Startup Genome

Introducing Startup Genome's Keystone

A global set of initiatives.

April 2019

Building Towards the Next Innovation Hubs

Great ecosystems are the foundation of startup success. Some people and organizations have a disproportional impact on the development of ecosystems: driving key initiatives that build momentum to accelerate development.

The Public Sector Must Play a Role

Public sector must act where the private is unable to: as in the case of taking risks for the setup of initiatives which impact the common good and require collective engagement, being too costly, high risk and long term for private sector to kickstart it.

"Coordination, collaboration and activation are key components of governmental interaction within an entrepreneurial ecosystem"

- *From StartupCity, Bas Beekman and Ruben Nieuwenhuis (2016)*

The Key to Accelerate Startup Ecosystems

It requires a core team creating an exciting, action-oriented, and supportive startup community including entrepreneurs and entrepreneurial-minded people.

Stockholm: STING
Founded in 2002 and creating the greatest startup ecosystem success story

Helsinki: Maria
In 2014 entrepreneurs started Maria, Slush, etc.: ranked 31 and creating large exits with <750 startups

Amsterdam: Startup Amsterdam
Started in 2014 and codified and improved the model of STING and others for taking leadership and building momentum

Frankfurt: TechQuartier
Founded in 2016 and already having a very clear impact

Startup Genome's Keystone

Set of Initiatives

1. Research to understand how certain people and organizations have a disproportional impact on the development of communities, business ecosystems, and startup ecosystems;

2. Publication of content on community building and how community builders, whether individuals or organizations, can have a great impact;

3. Consulting and coaching services in order for cities to develop Keystone teams to accelerate the development of business and innovation ecosystems as well as startup ecosystems;

4. Institute where we learn from each other and share playbook and resources, leverage our network for each other.
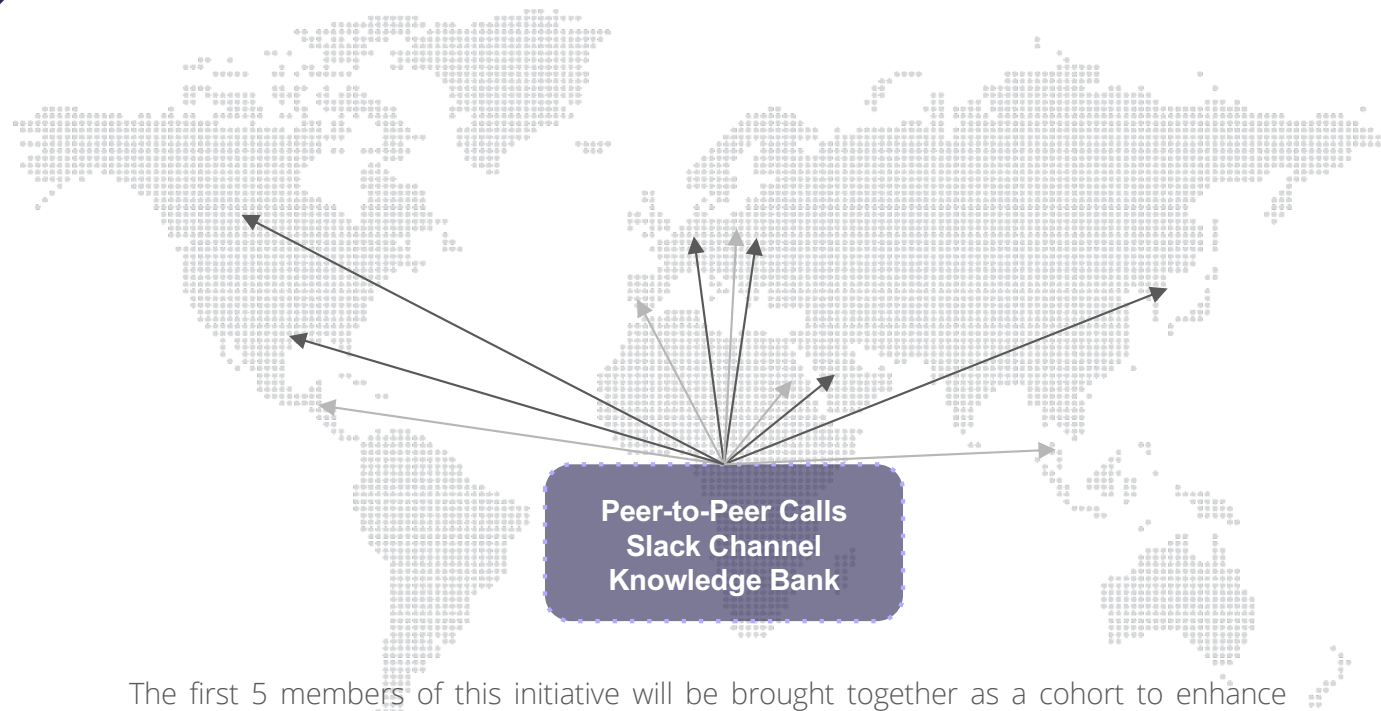
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Activate from the top down, and facilitate from the bottom up.

— from StartupCity (Beekman and Nieuwenhuis, 2016)

Towards a global Keystone group

**Peer-to-Peer Calls
Slack Channel
Knowledge Bank**

The first 5 members of this initiative will be brought together as a cohort to enhance knowledge sharing and peer learning between K-Team leaders. The Keystone Institute will act as a platform to grow a tight network between current Cohorts, Alumni and Experts. Over time, it will be the place where top-notch entrepreneurial-minded ecosystem leaders gather to share knowledge and emerging trends on ecosystem development.

Role of local Keystone teams: the 4 Cs

Support the success of existing initiatives, organizations, and programs

Cooperate *(support)*	Commence *(initiate)*
Connect	Coordinate

Kickstart new initiatives and programs that are missing

Connect everyone: entrepreneurs, investors, universities, program leaders, corporations

Align and foster cooperation between organizations and programs