Building ICT startup ecosystems in the EaP: ECOSYSTEM BUILDERS

EU4Digital ICT Innovation Study Visit:
Meeting with startup ecosystem builders from Spain and Lithuania

By Jesús Lozano – EU4Digital Expert
What is an ICT entrepreneurial ecosystem?
START-UP LIFECYCLE

MARKET
CAPITAL
KNOWLEDGE
TALENT GENERATION
EVENTS
MEDIA
TRADE FAIRS
ENTREPRENEURIAL EVENTS
SOFTLANDING PROGRAMS
INDUSTRY ASSOCIATIONS

Talent
Ideas
Pre-Seed
Startups
Seed
Sales
Growth
Scale
Profits
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<td>Scale-ups</td>
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* EU4Digital: supporting digital economy and society in the Eastern Partnership - Guide for building the ICT entrepreneurial ecosystems in the Eastern partner countries: Maturity analysis and recommendations
Do you know in 2010-2020:

- **28,478** Start-ups
- **2,023** Got sales
- **500** Got profits
- **73** Scale-ups

Our AMBITION 2021-2030:

- **40,000** Start-ups
- **9,200** Get sales
- **4,600** Get profits
- **1,000** Scale-ups

*EU4Digital: supporting digital economy and society in the Eastern Partnership - Guide for building the ICT entrepreneurial ecosystems in the Eastern partner countries: Maturity analysis and recommendations*
THE MISSION OF AN ECOSYSTEM BUILDER

**ECOSYSTEM BUILDER**

**THE MISSION**

- **Evaluator**: EB sees and identify needs and gaps in the ecosystem and then find ways to address those needs and gaps.

- **System Thinking perspective**: The ecosystem builders have a global understanding and vision of the whole ecosystem.

- **Bridge**: between the government strategies with the public and private sector.

- **Facilitators**: EB provides the stakeholders with the resources they need to have a bigger impact on the ecosystem.

- **Guide**: EB ensures the professionality of the stakeholders by guiding them into sustainability.

- **Promoter**: EB attracts external expertise and resources to the ecosystem.

- **Connector**: EB connects entrepreneurs and start-ups with the resources they need by promoting the stakeholders.

- **Social**: EB is at the ecosystem service, looking to support the growth and not for profits.
• **Profitability**: EB main objective is to ensure the profitability of the start-ups among the ecosystem.

• **Talent generation**: EB objective is to attract business talent into the ecosystem.

• **Startup Oriented**: EB objective is to promote the creation of a large number of wealthy start-ups.

• **Network**: ensuring the balance between the stakeholder.

• **Strategy**: it’s the bridge between the governmental innovation and digital strategy and the entrepreneurial ecosystem focus.

• **Metrics**: EB must develop the desirable metrics to measure the growth of the ecosystem.
THE PRINCIPLES OF AN ECOSYSTEM BUILDER

 ECOSYSTEM BUILDER

THE PRINCIPLES

- **Entrepreneurship-driven**: EB work for the entrepreneurs, they are the most important, and every action is entrepreneurship driven.

- **Communication**: EB promotes the conversation between the members of the ecosystem. EB Inspires listens, learns and teach to ensure the common goals and strategies within the ecosystem.

- **Collaboration**: EB is the center of the ecosystem and enables collaboration between the ecosystem members. EB is neutral and welcome every new member.

- **Strategy**: EB must share the objectives and metrics with the ecosystem members to ensure the common approach to enhance the profitability of the start-ups.
FIRST STEPS FOR THE CREATION OF AN ECOSYSTEM BUILDER

- Evaluate organisations
- Management team
- Structure creation

FINDING THE OWNER

ACTION PLAN
- Diagnosis
- Expectations and Goals
- Programmes definition
- Follow up and Monitoring
- Budget

FUND RAISING
- Government
- Public Sector
- Private Sector

GO!
THANK YOU
Jesús Lozano – EU4Digital Expert