Introduction to the Innovation Ecosystem Canvas

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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.
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

2013 to 2015
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
People are the key resource

Technology is a team sport
CYCLES HAPPEN

• Be prepared for acquisitions / closures
• Plan to capture / redeploy workers
The Innovation Ecosystem Model

Steve Thomson
PRINCIPAL CONSULTANT

Capasiti consulting
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
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.
Deeper Dives: Ecosystem Biomes
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

Lifelong Learning
• Community Libraries
• Online Opportunities
• Peer Education

Research Institutes/Labs
• Public
• Private
• P3

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...
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

Connect

Introduce

Fund

Collaborate

Support
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.
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
Using the 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

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TechDev101 Webinars

Sept 18, 2018
Building a Supportive Community and Culture for Technology and Innovation

Oct 3, 2018
Benchmarking Your Innovation Ecosystem to Track Growth and Progress
Individualized Program

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