

Recommend #	Group	Task (Best practice reference)
1	1. Culture	•(a, b, c, d, e, f) Identify a handful of regions known for their entrepreneurial Culture and identify cost-effective activities to emulate
2	1. Culture	•(a, b, c, e, f) Develop a central repository of success stories and disseminate this information across various media outlets, including a region-wide email newsletter with content from various Resource Providers
3	1. Culture	•(a, b, c, e, f) Develop formal partnerships between Stories & Storytellers and Resource Providers to share local entrepreneurship news, stories of success and failure, events and meetings
4	1. Culture	•(a, b, c) Identify passionate individuals who advocate for entrepreneurship and have the influence to change its regional perception (see <i>Advocates</i>)
5	1. Culture	•(a, c, d, f) Host entrepreneur-only events with education and networking components; sponsorship opportunities should be made available to Resource Providers; design series using a collaborative, regional approach for maximum reach
6	1. Culture	•(a, c, d) Approach the Erie County Public Library with a monthly entrepreneurial events series featuring successful entrepreneurs and investors with Resource Providers in attendance to answer questions and develop relationships
7	1. Culture	•(a, c, e) Begin developing inclusive entrepreneurial clubs and organizations in the region
8	1. Culture	•(a, c, f) Promote the NWPA Inventory of Ecosystem Assets and Ecosystem Graphic to the community via partner websites, email newsletters, print copies, etc.; begin to generate ‘buzz’ around entrepreneurship
9	1. Culture	•(a, c, f) Conduct buzz-generating events; a few examples: TechPint (entrepreneur happy hours: www.techpint.org/), Hackathons (intense networking and code development sessions), 1 Million Cups (entrepreneur education and networking: www.1millioncups.com/), business plan competitions

10	1. Culture	<ul style="list-style-type: none"> •(a, c) See the <i>Culture Building and Deal Flow Generation Recommendation</i> for related activities/recommendations
11	2. Ecosystem Funders	<ul style="list-style-type: none"> •(a) Host a series of seminars and 1:1 meetings to educate the Erie Community Foundation, ECGRA, City and County officials and other Ecosystem Funders about the regional economic impact of entrepreneurship and the benefits of collaboration and measurement
12	2. Ecosystem Funders	<ul style="list-style-type: none"> •(b) Regularly survey Resource Providers, Sources of Risk Capital and entrepreneurs and to gather feedback on the state of local entrepreneurship
13	2. Ecosystem Funders	<ul style="list-style-type: none"> •(c) Host events with top and potential donors of local foundations and other Ecosystem Funders to educate them about the regional economic impact of entrepreneurship and encourage them to require that grantees focus on entrepreneurship to receive financial support
14	2. Ecosystem Funders	<ul style="list-style-type: none"> •(c) Develop a process to help potential Ecosystem Funders align their investments with their missions and the needs of the ecosystem
15	2. Ecosystem Funders	<ul style="list-style-type: none"> •(d) Periodically identify and contact representatives from leading entrepreneurial ecosystems to seek information about what metrics best measure ecosystem development
16	2. Ecosystem Funders	<ul style="list-style-type: none"> •(e) Empower an entity to organize ecosystem activities, ensure collaboration, manage back office functions on behalf of Resource Providers and advocate for entrepreneurship
17	2. Ecosystem Funders	<ul style="list-style-type: none"> •(e) Secure funding for the entity to organize ecosystem activities, ensure collaboration and manage back office functions on behalf of Resource Providers
18	2. Ecosystem Funders	<ul style="list-style-type: none"> •(f) Meet with state and local government officials to discuss the economic impact of entrepreneurship and advocate for tax credits and incentives to encourage entrepreneurship and early-stage investment
19	2. Ecosystem Funders	<ul style="list-style-type: none"> •(f) If needed, launch a petition campaign to demonstrate community support for tax credits and incentives
20	3. Resource Providers	<ul style="list-style-type: none"> •(a, c, g, i) Engage with best practice mentor programs to develop training materials, qualifications, policies and metrics
21	3. Resource Providers	<ul style="list-style-type: none"> •(b) Identify entrepreneurs looking for expert mentoring and invite them to monthly matching events

22	3. Resource Providers	<ul style="list-style-type: none"> •(b, e) Develop a prospect list of successful professionals, technical experts and serial entrepreneurs (in-region and virtual) with a range of expertise and invite them to participate as mentors; request additional referrals
23	3. Resource Providers	<ul style="list-style-type: none"> •(d, e, i) Meet with stakeholders to assess the need for an entity (or entities) to organize activities, ensure collaboration and manage metrics collection and back office functions on behalf of Resource Providers
24	3. Resource Providers	<ul style="list-style-type: none"> •(d, f) Develop a website that outlines the programs available to entrepreneurs
25	3. Resource Providers	<ul style="list-style-type: none"> •(f) Promote mentoring resources through a website resource center, success stories, press releases, events, etc.
26	3. Resource Providers	<ul style="list-style-type: none"> •(g) Survey mentors, Resource Providers and entrepreneurs to measure satisfaction with programs
27	3. Resource Providers	<ul style="list-style-type: none"> •(h) Invite professional services firms offering pro-bono support to monthly matching events
28	3. Resource Providers	<ul style="list-style-type: none"> •(j) Market available facilities and equipment
29	3. Resource Providers	<ul style="list-style-type: none"> •(j) Develop public/private partnerships to subsidize the use of facilities and equipment for students and entrepreneurs
30	3. Resource Providers	<ul style="list-style-type: none"> •(j) Develop relationships with universities, labs and research centers to make additional equipment and facilities available as needed
31	3. Resource Providers	<ul style="list-style-type: none"> •(j)Develop a referral program to connect businesses—company 1 has equipment company 2 needs
32	4. Educational Opportunities	<ul style="list-style-type: none"> •(a) Increase the number of entrepreneurship-specific degree programs, certificates, clubs and experiential learning opportunities
33	4. Educational Opportunities	<ul style="list-style-type: none"> •(a) Offer cross-enrollment opportunities at colleges and universities for entrepreneurship-related courses; universities collaborate around shared resources

34	4. Educational Opportunities	•(a) Create technical workforce development programs to prepare the region's talent pool to work high potential companies
35	4. Educational Opportunities	•(a, c, d) Support and promote existing entrepreneurial education programs, such as Young Entrepreneurs Society
36	4. Educational Opportunities	•(a, b, d) Host new business plan competition at each university where winners compete at a larger, regional competition with Pitch Day
37	4. Educational Opportunities	•(a, c, d) Offer workshops or produce podcasts led by serial entrepreneurs that provide information on starting up and growing businesses
38	4. Educational Opportunities	•(c) Develop a website/portal with online courses, resources and information about entrepreneurship and investing
39	4. Educational Opportunities	•(d) Develop a micro granting fund to support ideas and initiatives brought forward by students and other participants in the region's entrepreneurial education programs
40	4. Educational Opportunities	•(d) Spotlight student entrepreneurs and startup interns through social media, on-campus publications and traditional media
41	4. Educational Opportunities	•(d, g) Engage with on-campus and external Storytellers to share opportunities, success stories and best practices (see <i>Stories & Storytellers</i>)
42	4. Educational Opportunities	•(e) Apply for permission to start local chapters of One Million Cups, Blackstone Launch Pad, Entrepreneurs Organization, etc.
43	4. Educational Opportunities	(f) Conduct surveys to establish a baseline and measure change
44	5. Stories & Storytellers	•(a, b, c, d) Invite Storytellers to regular information sessions about entrepreneurship in the region
45	5. Stories & Storytellers	•(a, f) Develop a central repository where local wins related to the entrepreneurial ecosystem can be captured and disseminated

46	5. Stories & Storytellers	<ul style="list-style-type: none"> •(b) Develop weekly newspaper columns, radio shows, podcasts and local television spots that cover developments in the entrepreneurial ecosystem and promote events and opportunities related to entrepreneurship (primarily for Resource Providers)
47	5. Stories & Storytellers	<ul style="list-style-type: none"> •(b, f) Make communicating about entrepreneurship in NWPA a dedicated component of any regional marketing plans
48	5. Stories & Storytellers	<ul style="list-style-type: none"> •(c) Launch social media pages for entrepreneurs to post their accomplishments and share upcoming events
49	5. Stories & Storytellers	<ul style="list-style-type: none"> •(e) Provide examples of great storytelling assets from other regions as models for Erie Storytellers
50	5. Stories & Storytellers	<ul style="list-style-type: none"> •(a, b, c, d, e) Identify an entity to manage the process of gathering, writing and sharing success stories and activities specifically related to the early stage entrepreneurial ecosystem
51	6. Advocates	<ul style="list-style-type: none"> •(a, b, c, d) Identify 5-10 champions in the community who are willing to commit real time to advocating for entrepreneurship (must be accountable to each other)
52	6. Advocates	<ul style="list-style-type: none"> •(a, b, c) Meet with chambers and associations to assess their interest and ability to serve more early-stage businesses
53	6. Advocates	<ul style="list-style-type: none"> •(a, b, d) Educate Advocates on the benefits and impact of entrepreneurship and prepare them to advocate formally for increased support to government, chambers and associations
54	6. Advocates	<ul style="list-style-type: none"> •(a, d) Ensure stories of Advocates and entrepreneurs are told to the community (see <i>Stories & Storytellers</i>); budget/time allocations to support efforts
55	6. Advocates	<ul style="list-style-type: none"> •(a, d) Develop entrepreneur attraction efforts (marketing, discounts to join, benefits/incentives) with chambers and associations
56	6. Advocates	<ul style="list-style-type: none"> •(b, c) Identify high-performing chambers across the country that embrace and focus on supporting startups; inventory the best practice programs and incentives used to attract startup members
57	6. Advocates	<ul style="list-style-type: none"> •(c) Educate regional chambers and business and trade associations about the value of existing high potential companies and how to identify them

58	6. Advocates	<ul style="list-style-type: none"> •(c) Work with the various chambers and associations to identify existing companies with high growth potential and make serving these companies a priority
59	6. Advocates	<ul style="list-style-type: none"> •(c) Develop programs to support rapid growth at existing high potential companies through business assistance and funding
60	6. Advocates	<ul style="list-style-type: none"> •(c, d) Build formal referral relationships between chambers and associations (business assistance) and funding sources (risk capital)
61	7. Risk Capital	<ul style="list-style-type: none"> •(a, b, e, f) Start an investors group or fund to engage investors in the defined geography; request State match dollars or other incentives to encourage earlier stage investments
62	7. Risk Capital	<ul style="list-style-type: none"> •(a, b, e) Request that local foundations, ECGRA, and traditional funders donate philanthropic dollars as matching funds to encourage investors to consider earlier stage opportunities (Phase 1)
63	7. Risk Capital	<ul style="list-style-type: none"> •(a, b, e, f) Establish micro grant funds to encourage risk taking and allow for investment in early phase opportunities on a trial basis
64	7. Risk Capital	<ul style="list-style-type: none"> •(a, c, d, e) Schedule opportunities for local startup entrepreneurs to pitch to local investors on a regular basis for constructive feedback
65	7. Risk Capital	<ul style="list-style-type: none"> •(b, f) Host networking events, education forums and seminars featuring experienced investors offering best practices to newer and prospective investors
66	7. Risk Capital	<ul style="list-style-type: none"> •(c) Promote available grant opportunities to entrepreneurs through the existing resource providers and provide assistance with grant applications (SBIR awareness and support on applying for grants, etc.)
67	7. Risk Capital	<ul style="list-style-type: none"> •(c, d) Map the institutions and organizations providing expert assistance and risk capital (Inventory of Ecosystem Assets); provide information to Resource and Risk Capital Providers to encourage referrals
68	7. Risk Capital	<ul style="list-style-type: none"> •(e, f) Organize pitch nights, matchmaking events and demo days to introduce investors to the most promising opportunities in the region
69	8. Idea Creators	<ul style="list-style-type: none"> •(a, b, c) Hold regular meetings for Idea Creators to identify and inventory overlap between industry need and available expertise, share ideas and report progress

70	8. Idea Creators	<ul style="list-style-type: none"> •(a, b) Advocate for technology transfer to be an increased focus; explain the financial and faculty talent benefits to the university and share examples of favorable intellectual property policies
71	8. Idea Creators	<ul style="list-style-type: none"> •(a, e) Use <i>The Path Forward</i> white paper as a guide to support entrepreneurial and innovation efforts at the universities; serve as support assets to these efforts
72	8. Idea Creators	<ul style="list-style-type: none"> •(a) Make state and federal R&D grant opportunities more accessible to university faculty and entrepreneurs; promote grants and aid in the grant writing process
73	8. Idea Creators	<ul style="list-style-type: none"> •(a) Research licensing and commercialization programs and applied research incentives at prominent research institutions
74	8. Idea Creators	<ul style="list-style-type: none"> •(b, c) Meet with private businesses to educate them on the benefits of encouraging innovation (for the company directly) and spinouts (as future customers)
75	8. Idea Creators	<ul style="list-style-type: none"> •(b) Meet with private businesses to inventory any existing pilot products that have commercial potential and share appropriately with entrepreneurs
76	8. Idea Creators	<ul style="list-style-type: none"> •(d) Spotlight grant opportunities and applied research and commercialization stories through social media, on-campus publications and traditional media
77	8. Idea Creators	<ul style="list-style-type: none"> •(e) Support existing and new idea creation efforts, such as the Erie Collegiate Innovation Showcase, Immersive Learning and Open Labs at Penn State Behrend and Quickstarter to name a few