

HOW TO MEASURE ENTREPRENEURIAL ECOSYSTEMS

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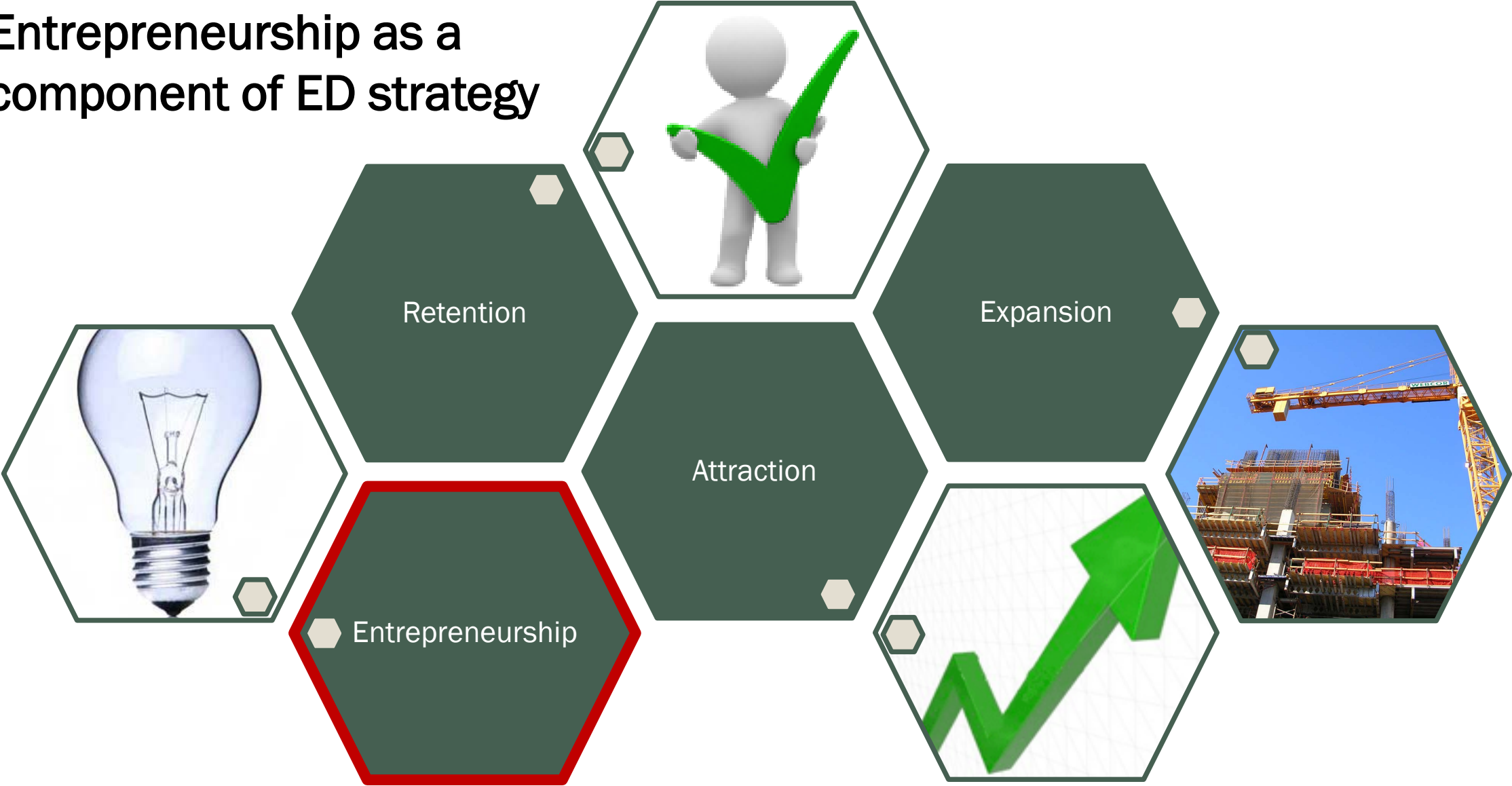
Maxine Goodman Levin
College of Urban Affairs

About the Center for Economic Development

- Applied Research Center in the Maxine Goodman Levin College of Urban Affairs
- Economic Development Administration University Center
- Expertise in economic development, performance of industry clusters, industry analysis, & entrepreneurship
- Entrepreneurship applied research:
 - *Examining High-Growth Firms in Metropolitan Ohio*
 - *Fund for Our Economic Future “What Matters to Metros”*
 - *Economic impact of entrepreneurial service providers*
 - *Minority and women owned business research*



Entrepreneurship as a component of ED strategy



Vibrant Entrepreneurial Ecosystems

Kauffman Foundation:

1. Density
2. Fluidity
3. Connectivity
4. Diversity



Interviews & Literature

- Business Environment
- Financing
- Innovation Ecosystem
- Human Capital & Knowledge



Measuring Entrepreneurship Ecosystems: Kauffman Foundation

Density

- Startups
- New & young firms
- Employment share of new & young firms

Fluidity

- Population Flux
- Labor Market Churn
- High-growth firms

Connectivity

- Entrepreneur Connectivity
- Program Connectivity
- Connectivity of Investors

Diversity

- Immigrants
- Economic Mobility
- Economic clusters



Measuring Entrepreneurship Ecosystems: Interviews & Literature

Business Environment

- Business Costs (taxes, rents, etc.)
- VC Tax Credits

Financing

- Angel/VC/Private Equity
- Small Business Loans

Innovation

- Patents
- University Presence
- SBIR/STTR & R&D Spending

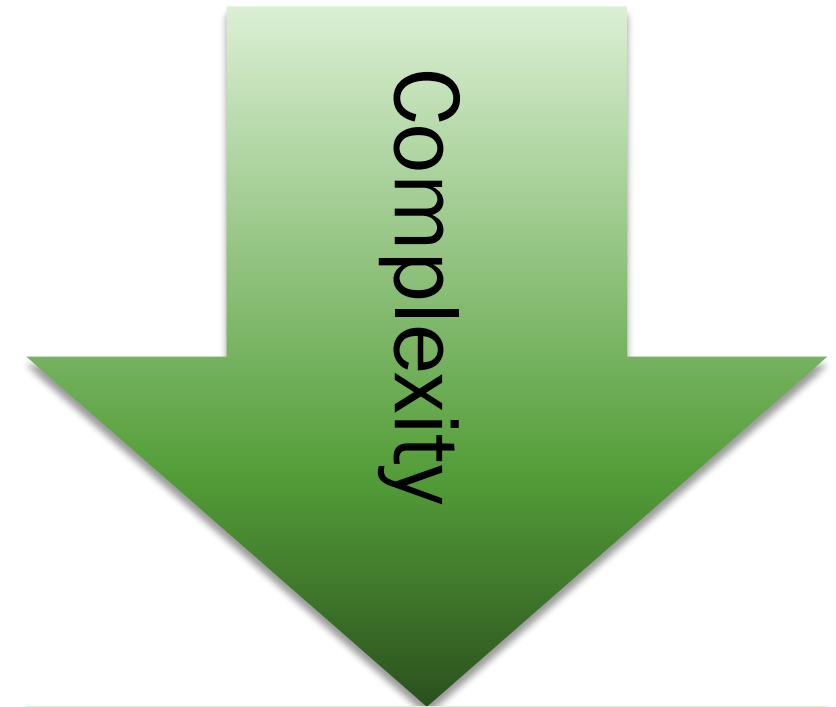
Knowledge

- Bachelor Degree Attainment
- STEM Degree attainment



Types of Indicator Projects

- Indicators - one year
- Indicators - over time
- Indicators with comparable communities - one year
- Indicators with comparable communities –over time
- Statistical analysis



As complexity increases,
problems increase:

- Data collection
- Communication of results



Keys to Data-Driven Decision Making

1. Determine the indicators that are relevant to you
2. Establish realistic expectations for movement **by indicator**
3. Figure out who are your comparable cities and regions for the different indicators

Existing Dashboards to Examine:

- *Kauffman Index of Entrepreneurship*
- *CEOs for Cities - City Vitals*
- *What Matters to Metros*
- *Virginia Innovation Dashboard*
- *National Neighborhood Indicators Partnership*



THANK YOU

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