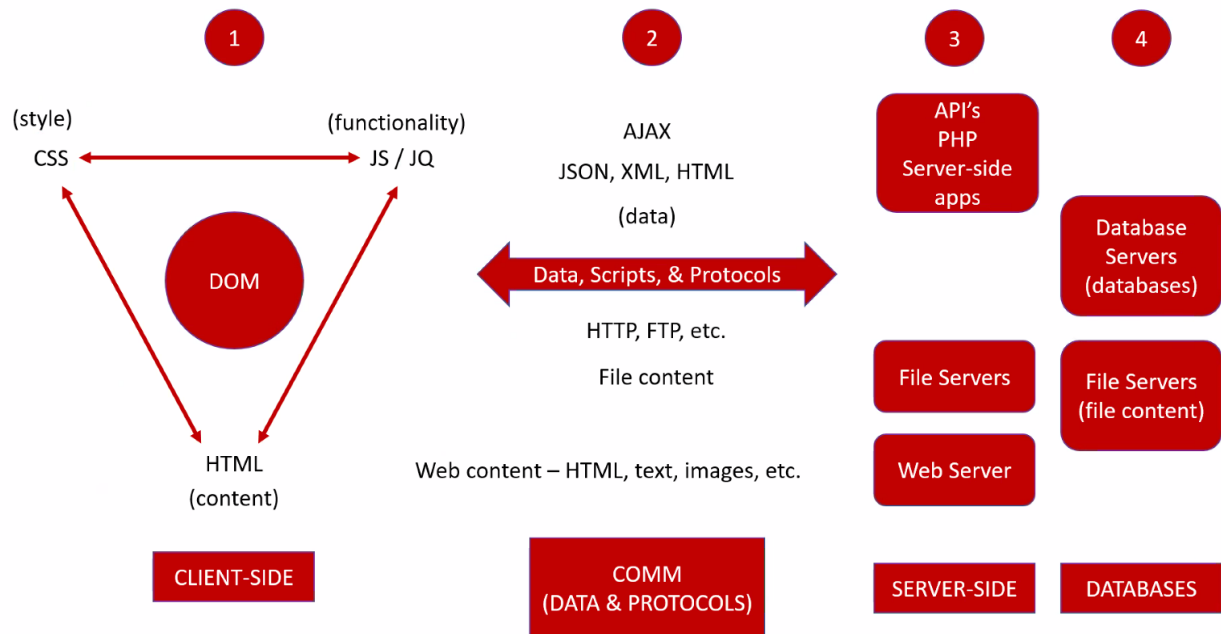
- How does resilience tie to this learning platform? What does it look like to you?
- How would you like to convey resilience? What's the level of interaction would you like that to happen. For instance, online workshops + tips on resilience and motivating messages to inspire and uplift entrepreneurs, etc?
- Functionality across different platforms
- What we build is adaptable to different browsers and devices
- Backups of the data
- You may not need to show this in the final deliverable but should at least mention it with a paragraph in the proposal

### **Next Steps:**

- Review what we talked about with Professor → **Letter** (email/document) with understanding of what he wants
- Briefly run through scope (leave out some details)

### **Next Week Due 10/13**

Then, Proposal Due 10/20



## Semester Project Requirements

Semester projects should engage all 4 parts of the IT spectrum (previous page)

1. Client-side should pay attention to UI/UX
  - Should include forms, tables, lists, images, links and other HTML elements
  - Should be styled with external / internal / inline CSS
  - Should include JavaScript / JQuery scripts & functionality
  - Should connect to a database server
2. Comm segment should engage appropriate protocols for the transfer of various types of files and data
3. Server side should connect client-side requests to databases and perform some server-side processing
4. Database(s) should have at least some functionality and should be well-structured

# Digital Repository for Kauffman Foundation (Strategic Doing)

May build on examples found in Duckett and elsewhere.

Users may include:

- Focused practitioners (ecosystem builders, strategic doing)
- General practitioners (Economic development, Community development, Government)
- Researchers
- Admin (ASL, Kauffman)

Web pages / functionality may include:

- User registration & permissions
- Add / edit / delete / download content
- Search / browse content

Content may include

- Documents, files, images, etc.
- Databases
- Blog

The proposal should be developed as if the full site will be developed

We will then determine the extent of actual development for the semester project based on course constraints

• Our project, if accepted by the Agile Strategy Lab, would be part of a larger proposal to the Kauffman Foundation. Our project will encompass two initiatives. The first will create a web-based digital repository for the curation of content to support learning and practice (praxis) in multiple communities. The second will create a platform for structured “conversations” that form the foundation of Strategic Doing. Similar in some ways to social media platforms, this one will gather and analyze social network and content data from the interaction for the sole benefit of the participating ecosystems and those charged with building them.

## PROPOSAL SUMMARY

• Ecosystem builders face a daunting problem: How do I learn how to develop entrepreneurial ecosystems? Designing and guiding the development of entrepreneurial ecosystems is a new and fast evolving field. While there has been extensive and growing research interest in entrepreneurial ecosystems, there is relatively little insight into HOW to build ecosystems. Strategic Doing, an open-source model for developing collaborations and ecosystems helps fill the gap. We have evolved this discipline since 1993 and applied it successfully to the development of entrepreneurial ecosystems in Oklahoma City, Charleston, and Milwaukee. Ecosystem builders are currently applying this approach in Iowa City, Calgary, and across both Alberta and Ecuador.

• This proposal outlines the launch of a prototype “digital learning platform” for ecosystem builders, based on the Strategic Doing model. The platform will be designed to support the emerging praxis of ecosystem building. This low fidelity prototype will test some key assumptions about how a learning platform for ecosystem builders could be designed, operated, and sustained.

• The key features include:

1. **Strategic Doing.**— Strategic Doing provides a tested open-source protocol for accelerating collaborations and building ecosystems. Entrepreneurial ecosystems emerge from a portfolio of collaborations. The platform will include video, virtual meetings, and practice notes on how practitioners have used Strategic Doing to build ecosystems.
2. **Accelerated connections.**— The platform will connect people through meaningful interactions. It will unobtrusively — and with participants’ consent — collect important information about those interactions. This information will enable the construction of near real-time social network maps. Reflecting these maps back to the community of ecosystem builders to accelerate connections and promote self-organization
3. **Accelerated learning.**— A well-designed learning platform will enable ecosystem builders learn faster together through the actions they take. As they reflect on their experiences and share them, their practices will evolve to become more productive and impactful.

## TARGET BENEFICIARIES

• The proposal targets ecosystem builders, the same audience that has engaged in the Kauffman Foundation’s ESHIP Summits. Secondary beneficiaries would be entrepreneurs in communities served by Kauffman.

## Background and Context:

Our project will encompass two initiatives. The **first** will create a **web-based digital repository** for the curation of content to support learning and practice (praxis) in multiple communities. The **second** will create a **platform for structured “conversations”** that form the foundation of Strategic Doing. Similar in some ways to social media platforms, this one will gather and analyze social network and content data from the interaction for the sole benefit of the participating ecosystems and those charged with building them.

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