

What do we need in order to make our best contribution to the ecosystem?

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

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