



GO Virginia Region 3 Entrepreneurship & Innovation Investment Strategy



**Project Update
GOVAR3 All Hands Meeting
February 18, 2020**



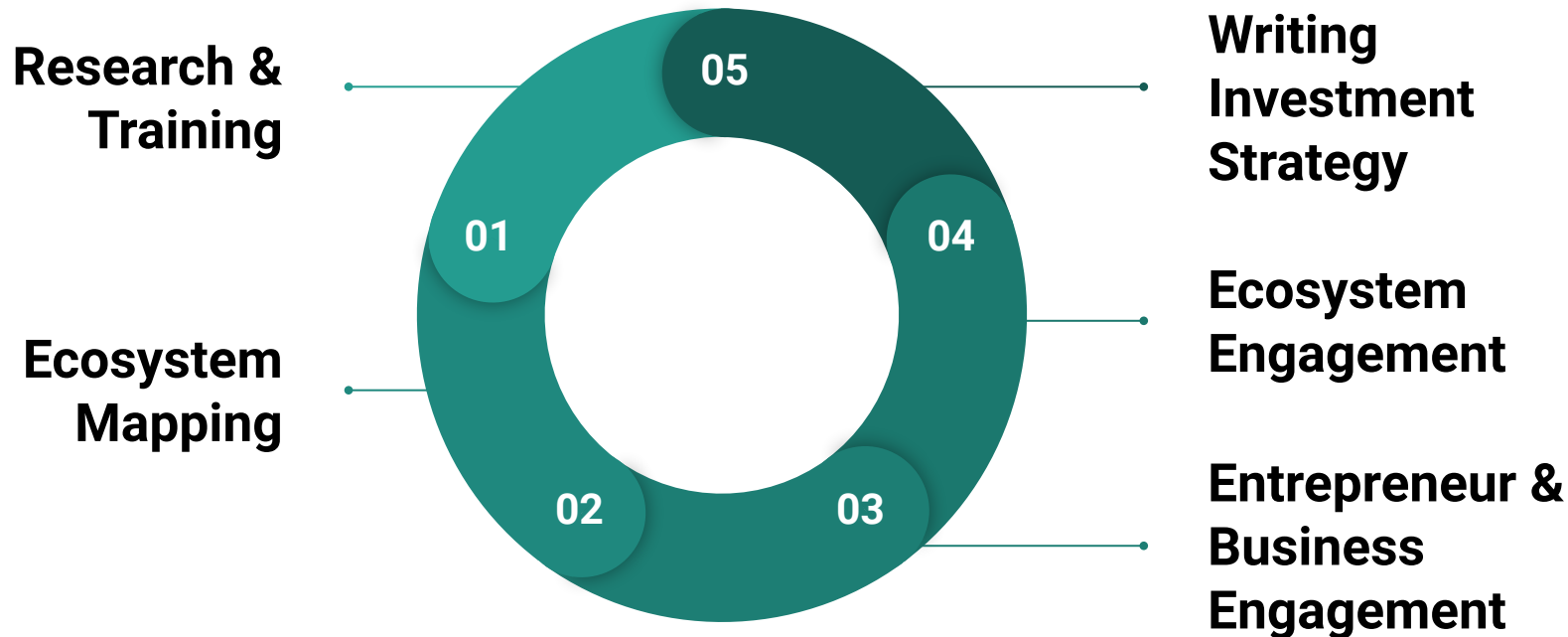
Agenda

- **Project Background**
- **Our Approach**
- **Ecosystem Mapping**
- **Ecosystem Engagement**
- **Entrepreneur Engagement**
- **Research & Training**
- **Metrics**
- **Next Steps**

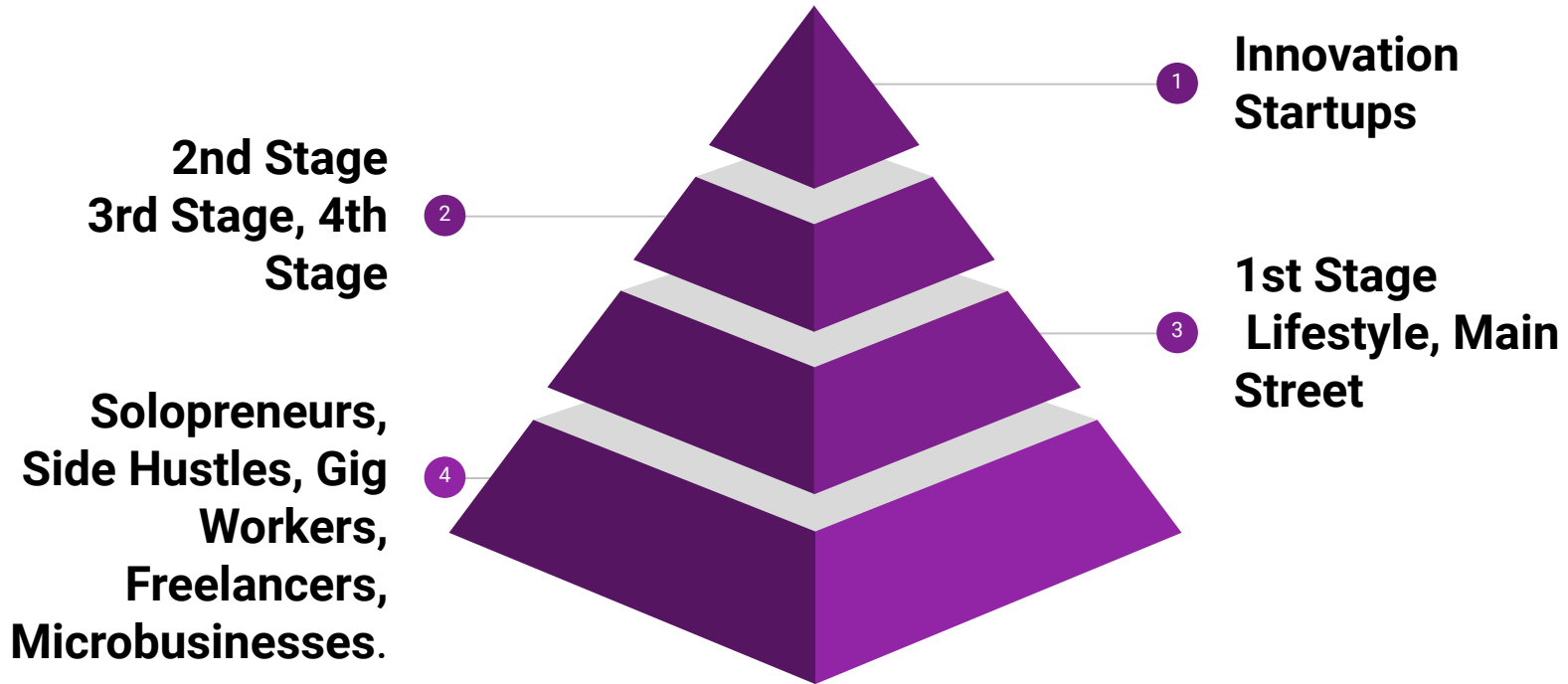
Project Background



Our Approach



[Rural] Entrepreneurial Stack

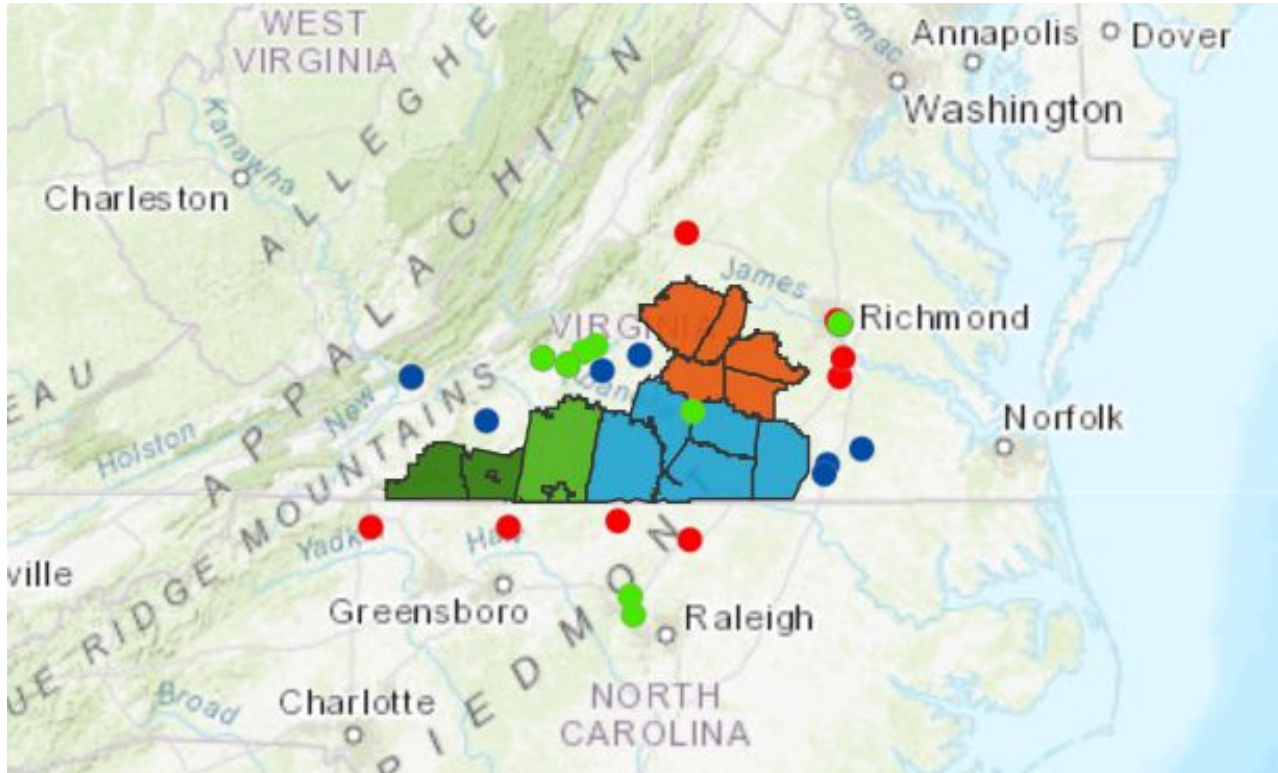


Entrepreneurial Ecosystem

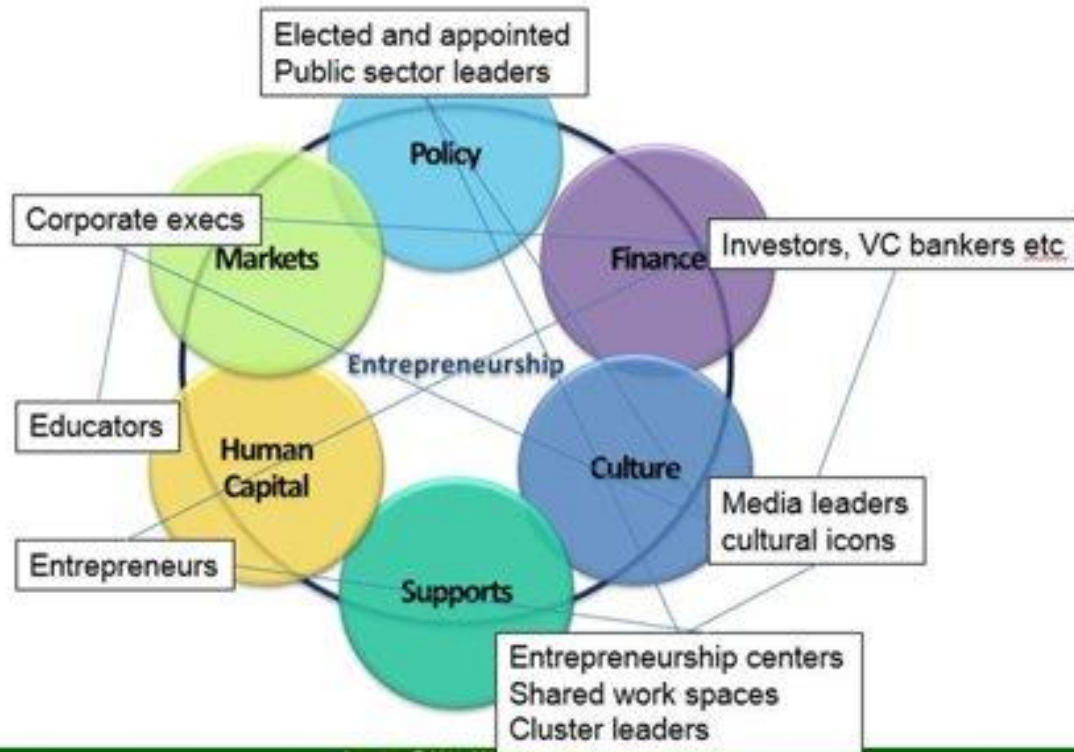
**“the system of people and relationships
that surround entrepreneurs that help
them succeed. Or fail.”**

(Andy Stoll, Senior Program Officer of Economic Development for The Kauffman Foundation)

Ecosystem Mapping



Ecosystem Mapping



Ecosystem Mapping

COMMUNITY ROLES IN ECOSYSTEM BUILDING™

What's your ecosystem building superpower?

CO.STARTERS®



COMMUNITY ROLES IN ECOSYSTEM BUILDING™

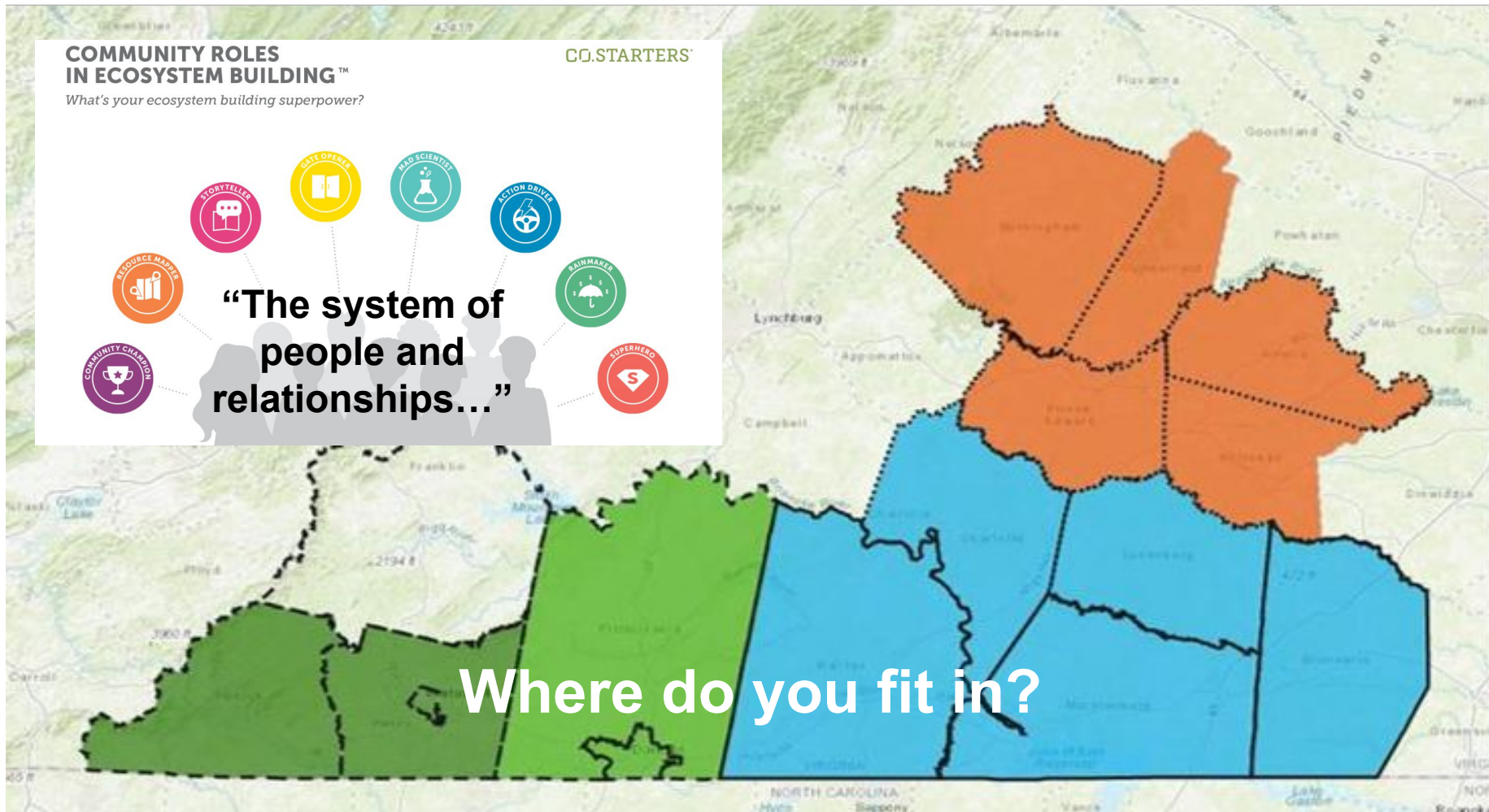
What's your ecosystem building superpower?

CO.STARTERS™



**“The system of
people and
relationships...”**

Where do you fit in?



Ecosystem Engagement



- Need input from all parts of the ecosystem
- Email outreach
- Hosting regional and local meetings
- Created Facebook Group for sharing info
 - Search for “SOVA Ecosystem Builders & Entrepreneurs”
 - <https://www.facebook.com/groups/sova-builders/>

Entrepreneur Engagement

A graphic divided into several colored sections: a dark blue top-left section with white text, a red middle-left section with white text, a blue bottom-left section with white text, and a white right section with red and blue text. The graphic promotes a survey for entrepreneurs and includes the Invest Southern Virginia logo.

Small business owners, freelancers, entrepreneurs, remote workers, craftspeople, and creatives...

WE WANT TO HEAR FROM YOU.

You will be entered into a raffle for a \$50 Visa gift card or you can remain anonymous.

INVEST SOUTHERN VIRGINIA

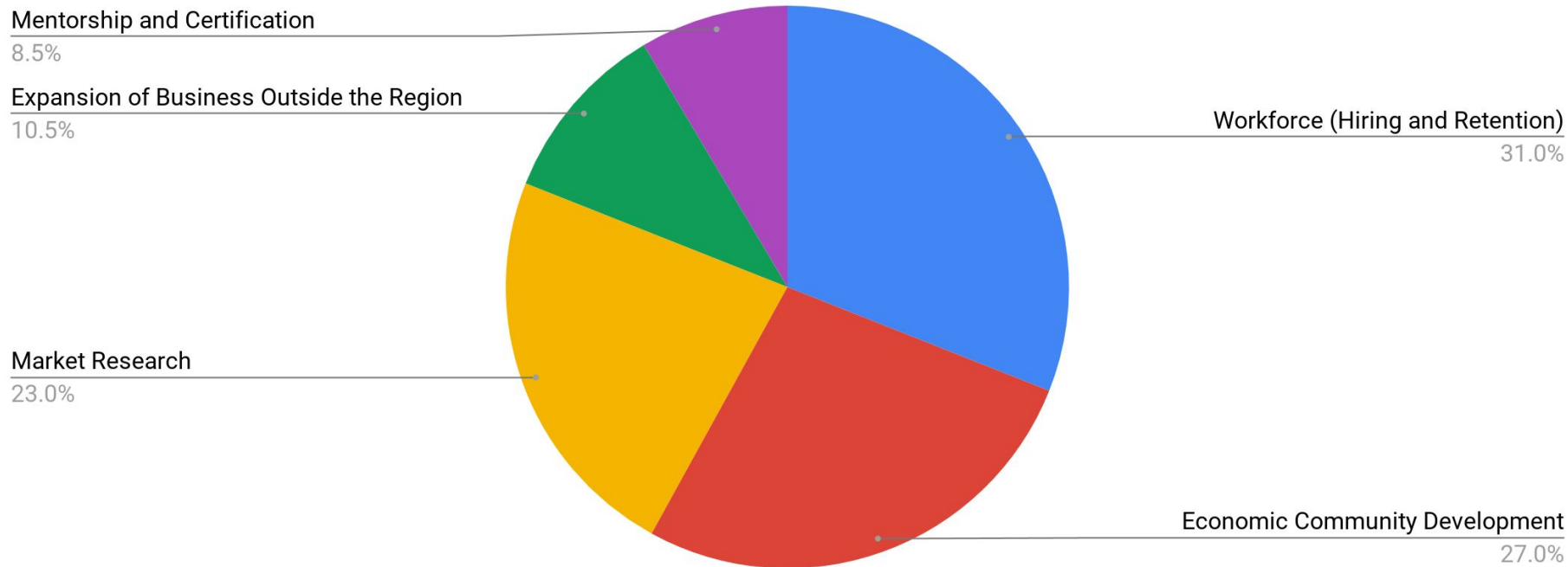
Tell us whether or not these services would be useful to you:

COMMUNITY COWORKING OFFICE SPACE / **COMMUNITY MAKER SPACE**

» Please go to the following website to voice your interest or lack of interest: investsova.com/survey

Entrepreneur Engagement

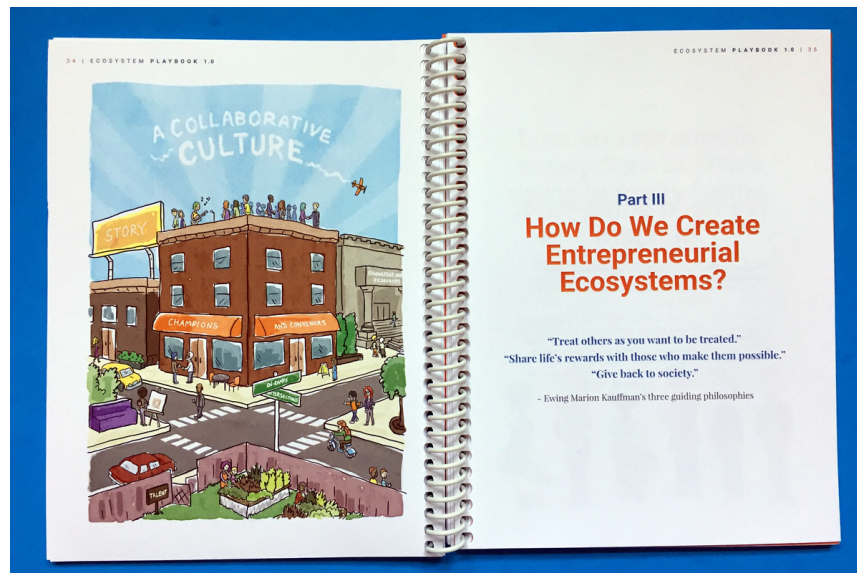
Major Themes from Focus Groups



Research & Training



Innovating Tomorrow's Economic Landscape



Economic Gardening

Helping local businesses compete in a global economy by focusing on second-stage, traded-sector business development

VEDP BRE uses Economic Gardening by Edward Lowe Foundation to help Virginia businesses find new customers



Metrics & KPI's: Keeping Score

- Where have we been?
- Where are we now and how will we know if we've made progress?
- What measures will we use?
- Why these metrics?



Next Steps

- www.investsova.com/survey
- Participate in events
- Find and follow us on social media
- Contact us
 - Lauren: lauren.mathena@mbc-va.com
 - Sheri: mcquiresr@longwood.edu
 - Brandon: hennesseydb@longwood.edu

