

**CREATING AN  
ENTREPRENEUR  
FIRST COMMUNITY**



entrepreneurship is  
opportunity recognition  
under conditions of risk



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[www.hatchform.com](http://www.hatchform.com) | 575-737-8367 |  
3900 Paseo del Sol Santa Fe, NM 87507 |  
[sean@hatchform.com](mailto:sean@hatchform.com)

according to the **Kauffman Foundation**, virtually  
**all net new jobs** created in the U.S.  
between 1980 and the middle of this past decade  
were **created by firms that were five years old or less** –  
**about 40 million jobs.**



entrepreneurship is also a strong indicator of a region's overall economic health. researchers have found that cities with strong entrepreneurial ecosystems are generally wealthier, faster growing and have better employment pictures than other cities.







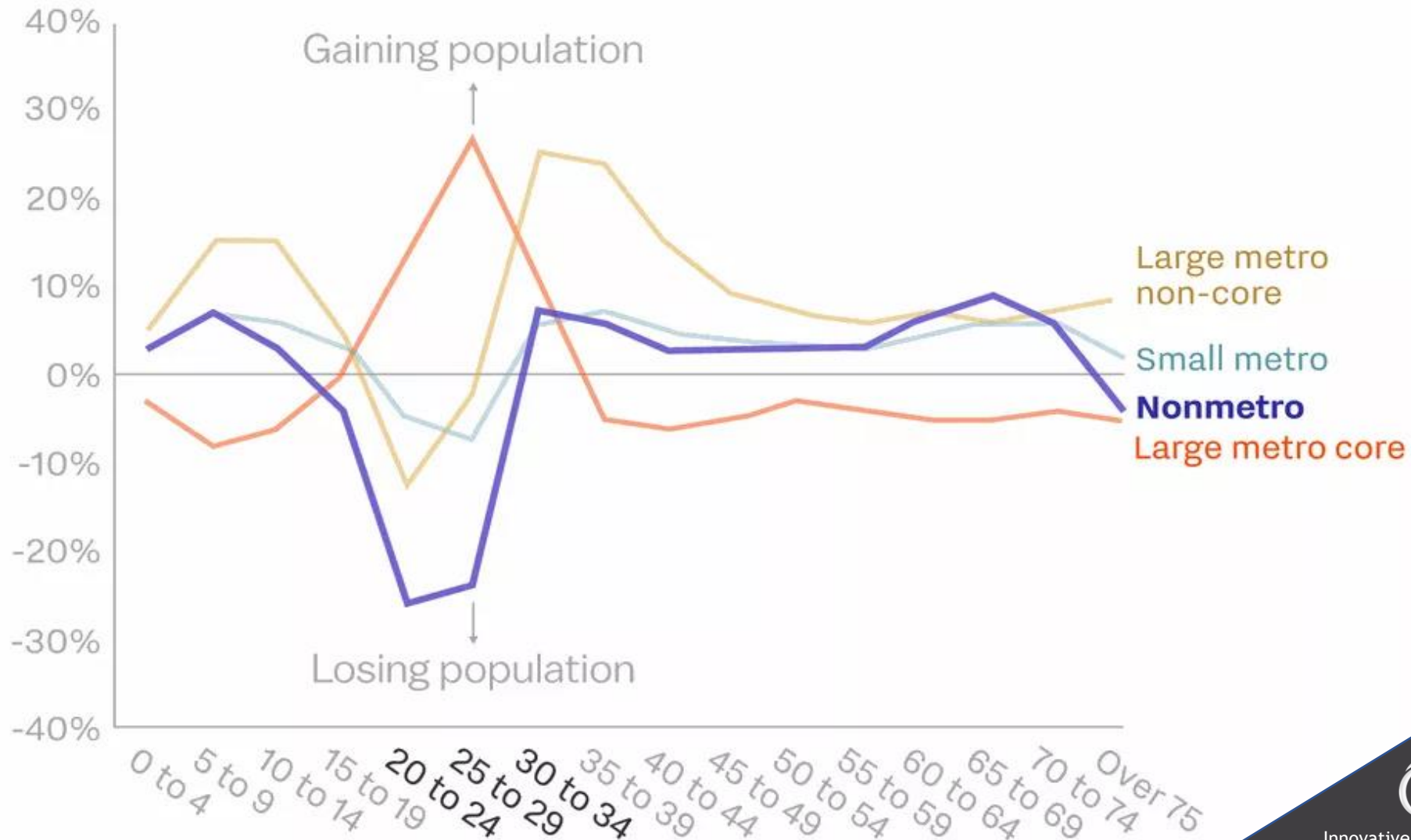
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# Net migration rates across rural-urban continuum

From 2000 to 2010



Data from Ken Johnson and Richelle Winkler's "Migration signatures across the decades"



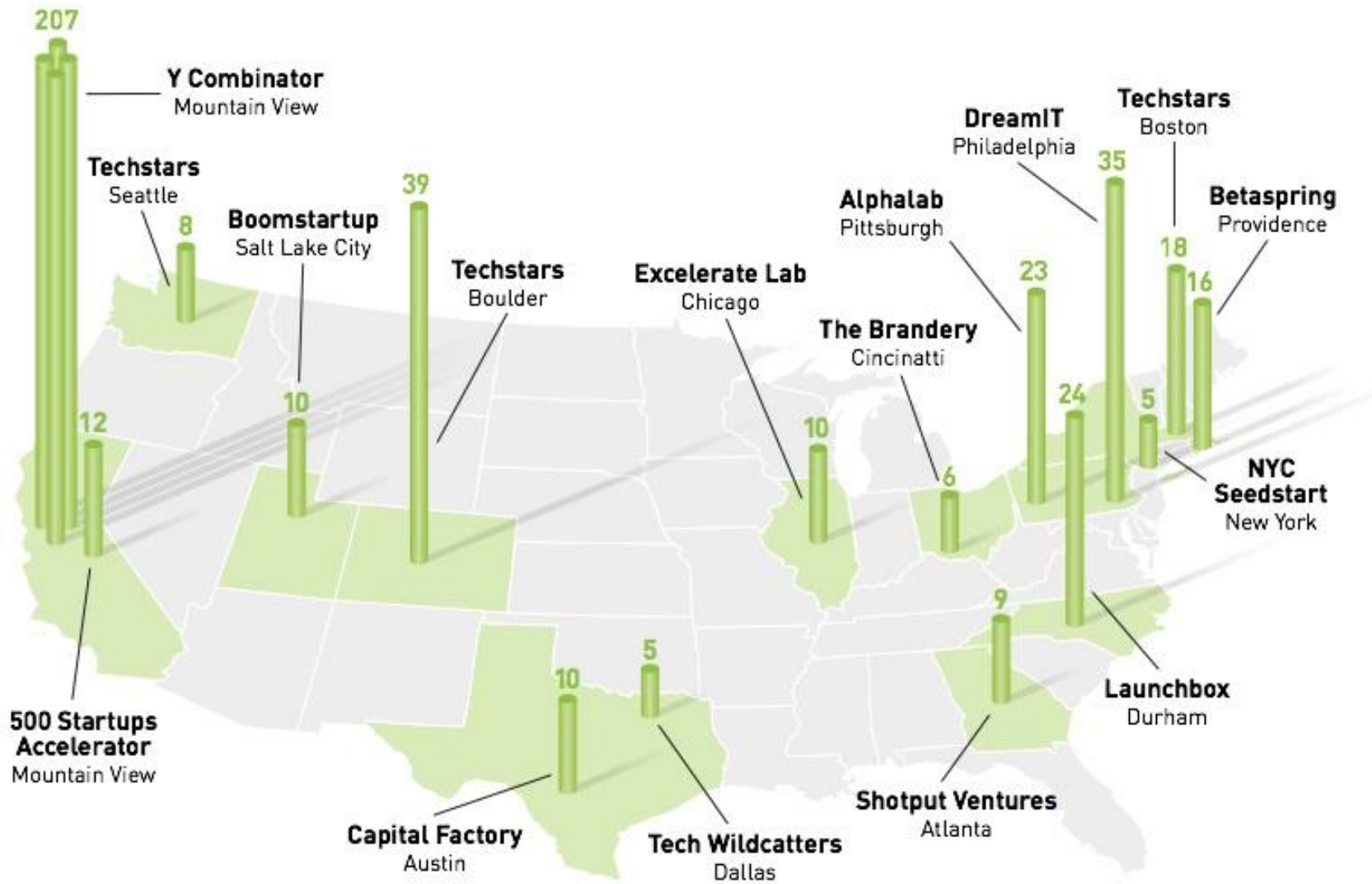
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The researchers learned that these return migrants come back to fill professional jobs that are hard to fill. They come back with life experiences to spur economic

growth. **And they come back because they care about the people at home.**

The researchers found that almost all the returnees still had family in town, and when they came back, **they felt the need to give back to their community with the skills and experiences they accrued elsewhere.**





Provide promising companies the ability to explore opportunities outside the community.

<http://financealpha.com/the-facts-about-startup-accelerators/>



**2**  
**HUMAN**  
**CAPITALIZATION**



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the rate at which a given community capitalizes on the human potential... what percentage of those who are capable of achieving something actually achieve it.



Malcolm Gladwell



# United States

## Human Capital Index 2015 Rank

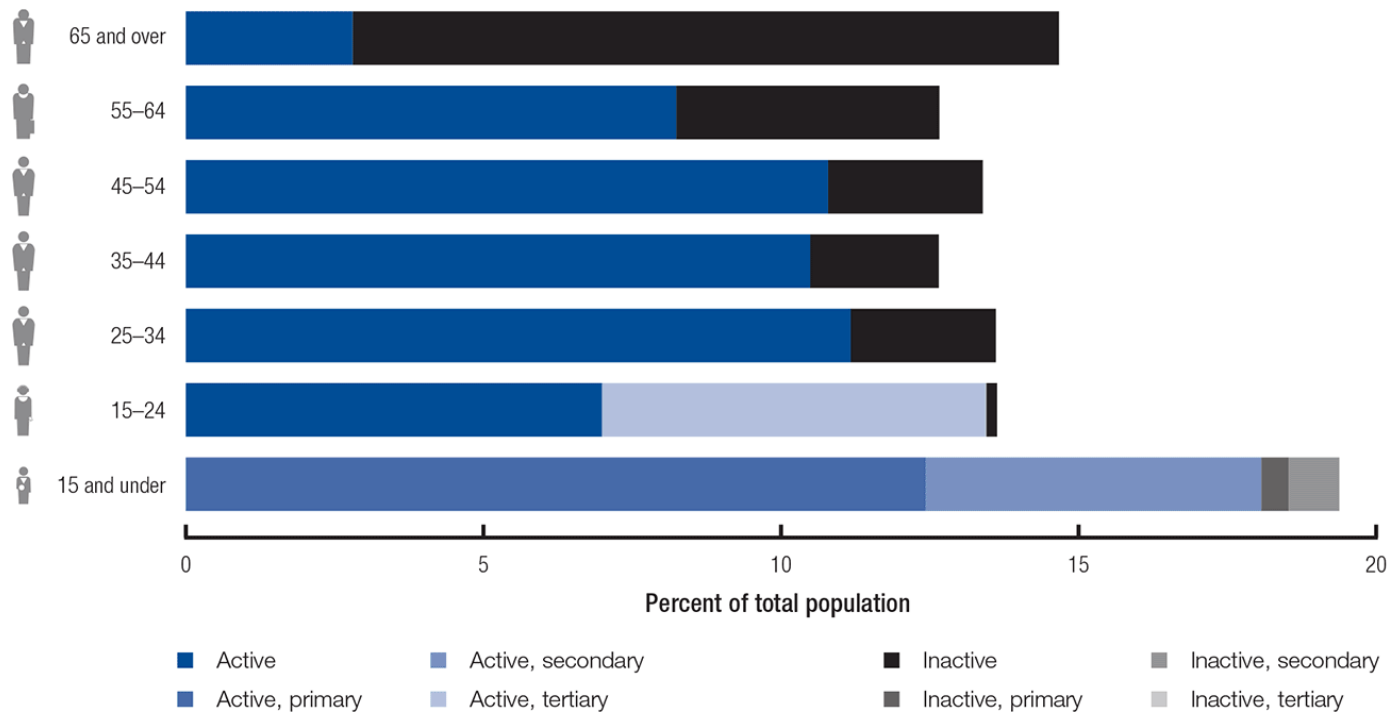
# 17

(out of 124 countries)

## Key indicators

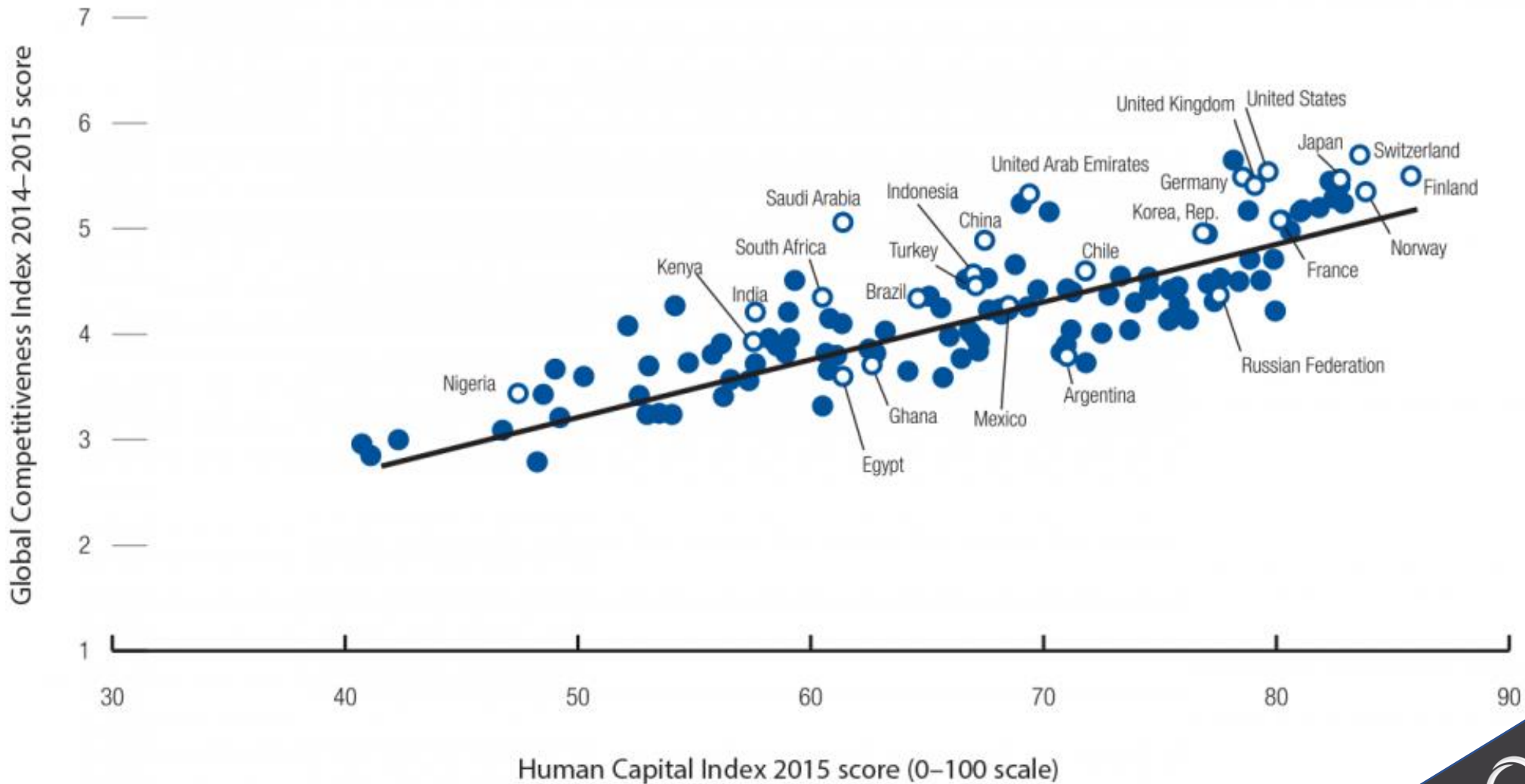
Total population (1,000s).....	325,128	Median age of population (years) .....	37
Working age population (1,000s).....	214,392	GDP per capita (constant '11 US\$, PPP).....	54,678
Tertiary-educated population (1,000s).....	87,670	Labour force participation rate (%).....	62.5
Aged dependency ratio (%).....	19.5	Employment-to-population ratio (%).....	57.8
Child dependency ratio (%).....	29.6	Unemployment rate (%).....	7.4

## Education and workforce distribution



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Figure D2: Relationship between the Global Competitiveness Index 2014–2015 and the Human Capital Index 2015





**3**  
**FAST & CHEAP**



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**81% of New Years Resolutions\***

**99.9% of Species are Extinct\*\***

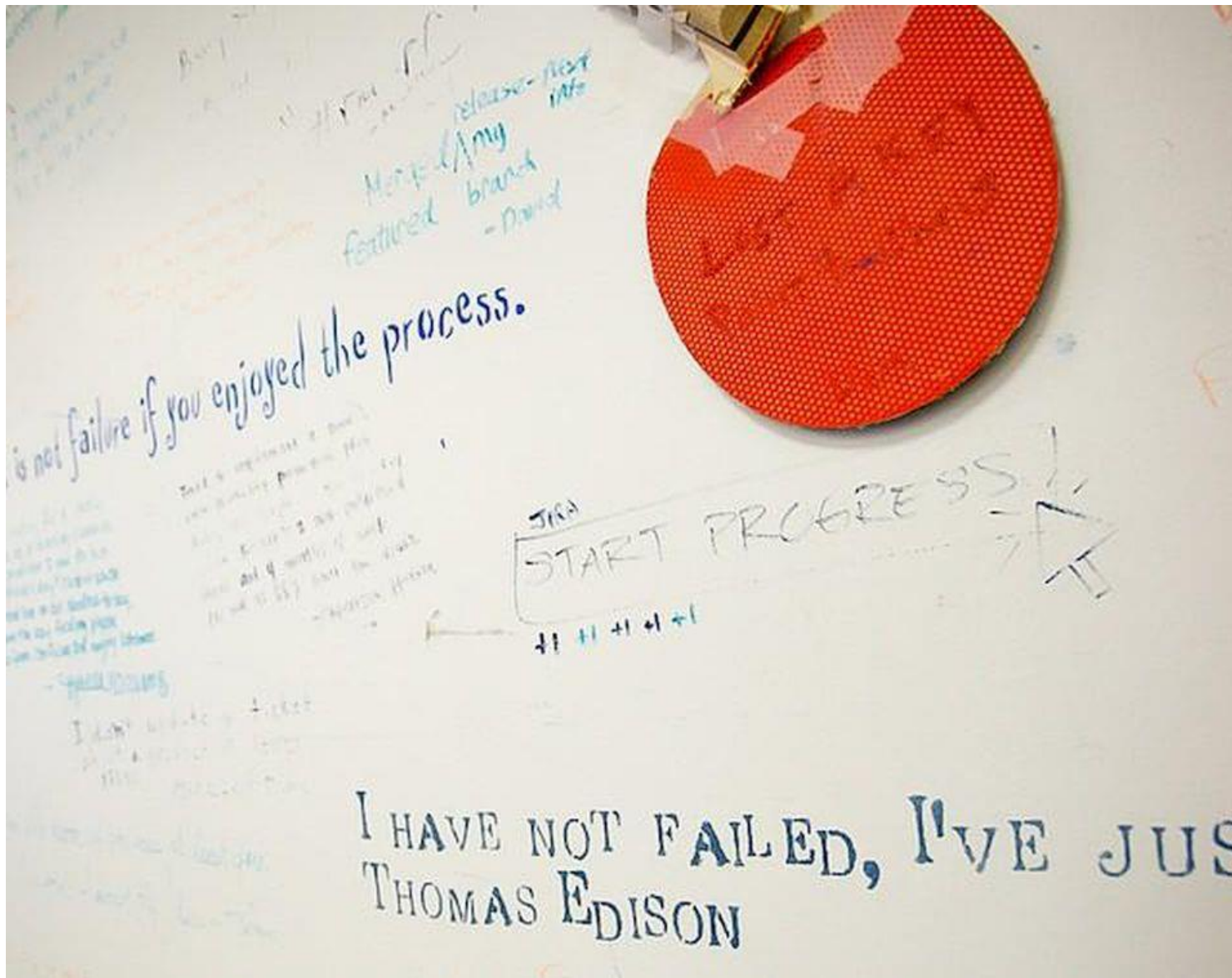
**43.1 million Americans Live in Poverty\*\*\***

\* <https://www.ncbi.nlm.nih.gov/pubmed/2980864>

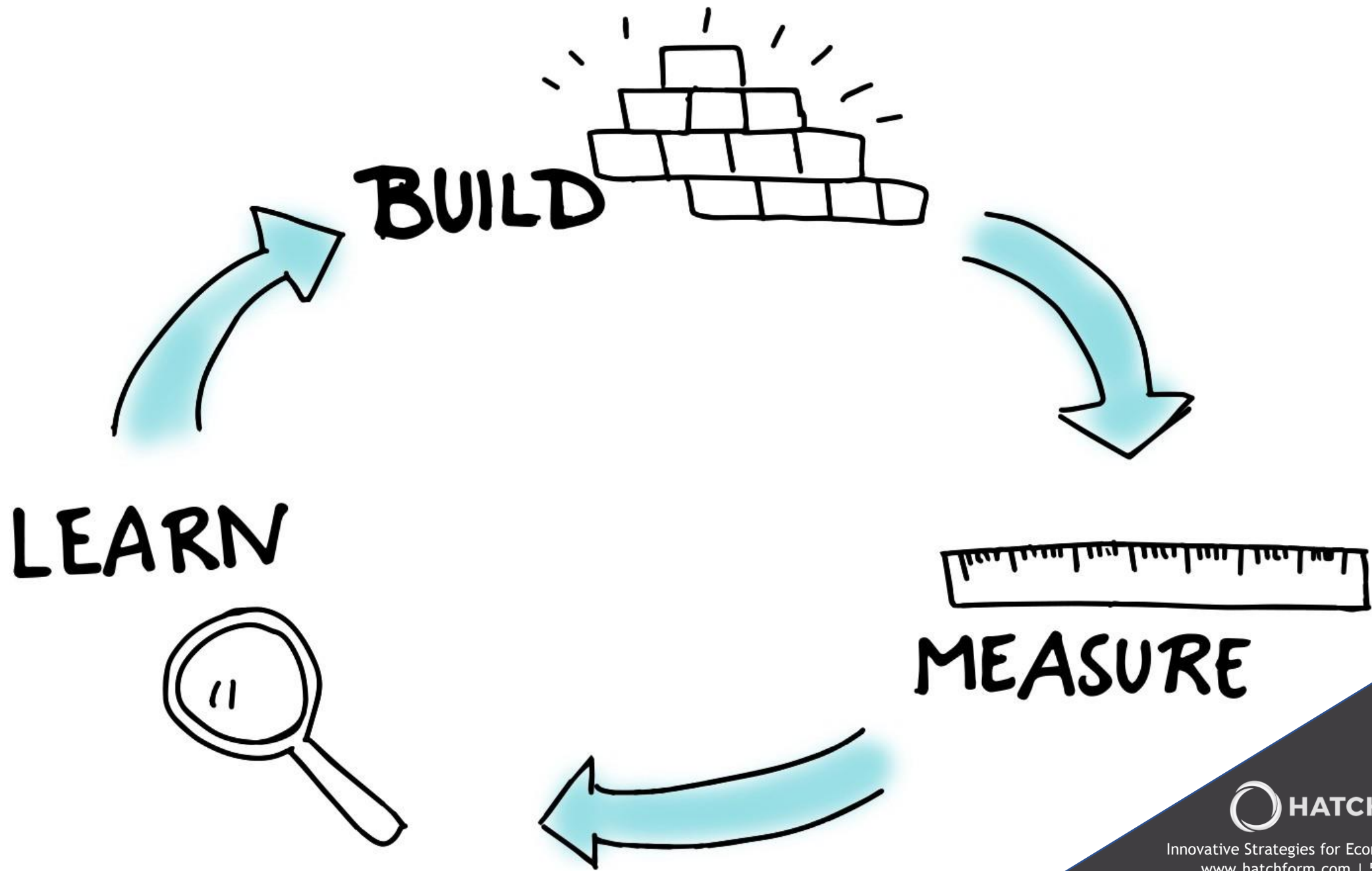
\*\* Why Most Things Fail: Evolution, Extinction and Economics

\*\*\* <https://poverty.ucdavis.edu/faq/what-current-poverty-rate-united-states>





The Failure Wall at the Dun & Bradstreet office in Malibu Photo credit: Dun & Bradstreet

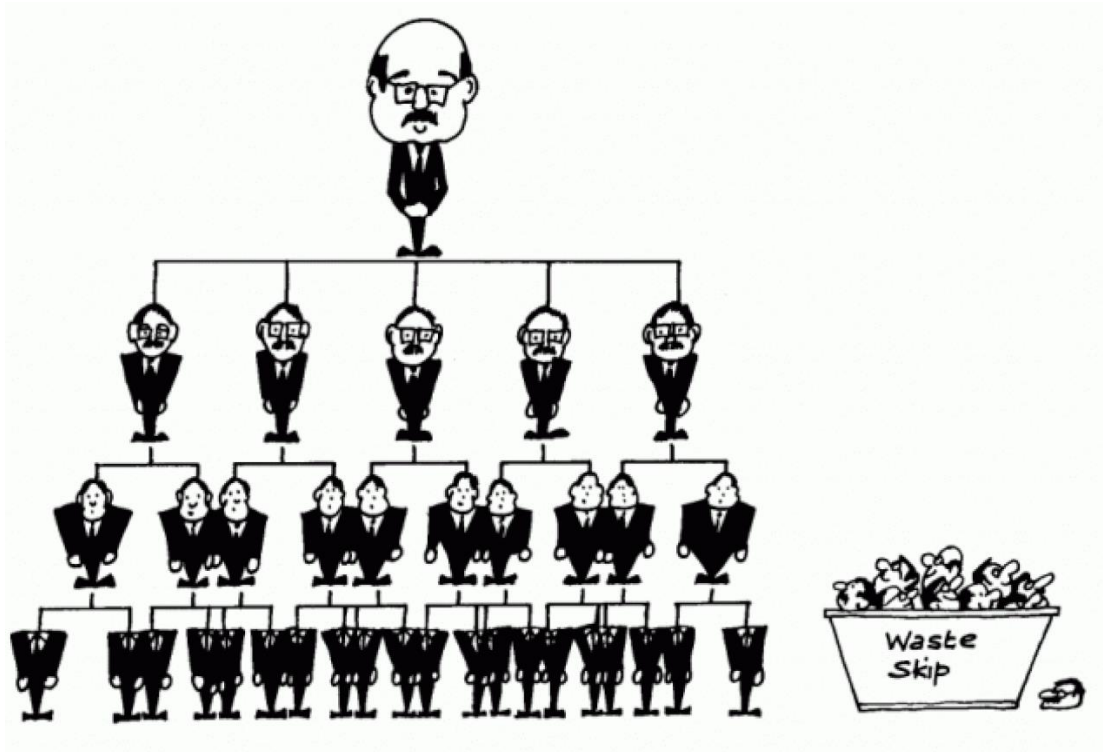


**4**  
**IT'S NETWORKS**

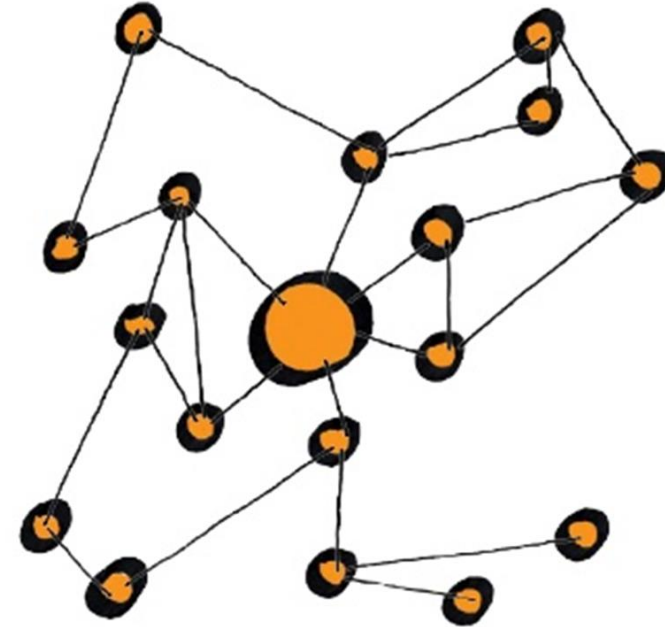


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Networks can help get things done



<http://agilestrategylab.org/>



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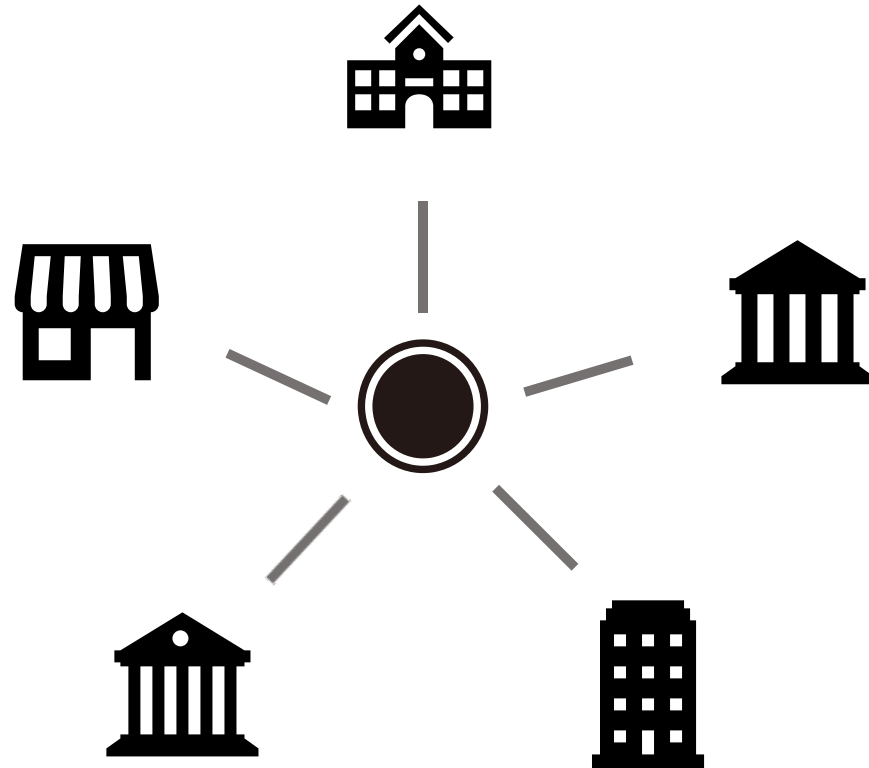
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**5**

**THEY ARE  
EVERYWHERE**



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**INTRAPRENEURS** are individuals who practice entrepreneurship from within a company or organization

**strong entrepreneurial communities encourage individuals to be innovative and take risks in business and civic life**



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# WAYS TO INCENTIVIZE INTRAPRENEURSHIP



## IDEA FAIR

A less formal version of a proposal or business plan, where a concept or design is pitched alongside other ideas.



## HACKATHON

A rapid design, one-off event often associated with solving a problem.



## SANDBOX FUND

An account where companies can allocate money to employees to buy time from other work or hire partners to help build a prototype or business plan.



## INNOVATION TIME

Like Google's "20% time," this offers employees the option to spend some of their time on side projects of their choosing.



**6**  
**LISTEN**



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# The Boulder Thesis

1. **ENTREPRENEURS** must lead the startup communities.
2. The leaders must have a **LONG-TERM COMMITMENT**.
3. The startup community must be **INCLUSIVE** of anyone who wants to participate in it.
4. The startup community must have continual **ACTIVITIES / EVENTS** that engage the entire entrepreneurial stack.



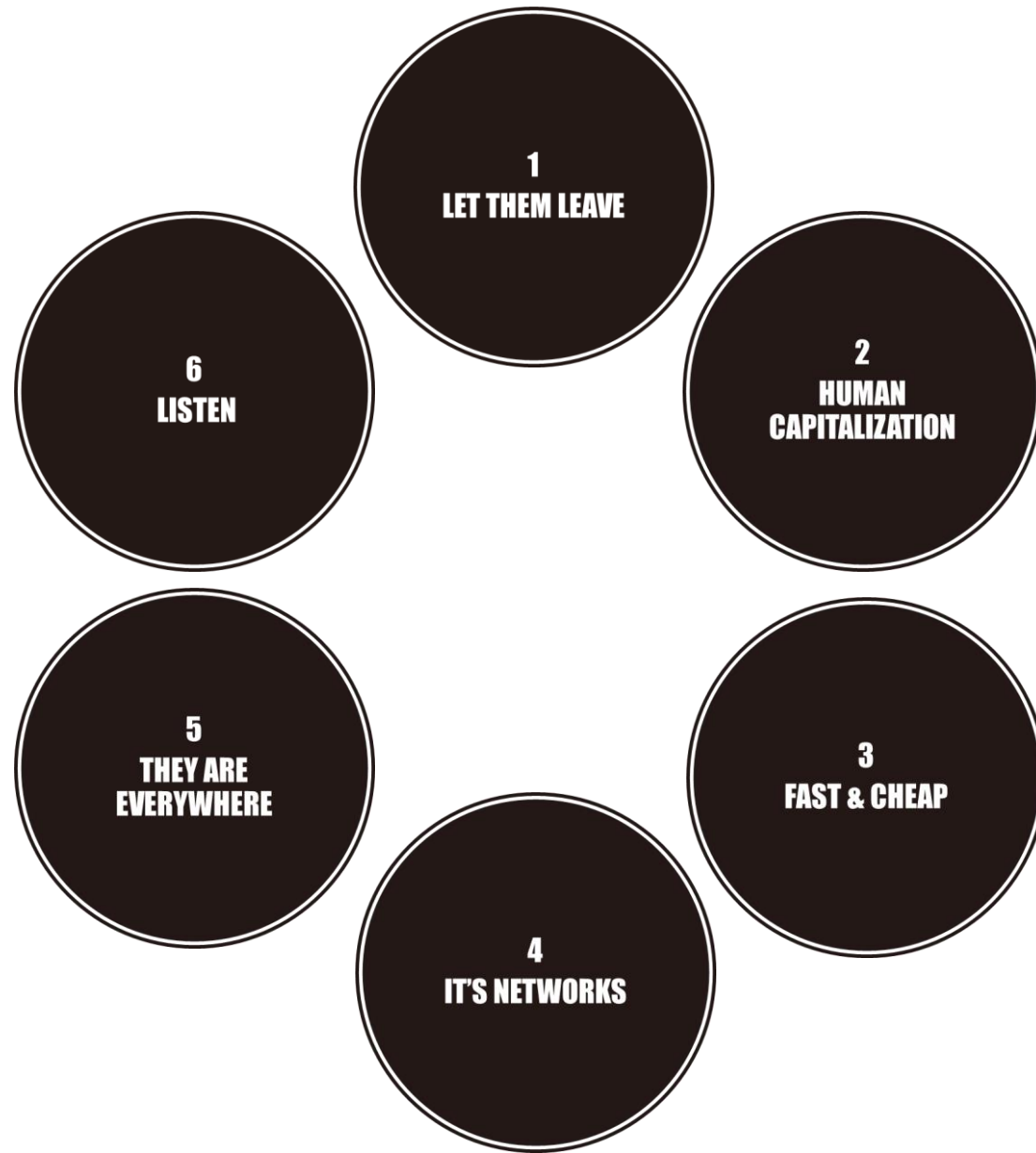
# Not all “problems” are created equal:

**Simple:** Already defined; need solving — also tame, benign  
e.g.,  $2+2=?$ , put a man on the moon

**Complex:** Need definition — also common  
e.g., what should we build?

**Wicked:** Cannot agree on a definition — also mess, tangle  
e.g., poverty, Palestine

— Peter Rowe, after Horst Rittel



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Thank  
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