

# ECOSYSTEM EXPLORE

Mapping And Visualizing Your City Ecosystem



**ECOSYSTEM EXPLORE IS A  
DIGITAL ECOSYSTEM PORTAL  
AND PLATFORM ENSURING AN  
INFORMATIVE AND  
ACTIONABLE FUTURE FOR  
STARTUP ECOSYSTEM!**

# BACKGROUND

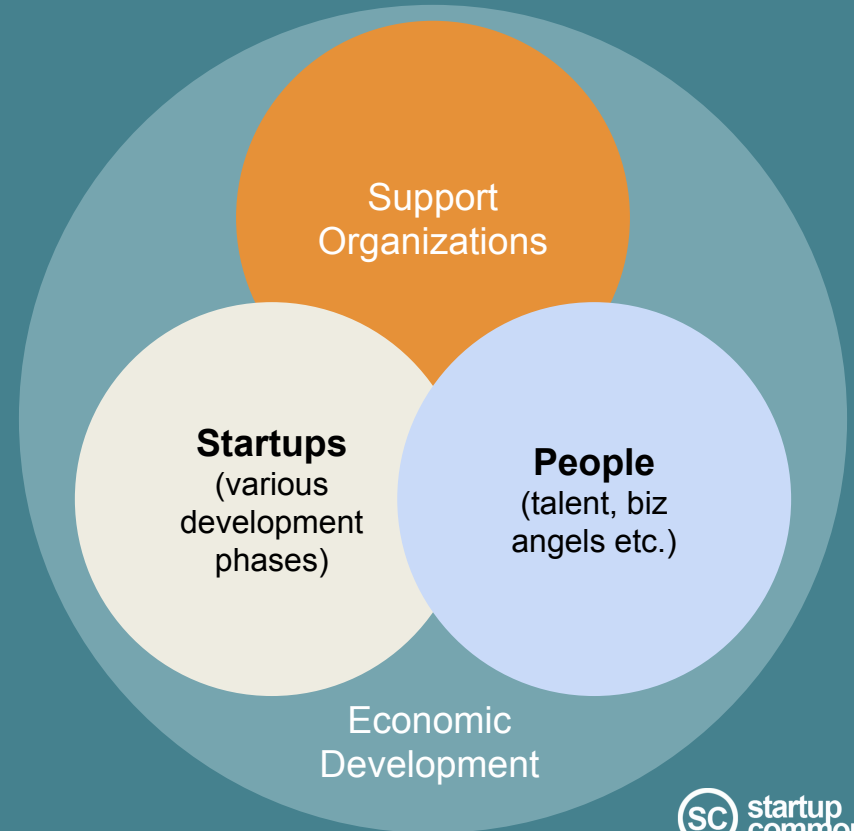
*What is going on in the startup ecosystem. Who are doing what and why? Where and when are things happening? How do we get in on it all?*

ECOSYSTEM EXPLORE maps it all out and makes the connections.

The aim is to help startups get the right services and connections at the right time, AND to help public sector decision makers as well as both public and private service providers tailor their services to the specific needs of the startups and other ecosystem actors.

**This presentations will tackle some of the key issues while presenting available solution.**

*The following visualizations are mockups for illustrative purpose only. Actual versions will be designed as part of the project.*



# ECOSYSTEM EXPLORE

A real-time ecosystem portal and connected digital platform **SERVING the Startups**

## What do startups need (depending on their development stage)?

- Easy access to relevant services (support, funding, permits, etc).
- Easy access to relevant events
- Easy access to relevant discussions
- (Easy access to relevant news)
- Easy access to relevant tools assisting the build of the company
- Connections, hands-on assistance, motivational support

## Solutions

- One real-time ecosystem portal and connected digital platform to reach it all
- Easy and relevant filtering
- Visual + textual solutions = texts and maps
- Community structure with:
  - discussion forum
  - team and company management tools
  - CRM
- Service matching system – automatically suggesting relevant services, events, talks, and contacts based on user profile.

# ECOSYSTEM EXPLORE

A real-time ecosystem portal and connected digital platform **SERVING** the **Startups** while 'MAPPING' the Ecosystem

## What do economic development decisions need?

- Key metrics (volume and quality)
- Real-time and historical perspective
- Relative impacts between metrics of different activities/services
- Relationships between actors
- 'Map' to display the completeness and balance of the services and illustrate the need for new services or change of focus in overlapping services.
- Compare investment to quality and quantity of outputs
- Access to actual unique customers (percentage of shared customers)
- Access to information kept up-to-date by the service organizations

## Solutions

- Backend ecosystem dynamic metrics view
- Infrastructure to connect to main system and between parts

## WELCOME TO YOUR ECOSYSTEM MANAGEMENT

## Lorem ipsum page headline

## Expertise

Advertising, Angel Investing, Biz Dev, Business Development, Business Modeling, Business Planning, Business Strategy, Cloud Computing, Consulting, Corporate Development, Crowdfunding, E-commerce, Enterprise, Software Entrepreneurship, Executive Management, Funding International Business, Marketing, Marketing Strategy + 15 more



▼ YOUR DESK

▼ STARTUP OFFICE

▼ COMMUNITY OFFICE

▲ ECOSYSTEM OFFICE

Metrics



# ECOSYSTEM EXPLORE

A real-time ecosystem portal and connected digital platform **SERVING the Startups** while 'MAPPING' the Ecosystem

## What do service provider actors need?

- Knowledge about quality of teams and ideas
- Knowledge about customer progress and stages
- Easy access to teams, customers and up-to-date customer & company details maintained by customers
- When planning/scheduling, how to avoid overlapping events and services targeting the same audience at the same time
- Easy solution to selectively distribute communication from one place to multiple channels
- Easy maintenance of up-to-date service descriptions and post events.

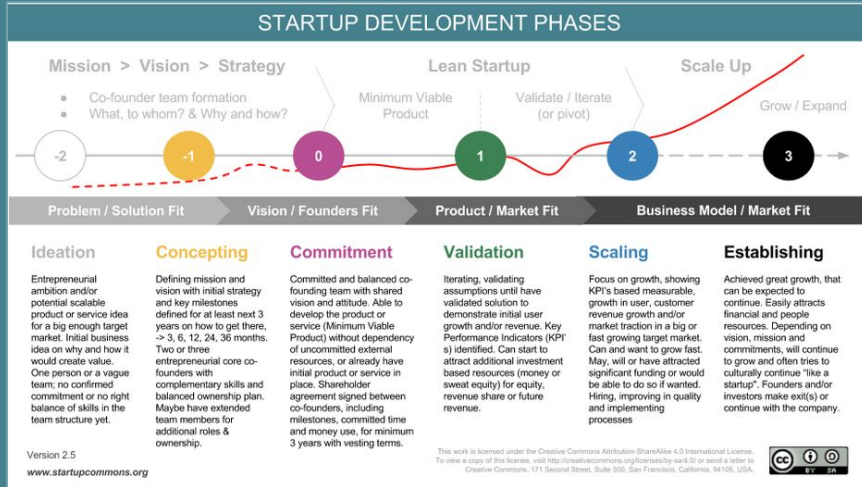
## Solutions

- SC startup stages as filter and indicator
- Events and service system connected to external communications channels
- Dashboard to see key metrics both generally and in depth
- Real-time metrics to assist creation and development of right services to the right customers at the right time.
- Direct communication tool between service providers and startups (and other actors) in the ecosystem



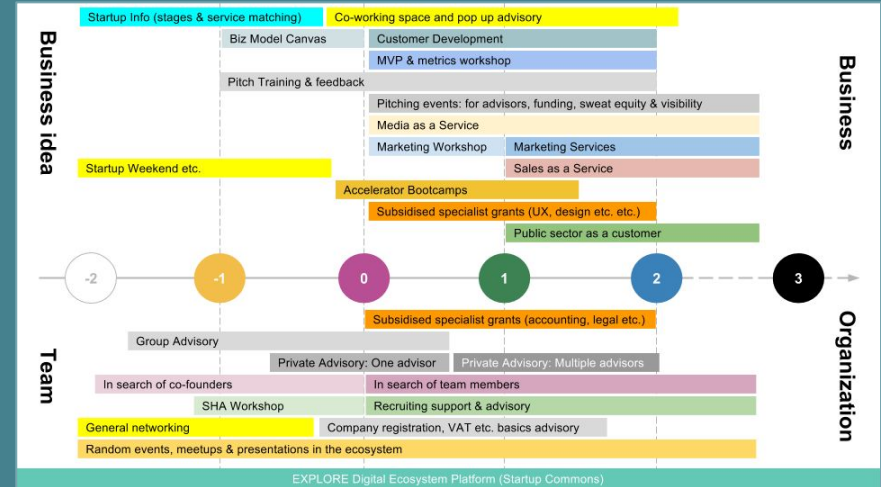
## Startups development phases

- The life of startups can be seen as a number of phases. These will be utilized to provide the right services at the right time.



## Existing ecosystem service

- It can be a jungle to find the right services are the right time. A recent overview of what is on offer for different startup phases.



## ECOSYSTEM EXPLORE

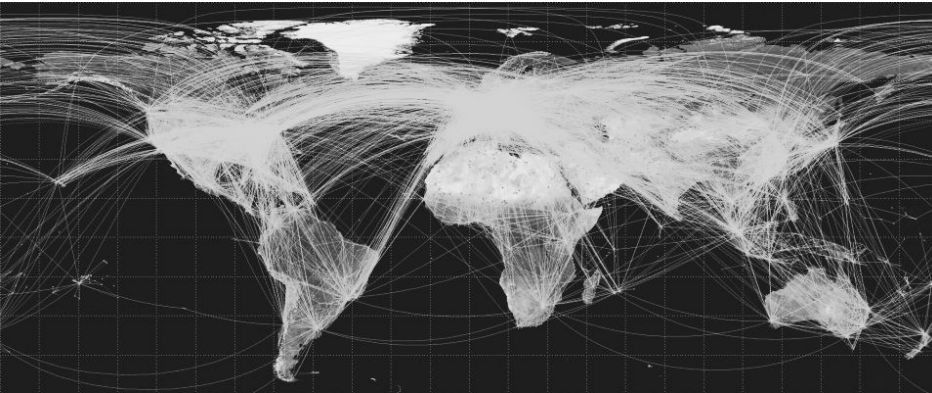
- connect, access and utilize Startup Commons digital infrastructure for all event registrations, growth services, etc.
- visualize volume, quality and velocity of the activity data of startups, communities, events, and people in real time.



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