CREATING AN ENTREPRENEUR FIRST COMMUNITY
entrepreneurship is opportunity recognition under conditions of risk
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.
LET THEM LEAVE
Net migration rates across rural-urban continuum
From 2000 to 2010

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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population (1,000s)</td>
<td>325,128</td>
</tr>
<tr>
<td>Working age population (1,000s)</td>
<td>214,392</td>
</tr>
<tr>
<td>Tertiary-educated population (1,000s)</td>
<td>87,670</td>
</tr>
<tr>
<td>Aged dependency ratio (%)</td>
<td>19.5</td>
</tr>
<tr>
<td>Child dependency ratio (%)</td>
<td>29.6</td>
</tr>
<tr>
<td>Median age of population (years)</td>
<td>37</td>
</tr>
<tr>
<td>GDP per capita (constant 11 US$, PPP)</td>
<td>54,678</td>
</tr>
<tr>
<td>Labour force participation rate (%)</td>
<td>62.5</td>
</tr>
<tr>
<td>Employment-to-population ratio (%)</td>
<td>57.8</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Education and workforce distribution

[Bar chart showing the distribution of the population by age groups and their activity status: Active, Active, secondary, Active, primary, Inactive, Inactive, primary, Inactive, secondary, Inactive, tertiary.]

Percent of total population
Figure D2: Relationship between the Global Competitiveness Index 2014–2015 and the Human Capital Index 2015

3

FAST & CHEAP
81% of New Years Resolutions*
99.9% of Species are Extinct**
43.1 million Americans Live in Poverty***
The Failure Wall at the Dun & Bradstreet office in Malibu Photo credit: Dun & Bradstreet

https://www.forbes.com/sites/jeffstibel/2016/03/25/how-bringing-failure-into-your-workplace-can-maximize-success/#40cbe9206f16
Innovative Strategies for Economic Development

www.hatchform.com | 575-737-8367 | 3900 Paseo del Sol Santa Fe, NM 87507 | sean@hatchform.com

4

IT’S NETWORKS
Networks can help get things done

http://agilestrategylab.org/
5
THEY ARE EVERYWHERE
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.
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.

http://mitsloan.mit.edu/newsroom/articles/a-guide-to-intrapreneurship/
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
1. Let Them Leave
2. Human Capitalization
3. Fast & Cheap
4. It's Networks
5. They Are Everywhere
6. Listen
Thank You