



# Entrepreneurship through ESOs

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Carol Lauffer  
Principal

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BCD

BUSINESS CLUSTER  
DEVELOPMENT

# Carol Kraus Lauffer



BUSINESS CLUSTER  
DEVELOPMENT

- Experienced planner/developer of strategies and programs that support entrepreneurship, business startup and technology commercialization in targeted clusters
- Consultant to communities, universities and corporations
- Expert in cluster strategy/deployment
- Former Managing Director, Panasonic Incubator, and Principal, Panasonic Ventures
- Former Chair, Board of Directors, InBIA

**[carol@clusterdevelopment.com](mailto:carol@clusterdevelopment.com)**

**[www.clusterdevelopment.com](http://www.clusterdevelopment.com)**

# Entrepreneur

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A person who starts a business and is willing to risk loss in order to make money.

-Merriam-Webster

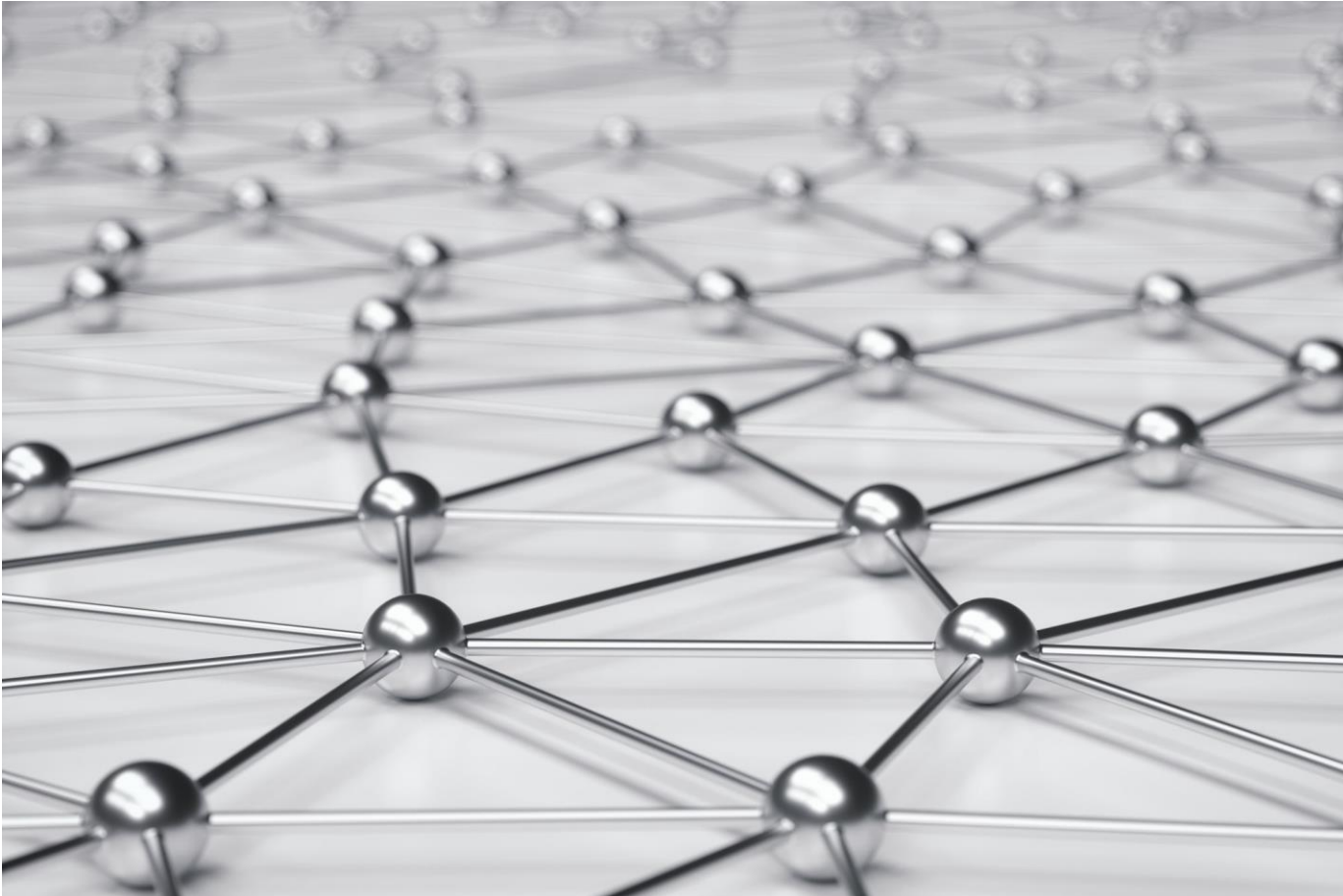
# Who are the entrepreneurs?

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# Entrepreneurial Ecosystem

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# Entrepreneurial Support Programs (ESPs) may provide...

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Advice &  
mentoring



Information &  
education



Resources &  
network

# Accelerator

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Fixed-term, cohort-based program that puts entrepreneurs through a rigorous process of customer validation, business model creation, and initial product development, and culminates in a Demo Day.





# Incubator

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Aimed at accelerating the successful development of entrepreneurial companies, incubators provide an array of business support resources and services that are individualized and milestone-based, over typically an 18 to 24-month period.

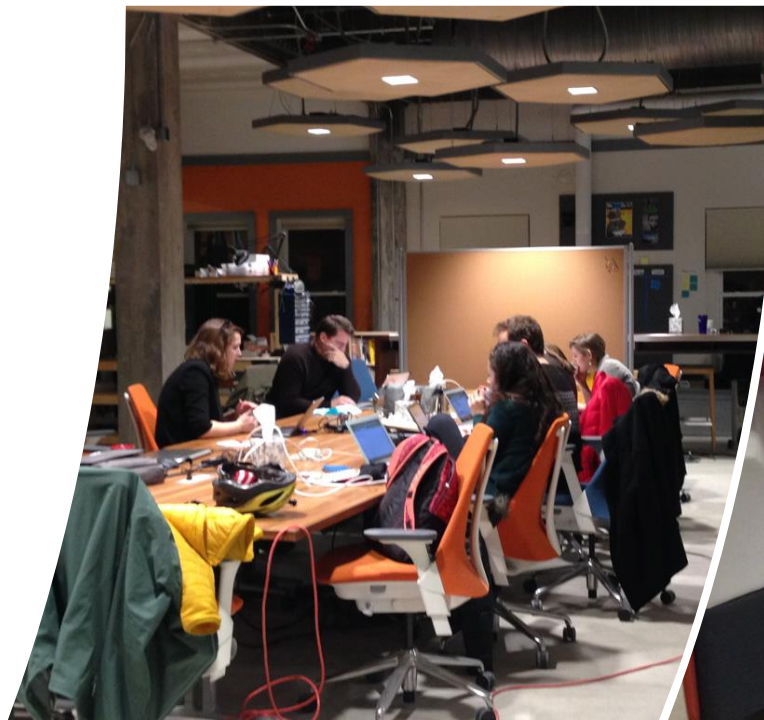


# Incubator



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# Incubator Types



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Mixed Use

Specialized/Cluster focused

Virtual

Physical space and virtual  
program

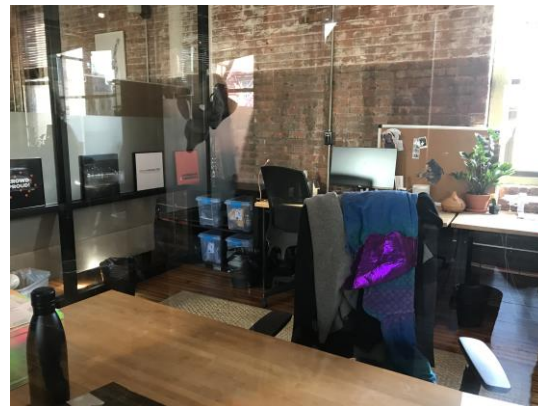
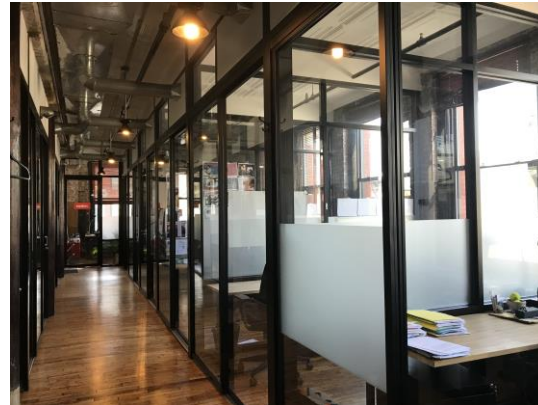
# Coworking

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A style of work that involves a shared work (typically, office) environment, and independent activity. Coworkers may include entrepreneurs, freelancers, remote workers, and/or small businesses.

# Coworking Examples

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# Makerspace

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A community operated workspace where people with common interests--often in computers, machining, technology, science, digital art or electronic art—can gather to work on projects.

# More ESPs to support entrepreneurs

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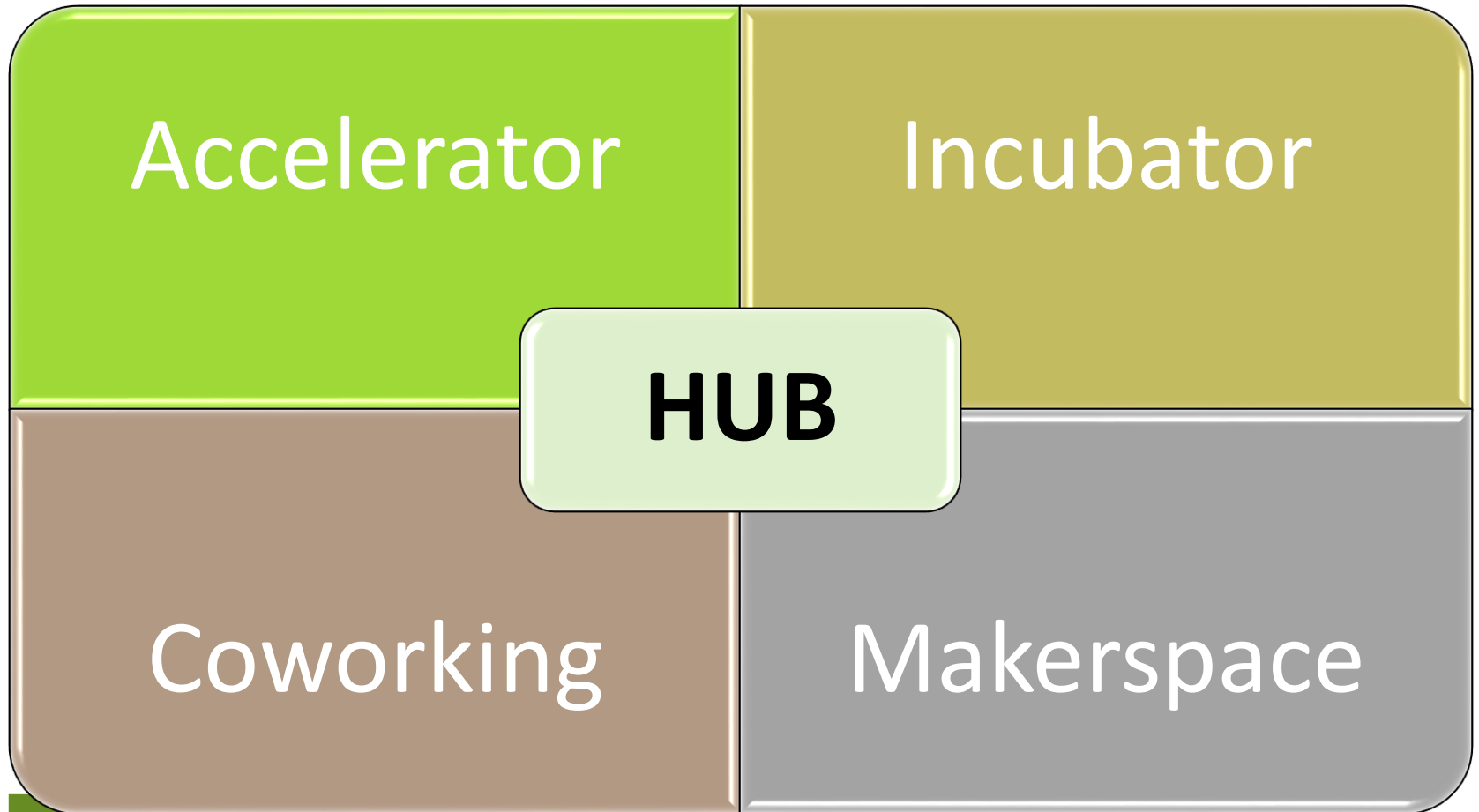
Web portal  
(+Navigator)

Events  
  
(Startup  
Weekend,  
bootcamps,  
competitions,  
etc.)

Training

# The Value of Hybrids and Hubs

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# La Kretz Innovation Campus Los Angeles, CA

Home of LA Cleantech  
Incubator (LACI)

Partners: LA DPW &  
City of Los Angeles

Advanced Prototyping  
Center

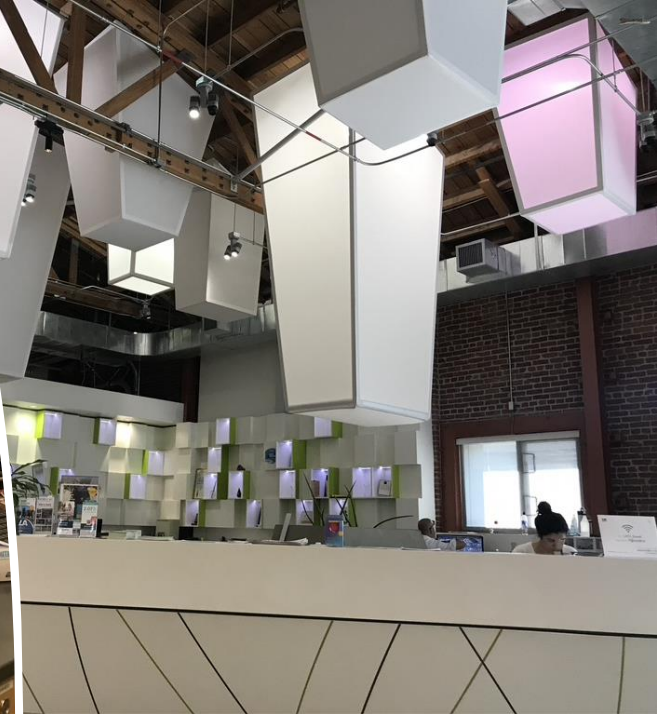
Founders Business  
Accelerator

Innovators Program

Incubation Program

Market Access  
Program

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Thank you.

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**Carol Kraus Lauffer**

Principal

Business Cluster Development

650.387.3159

[carol@clusterdevelopment.com](mailto:carol@clusterdevelopment.com)

[www.linkedin.com/in/carol-lauffer-0162294](http://www.linkedin.com/in/carol-lauffer-0162294)

@CarolLauffer