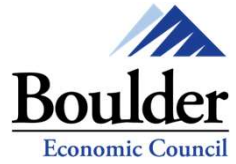


Evaluating the Competitive Advantages of Your Entrepreneurial Ecosystem



INTERNATIONAL
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Metrics & Indicators



People: Education, Occupations, STEM, Demographics

Economy: Jobs, Businesses, Industries, Startups

R & D: Federal Research Labs, University of Colorado, Research Funding

Investment Capital: Venture Capital, Form D Filings, Accelerators

Place: Environment, Culture, Housing, Schools, Healthcare, Transportation

Peer Communities

Innovation Report

Austin
Boston
Denver
Portland
Raleigh
San Francisco
San Jose-Silicon Valley
Seattle



New Peer Communities

Ann Arbor
College Station
Ft. Collins
Madison
Provo



Brain Concentration!

2017 BLOOMBERG BRAIN CONCENTRATION INDEX: TOP 10

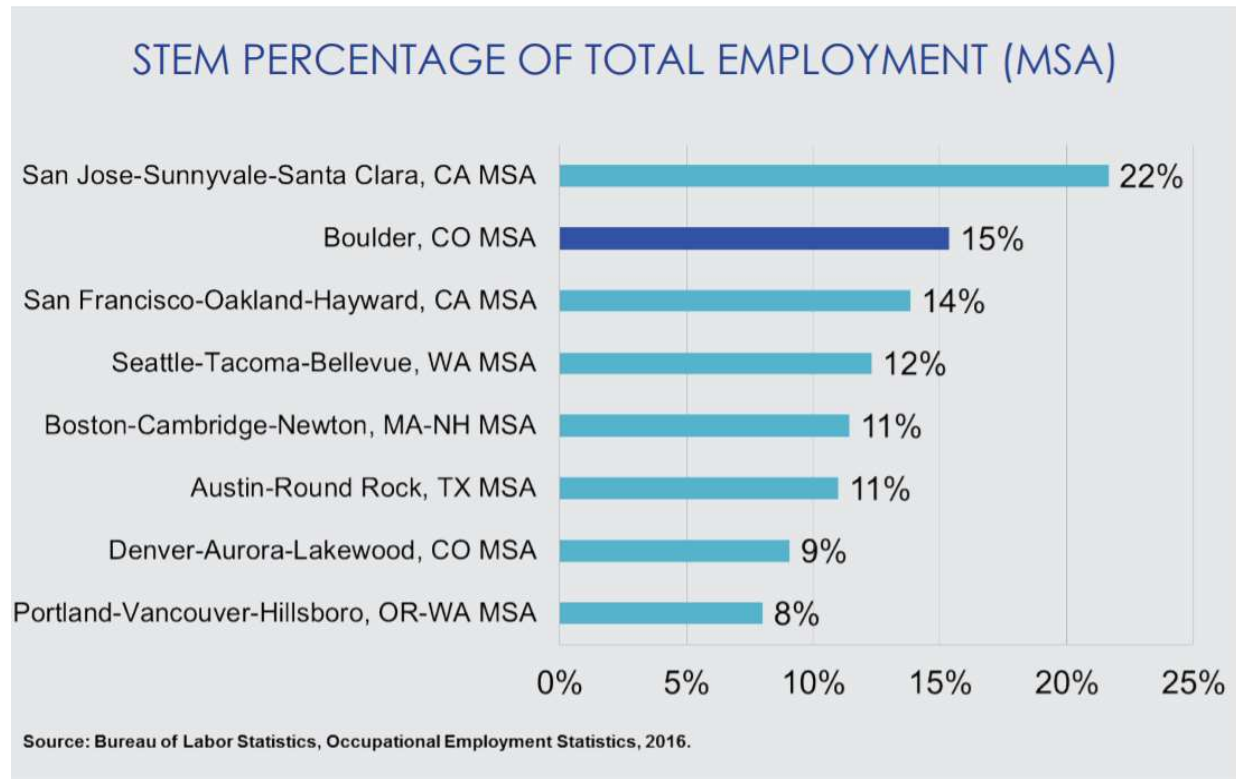
Metro areas with at least 100,000 population were assessed on their concentration of full-time STEM workforce, advanced degree or science & engineering undergraduate degree holders and net business formation

Metro Area	Score	STEM	Sci & Eng Degrees	Advanced Degrees	Net Biz Formation
Boulder, CO	99.15	8.5	19.3	18.5	56.3
San Francisco, CA	97.33	5.9	16.1	14.2	49.0
San Jose, CA	96.94	9.6	19.5	15.4	37.4
Washington, DC	95.66	6.1	15.1	17.0	34.9
Raleigh, NC	95.00	5.5	13.0	11.2	53.1
Seattle WA	93.27	5.6	12.9	11.1	41.3
Denver, CO	93.23	4.6	11.1	10.7	67.5

Source: Bloomberg, 2017



STEM Job Concentration

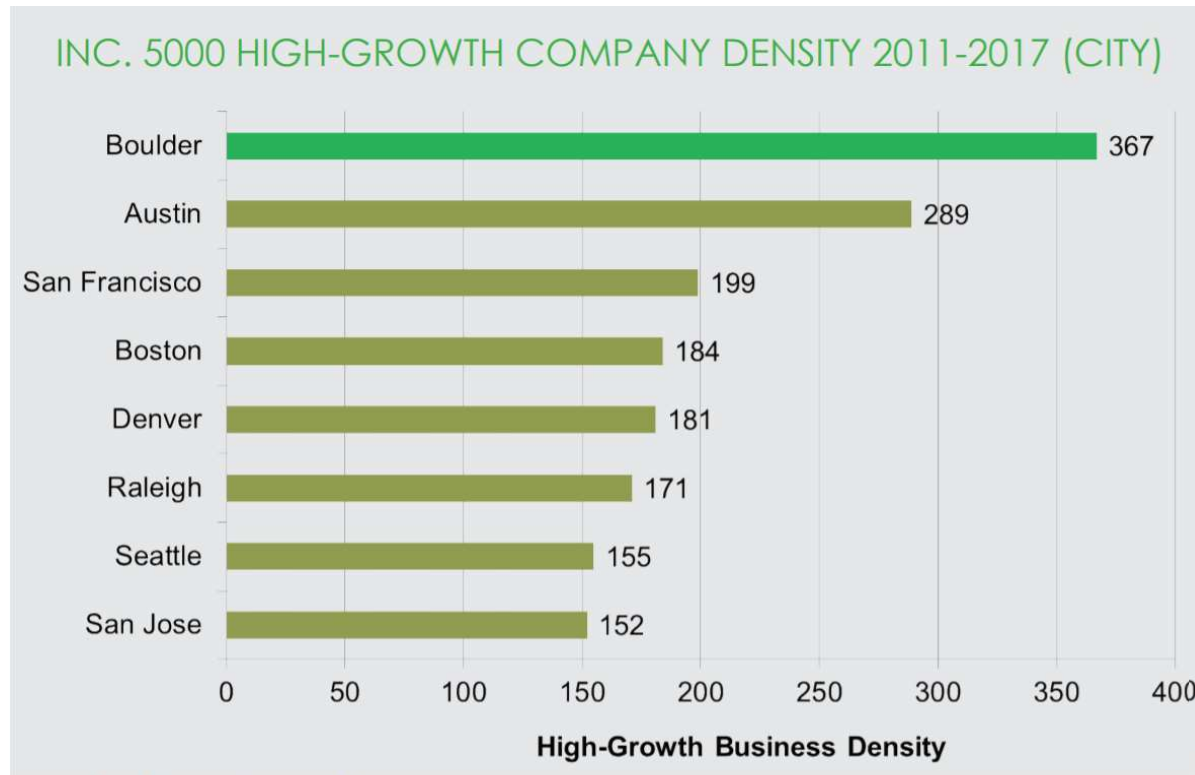


Employment & Business Density

BUSINESS, JOB AND EMPLOYMENT DENSITY (MSA)				
MSA	Employment 2016	Businesses 2016	Jobs Per Capita	Businesses Per Capita
Austin-Round Rock, TX MSA	953,519	55,151	0.46	0.027
Boston-Cambridge-Newton, MA-NH MSA	2,603,895	161,094	0.54	0.034
Boulder, CO MSA	176,652	14,683	0.55	0.046
City of Boulder	93,017	6,249	0.86	0.058
Denver-Aurora-Lakewood, CO MSA	1,415,926	99,059	0.50	0.035
Portland-Vancouver-Hillsboro OR-WA MSA	1,129,639	84,906	0.47	0.035
San Francisco-Oakland-Hayward, CA MSA	2,319,731	190,578	0.50	0.041
San Jose-Sunnyvale-Santa Clara, CA MSA	1,063,091	71,282	0.54	0.036
Seattle-Tacoma-Bellevue, WA MSA	1,894,408	129,878	0.50	0.034

Source: Bureau of Labor Statistics, QCEW, 2018

High-Growth Company Density



Source: Brookings Institution, 2017



Venture Capital

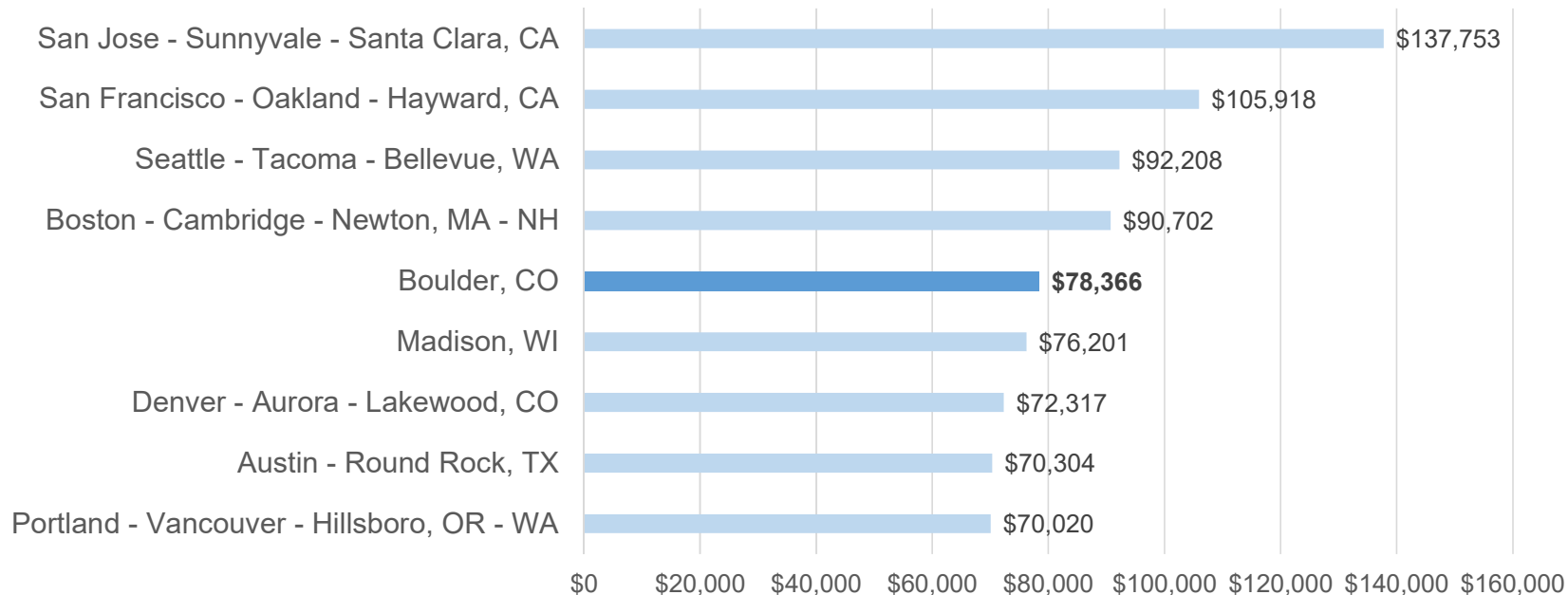
2017 VENTURE CAPITAL INVESTMENT (CITY)

City	2017 Financing Deals	2017 Total (\$M)	Per Capita Financing (\$)
San Francisco	797	\$12,580	\$14,445
City of Boulder	65	\$448	\$4,141
Boston	173	\$2,221	\$3,301
Seattle	138	\$1,548	\$2,197
Boulder County	78	\$485	\$1,505
San Jose	72	\$1,064	\$1,037
Austin	121	\$770	\$812
Denver	69	\$448	\$701
Portland	30	\$209	\$326

Source: CB Insights

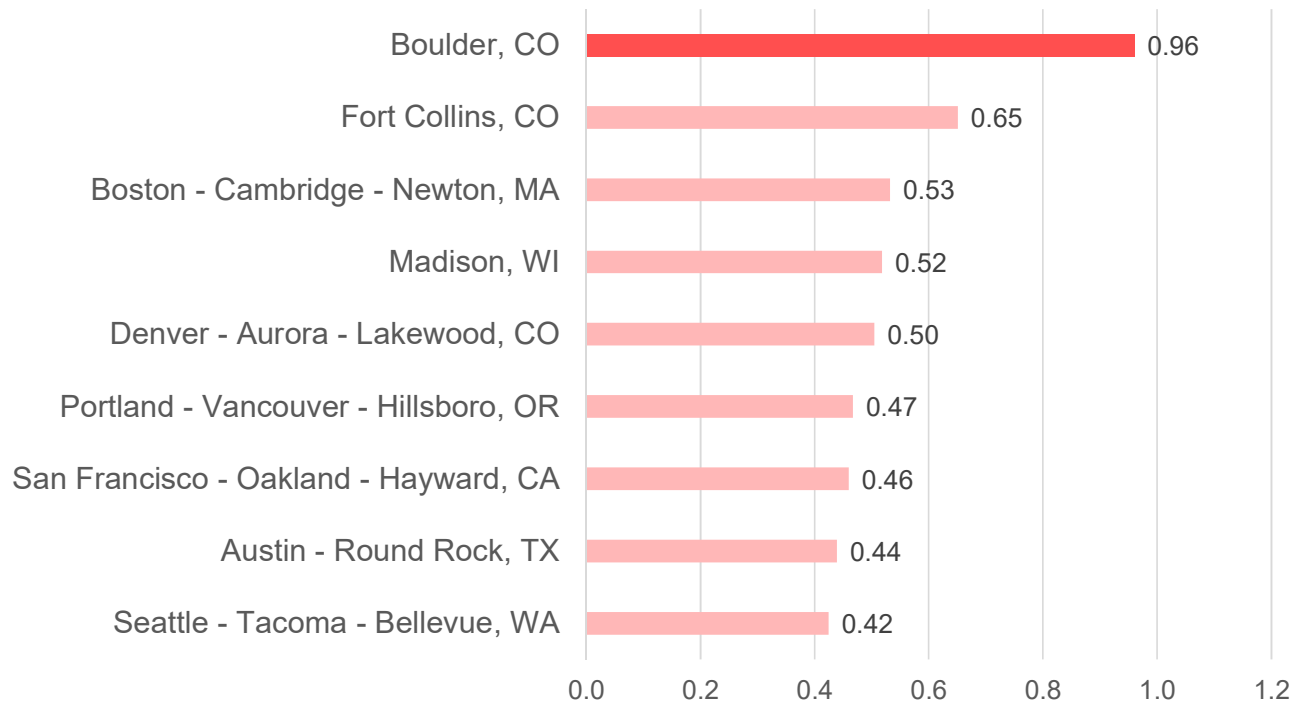


Gross Domestic Product



Arts & Culture

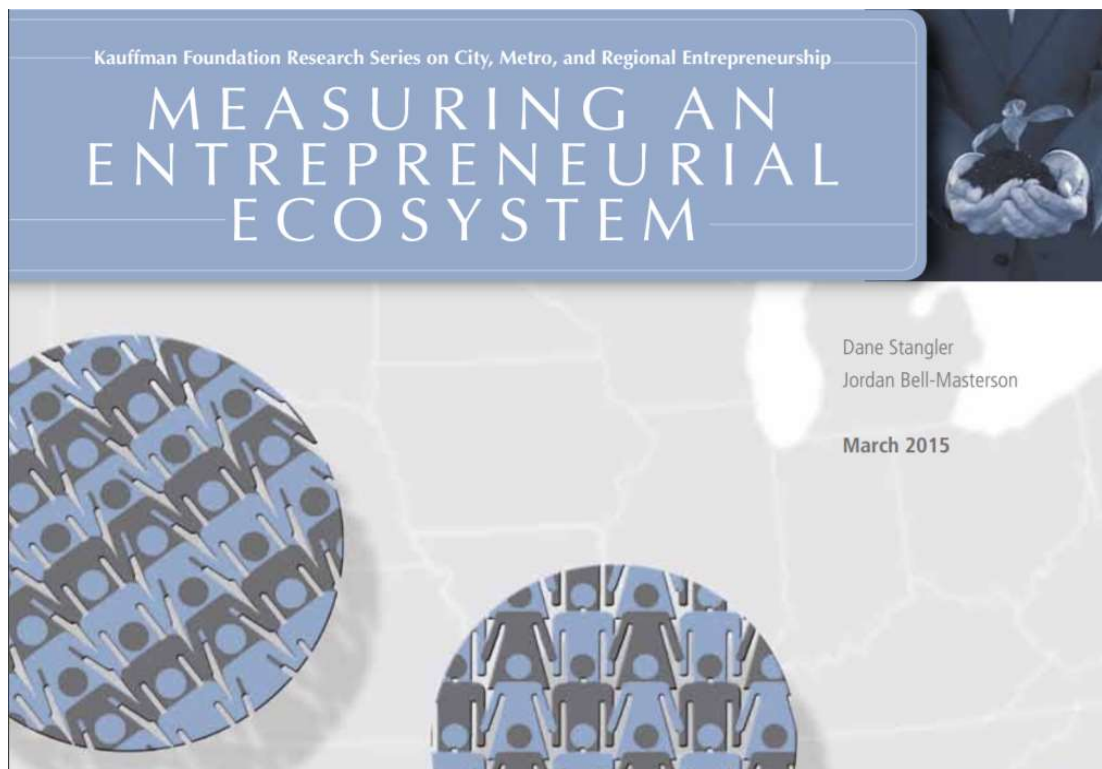
Arts Employment per 1,000 Residents (MSA)

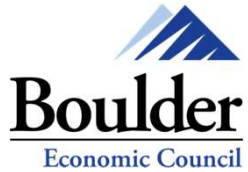


Methodology & Data Sources

- Reviewed dozens of reports on ecosystem measurement and benchmarking
- Initial scoping of comparative communities & metrics
- Conducted multiple, cross-industry focus groups to refine scope
- Three-page bibliography of data sources used by CU Boulder
- CU delivered data files, BEC staff produced graphics, text content

Entrepreneurial Ecosystem Evaluation





Entrepreneurial Ecosystem Evaluation



Benchmarking the Ann Arbor Region – 2018

an economic competitiveness
assessment



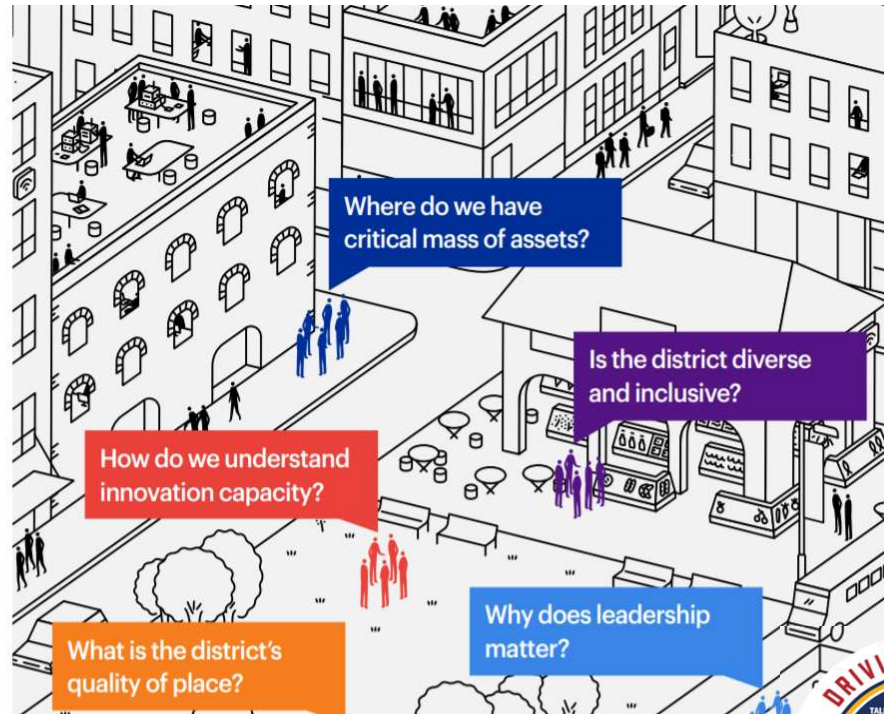
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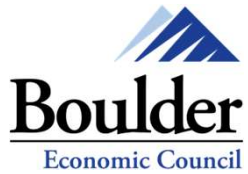


Entrepreneurial Ecosystem Evaluation

Assessing your innovation district: A how-to guide

The Anne T. and Robert M. Bass Initiative on Innovation and Placemaking





Entrepreneurial Ecosystem Evaluation

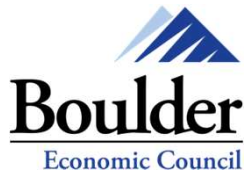


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Data Sources & Methodologies

Metro Atlanta Innovation Indicators Appendix

Chart Name	Source
<ul style="list-style-type: none"> • <i>Population Change</i> • <i>Adult Education Levels</i> 	Population Division of the U.S. Census Bureau, County Population Estimates
<ul style="list-style-type: none"> • <i>Relative Growth of Adult Population by Education Level</i> • <i>Change in Adult Population by Education Level</i> 	U.S. Census Bureau's American Community Survey
<ul style="list-style-type: none"> • <i>Total STEM Degrees Awarded</i> 	National Center for Education Statistics' Integrated Postsecondary Education Data System (IPEDS) Completions Survey
<ul style="list-style-type: none"> • <i>Concentration of High-Tech Occupations</i> 	U.S. Bureau of Labor Statistics' Occupational Employment Statistics (OES)
<ul style="list-style-type: none"> • <i>Academic R&D Expenditures by Source</i> • <i>Relative Growth of Academic R&D Expenditures</i> 	National Science Foundation's (NSF) Higher Education Research and Development Survey (HERD)
<ul style="list-style-type: none"> • <i>Total Patents Issued</i> • <i>Total Patents Issued by Major Technology Areas</i> 	U.S. Patent and Trademark Office
<ul style="list-style-type: none"> • <i>Academic Licenses</i> • <i>Relative Growth of Academic Licensing Activity</i> • <i>Startups Spinning Out of Universities</i> • <i>Productivity of Academic Research Dollars</i> 	Association of University Technology Manager's Statistical Access for Tech Transfer (STATT) Database



Data Sources & Methodologies

US Public Data Sources

Bureau of Economic Analysis:
Regional Economic Accounts

Bureau of Labor Statistics:
Business Employment Dynamics
Occupational Employment Statistics
Quarterly Census of Employment and Wages

Census Bureau:
American Community Survey
Decennial Census
Longitudinal Employer-Household Dynamics
Survey of Business Owners and Self-Employed
Persons

Department of Commerce:
International Trade Administration

Department of Transportation:
National Transportation Atlas Database

Medicare:
Hospital General Information

National Center for Education Statistics:
Integrated Postsecondary Education Data
System



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Data Sources & Methodologies

Ranking Methodology

Overall Ranking

The overall global ecosystem ranking is a weighted average of the following factor scores:

Performance: 30%

Funding: 20%

Market Reach: 12.5%

Connectedness: 12.5%

Talent: 10%

Experience: 10%

Knowledge: 5%

Ranking Details

Performance

Captures the actual leading, current, and lagging indicators of ecosystem performance.

- 40% Ecosystem Value = log of sum of all exits and estimated startups valuations during the timeframe without double-counting
- 30% Exits
 - 80% Volume of Exits (80% log of number of exits of \$50M+ and 20% number of exits of \$1B+)
 - 20% Exit Growth Index (scored from 1 to 10))



Data Sources & Methodologies

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U.S. E



Innovation 2.0

Your first step to energizing your region's economy

Innovation 2.0 provides insight into the innovation capacity and innovative output of a region.

[Go to Innovation 2.0 >](#)



Version 2.0 features more than 60 new variables, new sub-indexes and an optional social capital index.

EXPLORE



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Publishing & Communications

Online & Print Publishing

<http://bouldereconomiccouncil.org/>
[bec_publications/](#)
[boulder-innovation-venture-report/](#)

Communications Planning

- Media relations (PR agencies)
- Speaking opportunities
- Partners



Publishing & Communications



ONLINE REPORT ANALYTICS

Sponsor visibility generated from online visitor traffic. Online traffic to date:

More than **5,600**
impressions

Over 1,500 reads
with **9-minute**
average reading
time

Visitor traffic from
over
32 countries
worldwide



Publishing & Communications



NATIONAL & REGIONAL NEWS COVERAGE

- ✓ America's Most Innovative Cities, *24/7 Wall St.*
- ✓ "Boulder Innovation Venture" Compares Colorado Community to Top U.S. Markets, *CoBiz Magazine*
- ✓ Report Seeks Ingredients for Boulder's Economic Secret Sauce, *Daily Camera*
- ✓ Amazon Putting Finishing Touches on New Office Building, *Denver Post*
- ✓ Boulder Looks to Redefine how Innovation is Measured, *Daily Camera*

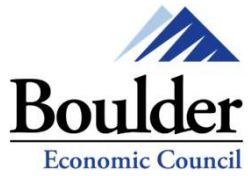


Publishing & Communications

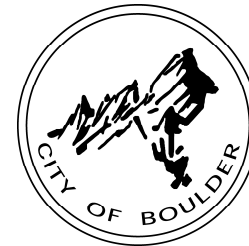
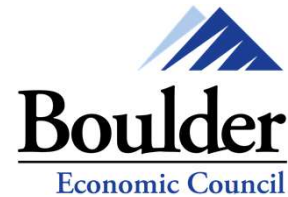


CONFERENCE PRESENTATIONS

- ❖ International Economic Development Council Annual Conference
- ❖ Association of Chamber of Commerce Executives Annual Convention
- ❖ Ewing Marion Kauffman Foundation ESHIP Summit
- ❖ Economic Development Council of Colorado Annual Conference
- ❖ Rocky Mountain Innovation Summit
- ❖ Metro Denver Economic Development Corporation



Project Funding



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Project Funding

Seed - \$2,500

- Sponsor logo and company info in report
- Logo recognition on related marketing materials
- Verbal and logo sponsor recognition at related events
- Private presentation and briefing on report findings

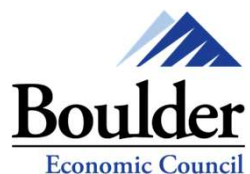
Gazelle - \$5,000

- Sponsor logo recognition and company description on *Boulder Innovation Venture 2.0* report
- Sponsor logo or company name recognition on related marketing materials
- Quarterly sponsor recognition through Boulder Chamber social media channels
- Opportunity to contribute content to general PR activities

Unicorn - \$10,000

- Top billing in logo recognition
- Premium position in any marketing
- Targeted PR effort in industry-related publications
- Opportunity to contribute content to general PR activities and interviews
- High-level sponsors selectively chosen for interviews with regional and national news outlets
- Meeting with Chamber staff and CU research team to provide input on economic indicators to include in the refresh, and on the new indicators to be added





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http://bouldereconomiccouncil.org/bec_publications/boulder-innovation-venture-report/



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