

# Introduction to the Innovation Ecosystem Canvas

TechDev101 – Webinar I  
June 19, 2018



# PRESENTERS



**Beth Gallup**

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# DISCLAIMER

The opinions expressed in this workshop are those of the presenters.

They may not reflect the policies or positions of the Province of B.C.



**Cindy Pearson**

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# The Case for Technology and Innovation





# WHY EMBRACE TECHNOLOGY AND INNOVATION?

- Strengthen existing industry sectors
- Economic diversification
- Community revitalization / re-invention
- Social innovation





# KEEP PADDLING







# BY THE NUMBERS

## *BC TECH SECTOR*

**\$26B**  
in revenue

**\$14B**  
in GDP

**10,000+**  
companies



**100,000+**  
employees



**OVER 6%**  
GDP growth





# KEY COMMUNITIES

- Vancouver
- Victoria
- Kelowna

## Sector Trends

- Increasing maturity
- Export-focused
- Size matters
- Start-ups increasingly global from day one







# A SHIFT IN FOCUS

## FROM VERTICAL

Its own industry sector(s)

Focus on Macroeconomic Indicators

- Employment
- GDP
- Revenues
- Exports

Progress measured in years / decades

## TO HORIZONTAL

Enabler of all industry sectors

Focus on Microeconomic Indicators

- Industry transformation
- Increased productivity
- Better market access
- New distribution channels

Progress measured in quarters / years







# TECHDEV IS DIFFERENT

People are *the* key resource

Technology is a *team* sport





# CYCLES HAPPEN

- Be prepared for acquisitions / closures
- Plan to capture / redeploy workers





**Steve Thomson**  
PRINCIPAL CONSULTANT



# The Innovation Ecosystem Model



# TECHNOLOGY STRATEGIES

- Common elements among various strategies
  - Access-to-Capital
  - Access-to-Talent
  - Access-to-Markets
  - Infrastructure
  - Community and Culture
- Elements viewed as separate and distinct
  - Streams
  - Themes
  - Thrusts
  - Pipelines

Issue: Conveying the Inter-relatedness  
and interdependence of the various elements





# TEMPERATE RAINFOREST



EMERGENT  
LAYER



CANOPY  
LAYER



UNDERSTORY  
LAYER



SOIL LAYER

# INNOVATION ECOSYSTEM ELEMENTS



EXTERNAL  
CONNECTIONS

FUNDING



CAPITAL



TALENT



INFRASTRUCTURE



COMMUNITY  
& CULTURAL  
SUPPORT

BROADBAND INTERNET

REGIONAL TRANSPORTATION



# INNOVATION ECOSYSTEM CANVAS



EXTERNAL  
CONNECTIONS

FUNDING



CAPITAL



COMMUNITY  
& CULTURAL  
SUPPORT

PURE & APPLIED  
RESEARCH

EARLY  
STAGE

GROWTH &  
EXPANSION

MATURE  
COMPANIES



TALENT



LEARNING  
INFRASTRUCTURE



PLACE - MAKING



ANCHOR  
INDUSTRIES &  
ORGANIZATIONS

BROADBAND  
INTERNET

REGIONAL  
TRANSPORTATION



# THE IMPORTANCE OF FEEDBACK LOOPS



## Virtuous Cycles of Growth

Vital to the health of a  
community's innovation  
ecosystem







# THINK OF NATURAL FEEDBACK LOOPS

Salmon hatch, grow and migrate. Return to spawn.

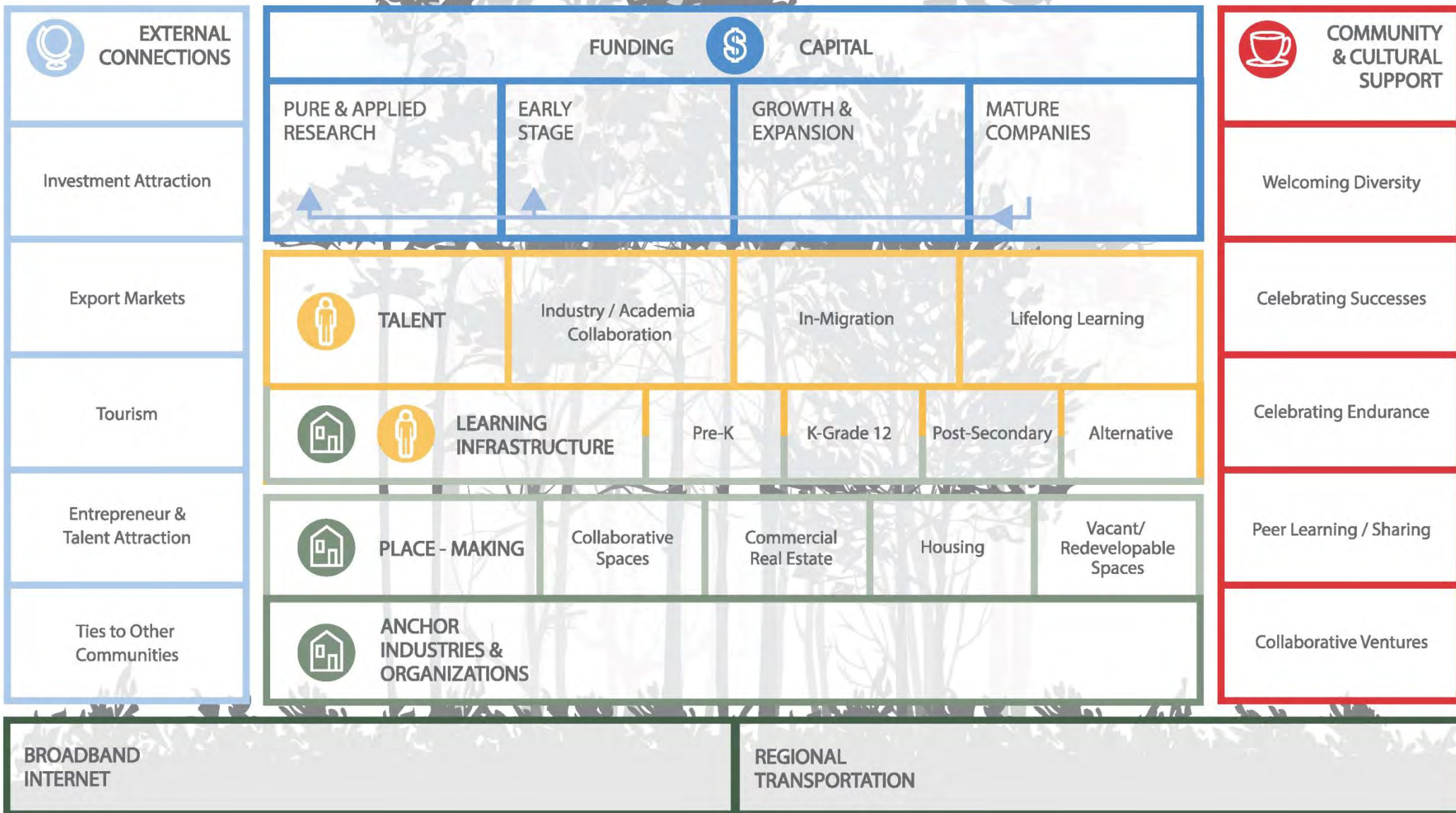
Die, and are transformed into nutrients to fertilize and feed the forest.





Ministry of  
Jobs, Trade  
and Technology

# INNOVATION ECOSYSTEM CANVAS





**Beth Gallup**

CONSULTANT

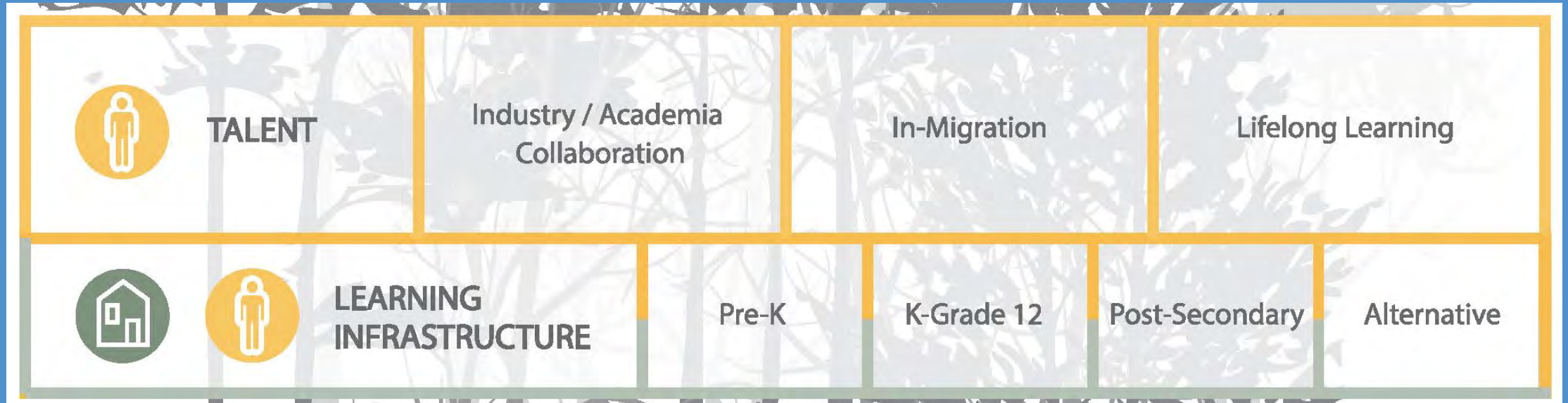


# Deeper Dives: Ecosystem Biomes





# THE TALENT BIOME



*Talent is arguably the most important biome in the ecosystem*



# SUCCESSFUL FEEDBACK LOOPS



## Talent Attraction

- Increasing numbers of newcomers to the community
- Newcomers encouraging other newcomers
- Young people moving back (or never leaving)





# SUCCESSFUL FEEDBACK LOOPS



## Talent Retention

- Workers moving between local companies
- Workers not moving away
- Unemployed workers starting new firms



# SUCCESSFUL FEEDBACK LOOPS



## Peer Learning

- Mentorship
  - Mentees become Mentors
  - Reverse Mentorship
- Interns, Co-ops and Apprentices
  - Former students become hiring and training managers
  - Increasing demand for work placements





# LEARNING INFRASTRUCTURE

## Educational Institutions

- Colleges / Universities
- Private Institutions
- K-12 Schools
- Early Childhood

## Research Institutes/Labs

- Public
- Private
- P3

## Lifelong Learning

- Community Libraries
- Online Opportunities
- Peer Education

## Corporate Partnerships

- Co-op Placements
- Internships
- Apprenticeships



# LOCAL IMPLICATIONS



## Livability is important

- Cycles happen – give people a reason to stay



## Encourage education / industry collaboration

- Research projects
- Intern / co-op / apprenticeship placements



## Encourage volunteerism

- Mentorship
- Sharing of technical and non-technical knowledge





# THE CULTURE AND COMMUNITY BIOME

If talent is the oxygen in the ecosystem,  
then culture and community are its *energy*...



COMMUNITY  
& CULTURAL  
SUPPORT

Welcoming Diversity

Celebrating Successes

Celebrating Endurance

Peer Learning / Sharing

Collaborative Ventures



# CREATING COMMUNITY SUPPORT

- Find champions, role models
- Tell stories, share examples
- Bring people together
  - Local Facebook + Linked in Groups
  - Events & Tech Meet-ups
  - “3-Coffees”
  - Placemaking



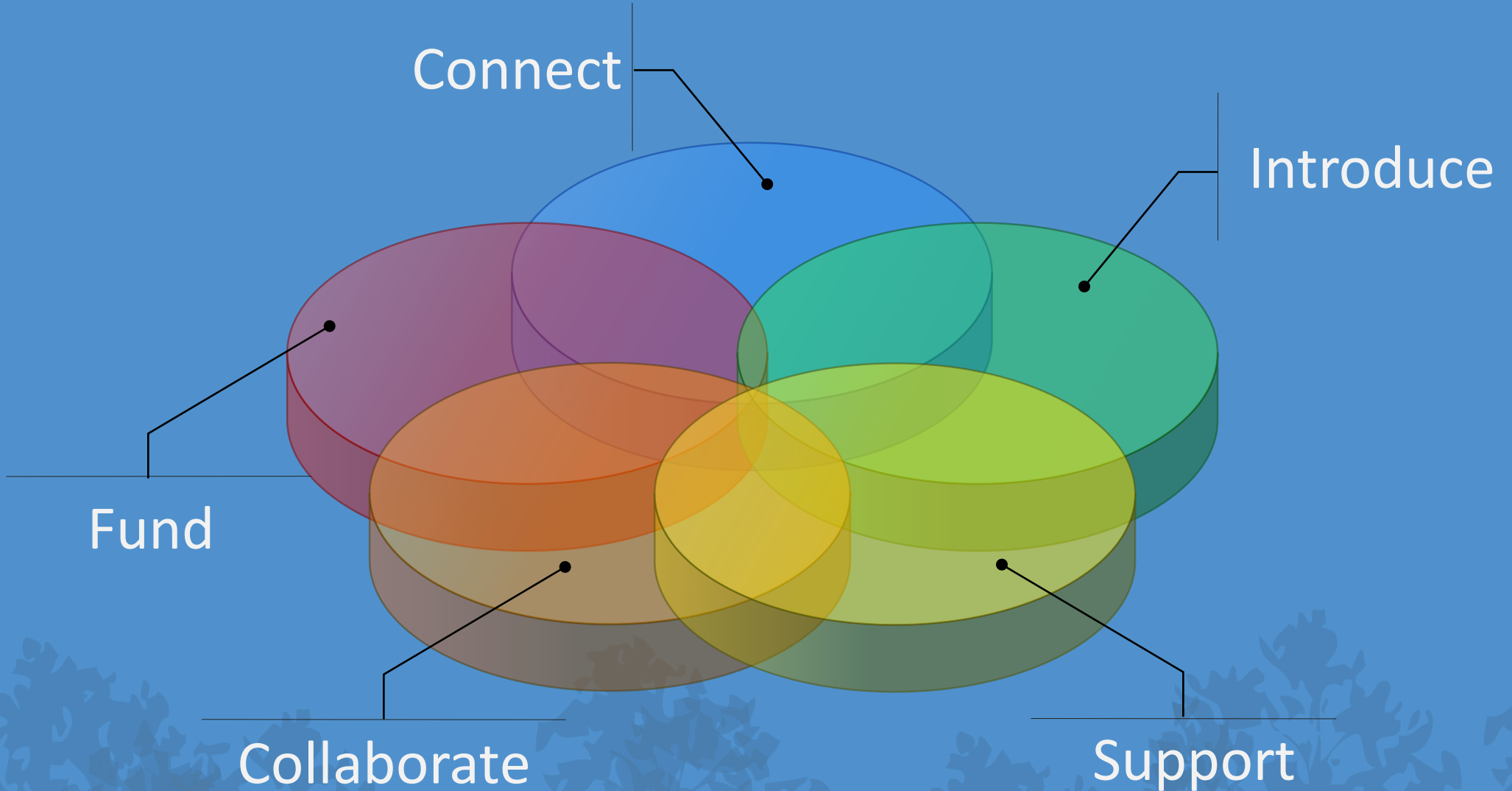


# THINK ABOUT CULTURAL FIT

- Build on your community's history, location, and existing strengths.
- Identify your community's *unique* value proposition.
- Focus on technologies and organizations that fit your community's core values.



# IDEAS GROW THRU RELATIONSHIPS







# INNOVATION HAPPENS WHEN COMMUNITIES:

- Embrace change
- Value differences
- Are welcoming and inclusive
- Create conditions that promote trust
- Think big
- Accept failure as part of the process
- Grow networks and external connections



# LOCAL IMPLICATIONS



Celebrate successes



Acknowledge the value of taking risks



Foster entrepreneurship at all ages



Create business-friendly rules and regulations



Lead by example. e.g. As a local government, embrace new technologies.





# THE FUNDING BIOME



Innovation requires funding for each interdependent stage

The canopy of the ecosystem, essential to its health and growth



# CAPITAL INJECTIONS

## Typical Stages

- Pre-Seed
- Early Stage
- Expansion Stage
- Exit / IPO

## Typical Sources

- Friends + Family
- Angel Investors
- Venture Capital Investors
  - Lettered Rounds (A, B, C, etc..)
- Strategic Investors
- Acquisitions
- Public Markets

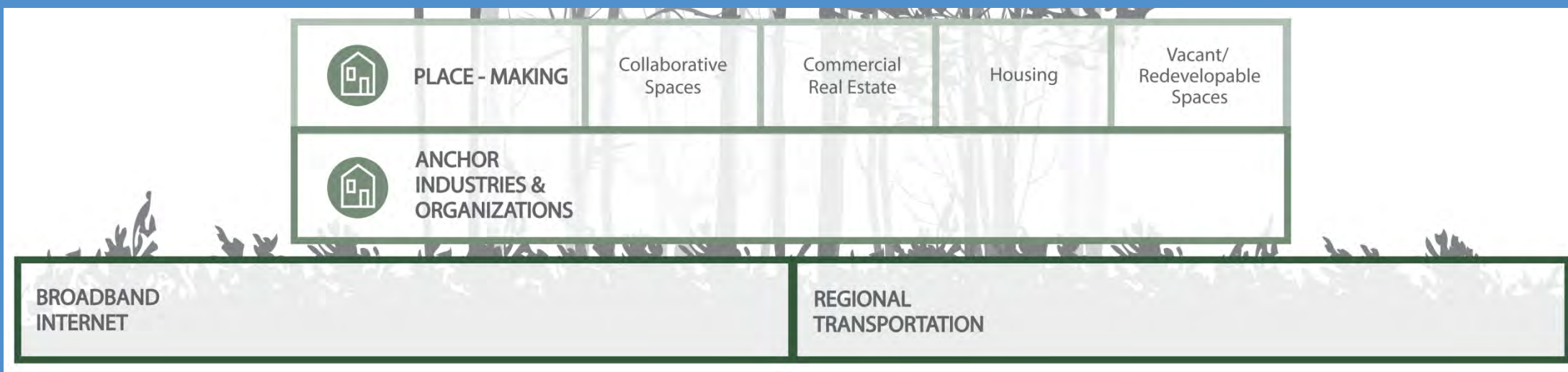




# INVESTORS FUND PEOPLE, NOT IDEAS



# INFRASTRUCTURE: THE SUPPORTIVE UNDERSTORY







# PLACEMAKING FOR INNOVATION

## Re-Developments

- Downtown core
- Brownfields
- Outdated malls
- Empty industrial buildings

## Shared Spaces

- Coworking spaces
- Fab labs
- Shared kitchens
- Digital media labs
- Artisan studios
- Maker spaces





# TRADITIONAL PLACEMAKING

- Housing
  - Affordable
  - Available
  - Appropriate
  - Accommodates digital nomads
- Commercial Real Estate
  - Affordable
  - Available
  - Conveniently located
  - Properly zoned





# ANCHOR INDUSTRIES/ORGANIZATIONS

- Usually tied to a community's history and location
- Have a symbiotic relationship to the talent and culture biomes
- Often a source of a community's unique value proposition





# THE SOIL LAYER

Broadband internet, reliable power + regional transportation

- Feed innovation ecosystems
- Allows remote communities to attract tech talent
- Enables vital external connections





# EXTERNAL CONNECTIONS

- Touch every other element in an innovation ecosystem
- The “rain” that sustains growth







# QUESTIONS





**Steve Thomson**  
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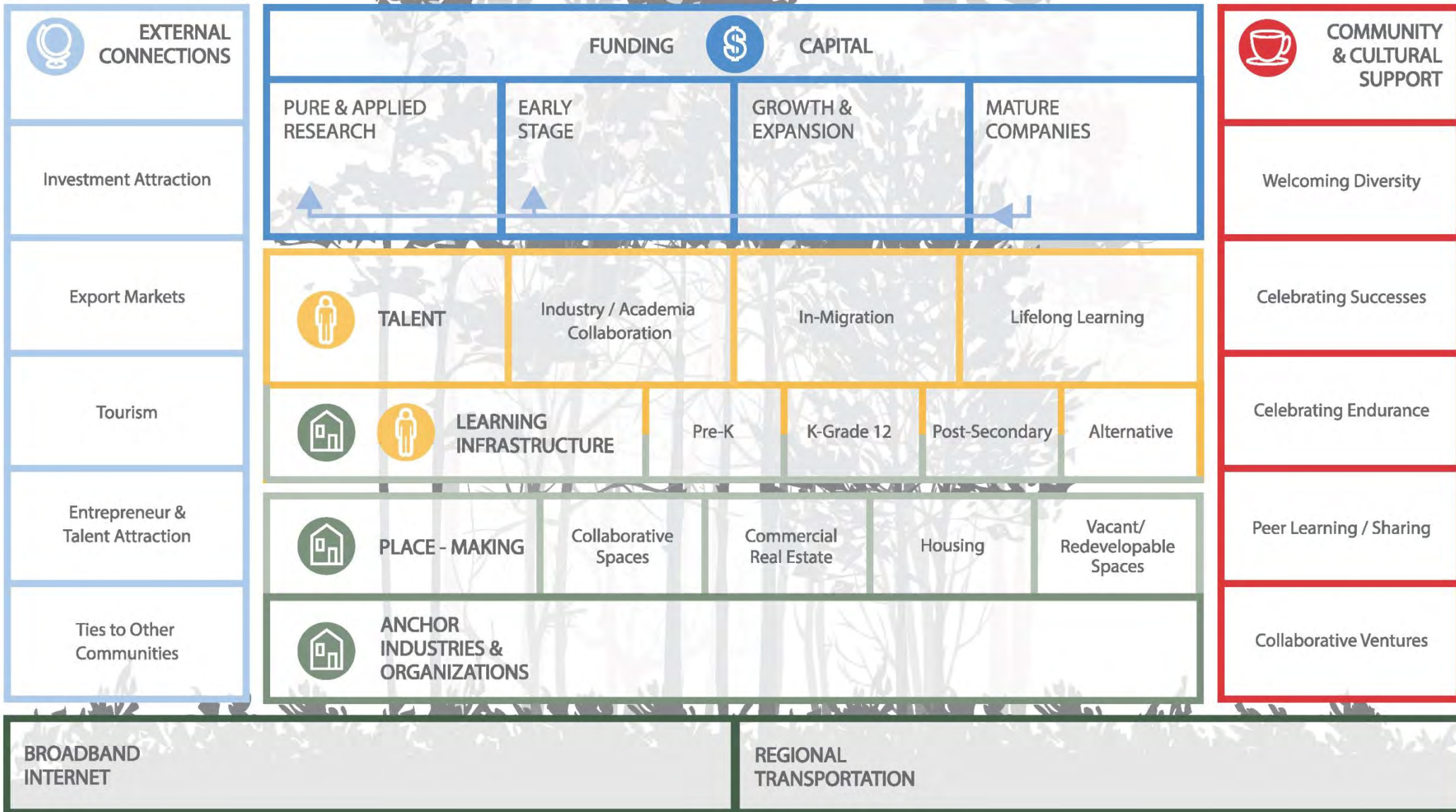


# Using the Innovation Ecosystem Canvas



Ministry of  
Jobs, Trade  
and Technology

# INNOVATION ECOSYSTEM CANVAS





# Using the Canvas

## Group

3' X 4' Poster

## Individual

11" X 17" Worksheet

Start by mapping your assets

- Actors (Organizations)
- Policies
- Programs

Identify gaps (holes)

Identify your community's Unique Selling Proposition



# TechDev101 Workshop Series



# TechDev101 Workshop

One-day workshop with community leaders

- Map your local ecosystem
- Identify existing assets and gaps

Deeper discussion on potential solutions

[economicdevelopment@gov.bc.ca](mailto:economicdevelopment@gov.bc.ca)

## TechDev101 Workshop



### Workshop Facilitators:

**Steve Thomson**  
Principal Consultant  
Capasiti Consulting Inc.

**Cindy Pearson**  
Principal Consultant  
Capasiti Consulting Inc.

**Beth Gallup**  
Consultant  
Under the Sun Consulting Corp.

### Why attend this workshop?

The TechDev101 Workshop aims to introduce and incorporate technology and innovation basics into the economic development fabric of communities.

The intention is to support communities' understanding of the tech sector, their related assets and opportunities, and efforts to position themselves to use technology and innovation as a foundational driver for economic development.

### The workshop may include the following topics:

- **Technology-Led Economic Development**
  - Definition of technology
  - Why tech is important
  - Knowledge-based versus traditional sectors
- **Expectation Setting**
- **Key Components of the Tech Sector**
- **Tech Jargon and Ecosystem Components**
- **Overview of BC's Tech Sector**
- **Deeper Dive**
  - Talent
  - Community and Culture
  - Creating and supporting a culture of innovation
  - Funding
  - Infrastructure
  - Success Stories
- **Government Support Programs**
- **Mapping Your Ecosystem**
- **Identifying and Prioritizing Opportunities**



Lunch will be provided.

For more information, please contact  
[economicdevelopment@gov.bc.ca](mailto:economicdevelopment@gov.bc.ca)

# TechDev101 Webinars

Sept 18, 2018

Building a Supportive Community  
and Culture for Technology and Innovation

<http://bit.ly/Sept18-3>

Oct 3, 2018

Benchmarking Your Innovation  
Ecosystem to Track Growth and Progress

<http://bit.ly/Oct3-3>



# Individualized Program



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