

Startup Ecosystem Checklist

Startup Ecosystem Checklist

What...

What is a Startup Ecosystem Checklist?

The Startup Ecosystem Checklist ('Checklist') is a tool for local government representatives to understand the state of play for startups in their local area. It allows representatives to map their support for the local startups onto a blank canvas of the Startup Framework for local government.

The Checklist notes core supports and enablers in the startup ecosystem enabling local government representatives to identify current capabilities and gaps. The Checklist will also help representatives to understand startup sector contributions to the broader economic goals of the Local Government Area (LGA).

Useful supports and enablers have been listed for each stage of development for startups. It should be noted that supports and enablers may be applicable to more than one stage and that some may be more useful for startups than others. This depends on the LGA and the group of startups in question.

Key definitions for the Startup Framework categories can be accessed [here](#).

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How...

How to use this tool?

- Prior to completing the Checklist, note the core economic goals and targets for the local government. This will situate the Checklist within the broader economic context and enable execution of the subsequent vision of how startup supports and enablers will fit in and contribute to these objectives.
- The Checklist should be used to identify supports and enablers that exist in the LGA. Tick each one when it has been verified to be present in the area.
- Revisit the list of key goals for the local area's economy. Recheck if startups have the necessary supports and enablers to be able to contribute towards these objectives.
- Using the completed Checklist, conduct a 'SWOT' analysis – Strengths, Weaknesses, Opportunities, and Threats for the ecosystem. This should be targeted to understand how currently available supports and enablers can assist startups to contribute effectively to the broader economic objectives of the local area.

Optional:

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Outputs from this tool

The Checklist will provide an overview of what supports and enablers are available for startups in the local area.

Local government representatives should consider the most important supports and enablers for their individual local area which will vary for each local government. The Checklist should be completed with the local context as a primary consideration. For example, some local governments may require a focus on utilising existing community centres due to budgetary constraints while others may be looking to leverage local manufacturing capabilities for export through distribution centres.

Using outcomes from the Checklist will then indicate how local government is tracking against specific goals and targets. This will enable a local government representative to understand gaps and requirements going forward. The Checklist will tell a different story and output for each local government.

By indicating the number of supports and enablers available, an EDM should be able to form a 'SWOT' analysis – Strengths, Weaknesses, Opportunities and Threats (please refer Pg. 4). This will identify the gaps in the local area that a local government representative can consider targeting.

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Next Steps

The Checklist and 'SWOT' analysis will help a local government representative to develop future opportunities to accelerate the progress of achieving the broader economic goals of the local area. A representative should consider what kind of startup may benefit most from the current set of supports and enablers and under what stage do most of the resources sit?

By providing answers to these questions, a local government representative will be able to better understand the contribution of a startup to the economic objectives of the local area and how local government can best support them.

LaunchVic intends to formalise use of this Checklist by local governments when assessing applications for funding.

Key terms

A taxonomy of key terms listed in the checklist can be found in the LaunchVic's Startup Framework and Toolkits Handbook.

Additional resources

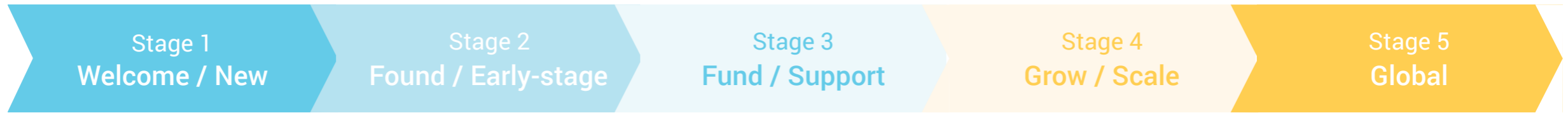
The following resources are helpful examples of similar surveys of local areas/regions:

- [City of Melbourne – Startup Action Plan 2017-21](#) – An overview of the current startup community in Melbourne, and a strategy to develop it
- [Regional Queensland 2015 Startup Ecosystem Report](#) – Mapping and linking startup activity and resources across regional Queensland
- [Digital NYC](#) – An interactive map and directory service for New York startups, including events, jobs, investors, resource location, and a startup database

Startup Ecosystem Checklist

Startup Ecosystem Checklist for [insert local government name]

= Resource present in my local area



Targets

Supports

- | | | | | |
|--|--|---|--|---|
| <input type="checkbox"/> Community centre(s) | <input type="checkbox"/> Coworking space(s) | <input type="checkbox"/> Accelerator program(s) | <input type="checkbox"/> Upgraded office space(s) | <input type="checkbox"/> Logistics and distribution centre(s) |
| <input type="checkbox"/> Meet-up(s) | <input type="checkbox"/> Makerspace(s) | <input type="checkbox"/> Incubator(s) | <input type="checkbox"/> Digital infrastructure(s) | <input type="checkbox"/> International government Consul(s) |
| <input type="checkbox"/> Hackathon(s) | <input type="checkbox"/> Master class session(s) | <input type="checkbox"/> Pitch-fest(s) | <input type="checkbox"/> Tax specialist(s) | <input type="checkbox"/> International partners |
| <input type="checkbox"/> Mentor program(s) | | <input type="checkbox"/> Grants and Incentives | <input type="checkbox"/> Specialised labour pool | |
| | | <input type="checkbox"/> Investor network(s) | | |

To complete following Checklist
 Undertake the SWOT exercise on Page 4, with the key question of:
What does my completed Checklist tell me about progress towards key targets?

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Based upon the outcomes of the Startup Ecosystem Checklist, analyse the *strengths*, *weaknesses*, *opportunities* and *threats* of the local startup sector and the supports that are offered by local government.

Strengths

Weaknesses

Opportunities

Threats