

Mapping Entrepreneurial Ecosystems Through Intellectual Property Landscapes

Who are we designing this application/platform for?

Entrepreneurs -

They may know the traditional “hotspots” of entrepreneurship; such as Silicon Valley, NYC, etc -- but they may not know their competitors or they may not know where to look for funding.

Investors -

They may know where they are comfortable investing in terms of geography as it fits their investment thesis, but they may not know up and coming companies that have IP in frontier technologies.

Policy makers -

They may have experience related to decisions that didn't turn out as expected in generating upward movement in their regional economies. Ecosystem Clustering and IP Landscaping has something to offer here.

University commercialization offices -

They may have an idea of what has worked for them/ and what has not in regards to commercializing inventions and collaborations with industry. They don't know all the players in the space, or where things are trending.

There is direct interest in the topic by each of these audience members, but they may not know much about the regionality or data findings, or how the data clusters.

Additional Considerations

Why does our audience care that we are mapping entrepreneurial ecosystems through IP landscapes?

How important is it to know where IP is being generated in terms of frontier technologies? **These are Signals From The Future. Beacons of future development.**

How is the Audience reading / interacting with your project?

Through the browser for the time being (not mobile responsive), future scenarios may include interactive 3D displays.

This iteration may use Three.js to see and interact with the ecosystem/ network. Through an application which allows for geographic interactivity (possibly QGIS, Mapbox, Three.js for regional clustering).

The app will be used as a clustering discovery tool for innovation by geographic region.

How might we further our knowledge of how entrepreneurial clusters emerge through IP landscapes in a dashboard type of experience?

I imagine a discovery tool, which provides insights and decision making assistance for those who are using it.

What is your project asking of your audience? (Inputs, Actions?)

Interact with a Map (using click events, hover, scrolling, click on options from dropdowns, use and type a search feature).

Select between different options to compare regions of geography.

Interact with Clusters potentially in a graph/noded visualization.

What does your audience take away from the engagement?

Instant take away (1 min)- Needs to be engaging and informative (a discovery tool). Take away could be obvious trending patterns up close and current, related to innovation clustering. (Investor location, IP filings per region, Type of Inventions, Educational and institutional proximity, etc).

How activity and distribution of resources is geographically clustered, and where the “hot spots” might appear next in terms of regional entrepreneurial growth and development.

Where might resources be allocated to drive the highest level of impact for the community?

How and where might our audience find /allocate resources once they have interacted with the data visualization? How are we building bridges between seekers and solvers?