What do we need in order	What do we need in order to make our best contribution to the ecosystem?	
Measurement	Sustainability	Identity
Baseline metrics – where are we now?	Focus groups are doing well - keep it up once website is up. Invigorate, build and sustain the work being done Maintain current momentum, walk the talk, celebrate the good stuff happening	Needs a new name. (Innovate SA 3.0?)
Ambition	Positive Culture	Structure
A big hairy audacious goal and small steps Could goal be \$100M new financial growth by 2020? A clearly articulated goal on what the ecosystem is looking to achieve	Avoid the 'Adelaide should be' cliché. "I came back for brilliant business reasons" How do we create a positive culture in Adelaide that promotes, excites and encourages entrepreneurs? Testimonial spaces for portal to show ecosystem usage Statues or videos of successful SA entrepreneurs in high profile places Mind shift to be more entrepreneurial (happy to ask, happy to fail, telling stories to show off	Establish clarity about structure and inclusiveness
Connectivity	Focal Point	Communication
What do we do to make sure we connect people in the ecosystem? Link to international ecosystems Get involved and share with friends. Facilitate connectedness among the different elements of the ecosystem and openness to support entrepreneurs Capacity to build coopportunity, find means and ways to contribute and welcome new entrants. Online open day? Online forum? Easy access and entry – directions on how to enter and contribute	Understand if there was one starting point to go to for entrepreneurs to be directed to where is it? How can we turn an Adelaide City block into a startup hub?	Ambassador for marketing and comms (Alexander Downer?) Turn up, participate, convince other, talk it up in Adelaide and outside Key challenges-communication: connecting ecosystem to govt, orgs, assoc etc. To support, communicate, contribute, energise, expose, provide expertise, show up, and take action. Promote, market Adelaide as an entrepreneurial centre and promote individuals as successful entrepreneurs

Key challenges – funding availability: investor and business education, government setting scene Advocacy with the aim of assisting govt to better understand and set the scene for startups and early stage businesses