

Interactive Performance Metrics Discussion *“Benchmarking Best Practices for Global Startup Ecosystems”*

➤ A Strategic Leadership “Systems” Perspective



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Global Benchmarking Network Spotlight Discussion



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Property of GLBA 09/09/2019

Introductions and Acknowledgements

My Background – “High Hanging Fruit”

Delhi,
India
April 2013



Your Humble
Gandhian
Public Servant

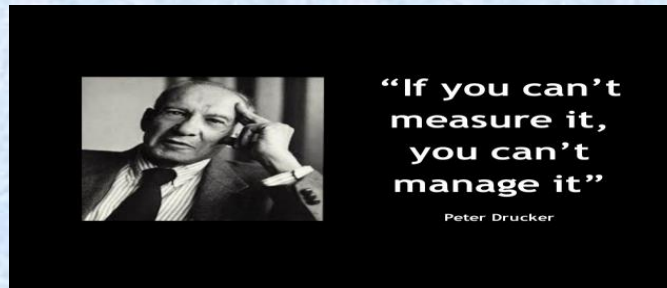
1. Startups/Angel Investment Advisory Board/Mentor– Systems, Sales, Marketing, Finance, and Performance Metrics
2. Private Sector – Xerox, General Mills, Control Data Corporation, High Technology Industry - Marketing
3. Public Sector – Strategic and Operational Benchmarking for MN Department of Revenue, FL Department of Revenue
4. Specific Individuals/States/Jurisdictions – MN, FL, DE, CT, TX, WA, CA, WI, MO; Belgium, Japan, Canada, Europe, NZ, India, Australia

“Performance Excellence Anywhere On Our Planet!!”

OUR GLOBAL STRATEGIC THINKING ADVENTURE TODAY - AGENDA

1. What is Our Global Business Problem?

- How Do Economic Development Organizations (EDO's) Actually Promote Startups?
- Exactly How Do Our Community Leaders Buck the Trend To An 80% Success Rate (BHAG)?



**Peter
Drucker**

YOUR GLOBAL STRATEGIC THINKING ADVENTURE TODAY - AGENDA

2. What is “A System” and What is A Entrepreneur Ecosystem?
3. How Do We Strategically Measure Its Successful 5-10-25 Year Implementation, with Global Startup/Growth Success Stories?
4. What Can We Do to Integrate This with Our Global Performance Dashboard and Beyond?



**THE PATH
TO OLYMPIC
GOLD!!**

Our Global Business Problem:

- Traditional Economic Development is **not** effective and is **not** producing Global Startup Performance Excellence Results
 - What are the reasons for this ineffectiveness?

➤ **POTENTIAL WORLD WIDE IMPACT: HOW BIG ARE THE 2019 GLOBAL ENTREPRENEUR INITIATIVES?**

1. 150+ Startup Grind Chapters in 65 Countries;
2. Kauffman Foundation - \$1 Million Cups in 50+ Cities;
3. Massive Global Entrepreneurship Conferences (e.g., TiEcon 2016: The World's Largest - 11,000 members, including over 60 chapters across 17 countries!!)
4. Global Entrepreneurship Network - \$ 2.8 Trillion in Value Created in 170 Countries, 80 GEN Affiliate Organizations.
5. Global Economic Outcome: Extended Inequality in Developed Nations and Beyond; Uncertain Prosperity.

Strategic Planning in the Global Economic Development Community ?

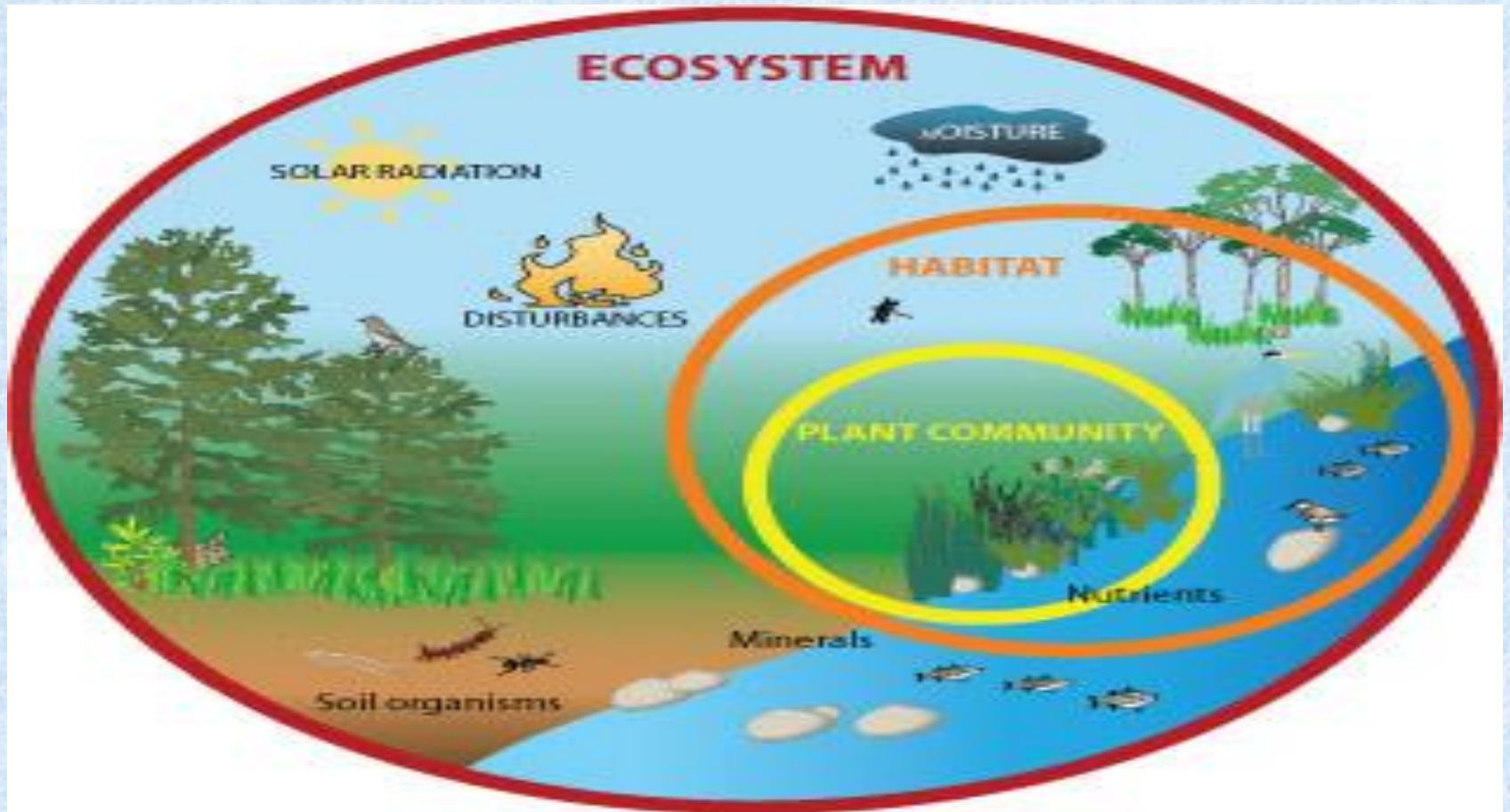
1. What is An Incubator?
2. What is An Angel Network?
3. What is A Startup vs. a Micro-Enterprise?
4. Do I Support Cluster Growth (Michael Porter)?
5. How About Crowd Funding?
6. How About Tax Incentives?
7. How Do We Manage Technology Transfer?



- What is An Entrepreneur Ecosystem?

Copyright Source: Dan Isenberg, The Babson Ecosystem Project, 2011, 2012.

WHAT IS AN ECO SYSTEM?



Definition: a biological community of interacting organisms and their physical environment.

Source: Biology 101 – High School or College Level – Charles Darwin, et al.

WHAT IS A GLOBAL PERFORMANCE MEASUREMENT SYSTEM TO BILL AND MELINDA GATES?

Metrics in Each Area & One Master “Strategic Few” – Our Global Picture.



Source:
Actionable
Measurement
Guidelines,
2010.

OUR STRATEGIC GLOBAL ENTREPRENEUR ECOSYSTEM

➤ A COMMUNITY-WIDE “BIG DATA” BUSINESS SYSTEMS FLOWCHART



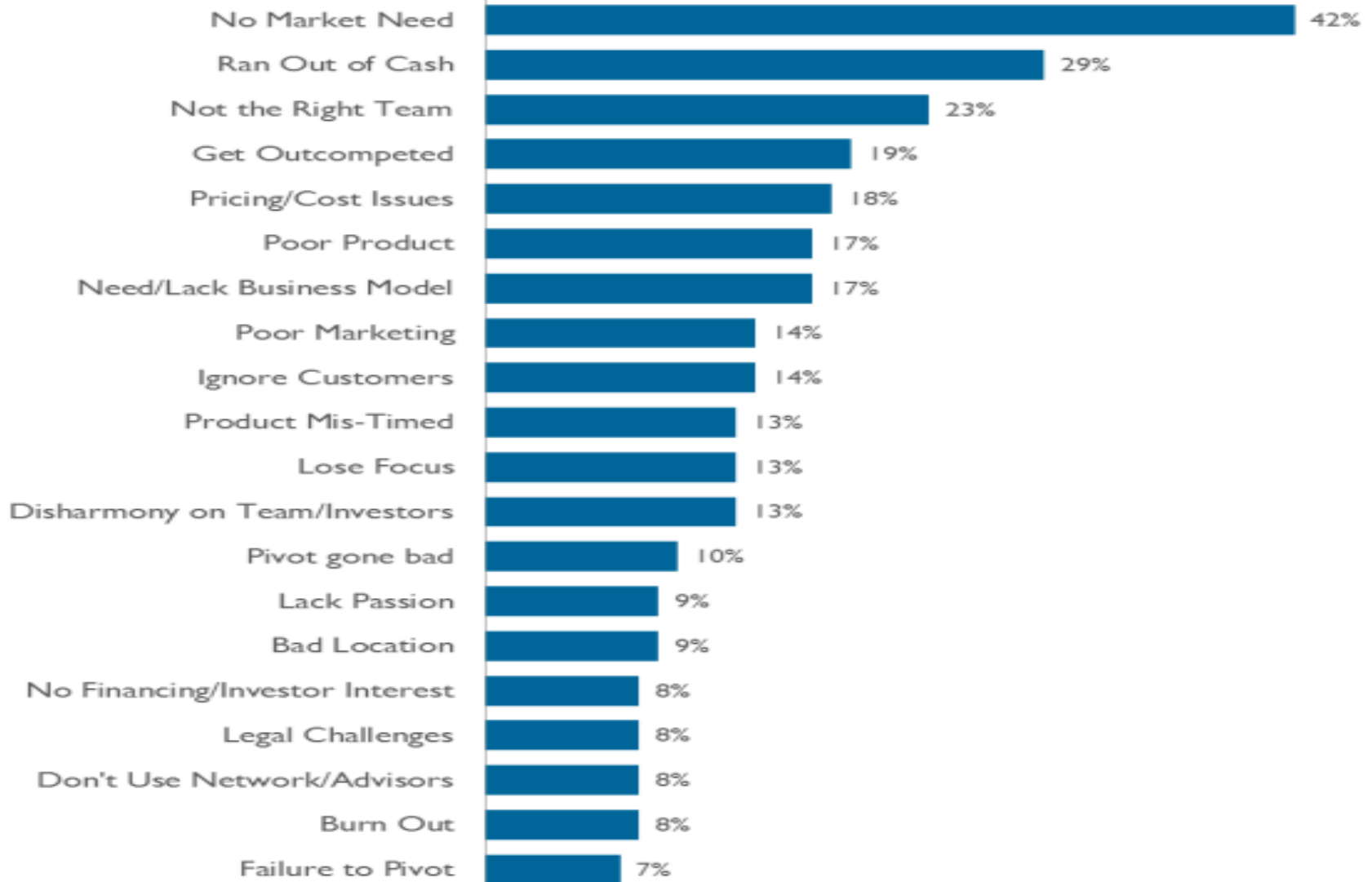
DOMAINS OF AN ENTREPRENEURSHIP ECOSYSTEM



Source: Dan Isenberg, The Babson Ecosystem Project, 2010 – 2015.

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



MY “TOP 3” REASONS FOR STARTUP FAILURE

- (1) Lack of Human Capital – Values, Values, and Values.**
- (2) Lack of Day 1, Outside-In, Total Customer Experience – Exceeding Expectations**
- (3) Lack of Passion, Commitment, Discipline, Structure, and Focus – Business Plan+++
 - **“Get Over the Worthless, Impossible, and Stupid Barriers” – D. Isenberg (Babson)****

* THE TOP 20 GLOBAL STARTUP SUCCESS STORIES – WHO ARE THEY & WHY? (2019)

1. Silicon Valley
2. New York City
3. London
4. Beijing
5. Boston
6. Tel Aviv
7. Los Angeles
8. Shanghai
9. Paris
10. Berlin



11. Stockholm
12. Seattle
13. Toronto
14. Singapore
15. Amsterdam
16. Austin
17. Chicago
18. Bangalore
19. Wash, D.C.
20. San Diego

* Source: Global Startup Ecosystem Ranking/Report, May 2019.

WHAT IS PERFORMANCE EXCELLENCE?

The World's Most Admired Startup Ecosystems:

➤ Critical Success Factors – 5 Key Results Dimensions

1. *Performance – Ecosystem Funding and Exit Valuations*
2. *Funding – VC Investment and Time to Raise Capital*
3. *Technical Talent Mgmt. – Quality, Availability, and Cost*
4. *Market Reach – Ecosystem GDP Size and Ease of Reaching and Engaging Global Customers*
5. *Startup and Leadership Excellence Capacity – Success Perspective, Veteran Mentors/Advisors, & “Seasoned” Founders*

➤ YOUR INVOLVEMENT: WHAT IS YOUR #1 STRATEGIC PRIORITY?

NOW – WHAT ARE YOUR NEXT STEPS? YOUR STARTING POINT GOING FORWARD – YOUR PATHWAY TO SUCCESS.

1. Determine Your Capacity to Lead A Startup:

➤ **As An Individual**

➤ **As a Senior Leadership Team Member**



2. Determine Your Capacity for Performance Excellence Leadership (“Ready, Willing, and Able”?)

➤ **For Your Company**

➤ **For Your Community/Your Ent. Ecosystem**

3. Build A Global Best Practice Sharing Community

YOUR NEXT STEP

YOUR STARTING POINT GOING FORWARD –
YOUR PATHWAY TO SUCCESS.



3. Build A Global Best Practice Sharing Community

- Create Your Strategic Performance Management System with Key Performance Indicators (KPI's).
- Select Your Major Business Processes for “Apples to Apples” Performance Comparisons.
- Establish/Sustain Your Global Community of Practice (CoP) Sharing Network (Global Benchmarking Awards and Beyond).

USA,
Swedish,
& Global
Partners



What You Can Do Now?

How To Truly Transform Your Startup: Global “Planet” Entrepreneur Ecosystem Leadership

➤ ADDRESS THESE STRATEGIC QUESTIONS TODAY

- 1. RENEW YOUR EXCELLENCE MINDSET – “Boldly Go Where Others Have Not..” Set Big Hairy Audacious Goals!!**
- 2. STRENGTHEN YOUR TOTAL ENTREPRENEUR ECOSYSTEM LEARNING AND CONTINUOUS IMPROVEMENT COMMITMENT**
 - Compare Your Performance to Your World-Class Partners**
 - Lead and Find Your Search For High Hanging Fruit!!**

What Can You Do Now? **How To Truly Transform** **Your Organization – Global Planet Leadership**

- **If You Respond - With The Will, Passion, Persistence, And Perseverance:**
- **YES, Brilliant, Exceptional, Extraordinary**
–YOU Can and Will Make It Happen
Now!!
- **Start/Continue Your Entrepreneurial Revolution (*Dan Isenberg, HBR, June 2010*)**

THE PERFORMANCE EXCELLENCE CHALLENGES FOR US ALL.

- ➔ Let Persistence, Perseverance, Passion, and Humility Drive Our Commitment to Sustaining The Journey Over the Long Haul.
- ➔ It Is Our Responsibility to Expand Our Hearts and Minds and Find The Solutions to Our Most Entrenched Global Issues.
- ➔ Global Sharing Across Our Entire Planet Will Make This A Reality In This Generation and Beyond! (We Are Not Alone).

**ANY AND ALL QUESTIONS AND ANSWERS
FOR FOLLOW-UP CONTACT:**

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THANK YOU!