

LIFE CYCLE EVALUATION



A robust entrepreneurial ecosystem not only supports and helps to facilitate the development and launch of emerging entrepreneurs, it also helps to support all existing businesses through the various stages of their life cycle. This includes growth and scaling, reaching maturity and needing to pivot, and ultimately perhaps exiting or selling.

The following template provides a visual sign as to whether your ecosystem programming, whether financial and/ or technical assistance efforts, are reaching businesses throughout their life cycle.

This template can be used in conjunction with the Self-Guide, Audit Tool, and Organizational Matrix to more fully evaluate your ecosystem. It is also useful as you look for gaps within the programming itself and any gaps in who you are serving.

To get started, simply convene your Ecosystem stakeholders to document and inventory the local and regional* programming and document the time in the life cycle the particular activity services. The lead organization can also send the template to the stakeholders individually and then agglomerate the findings once each participating organization has completed its respective template.

**If applicable*

ECOSYSTEM INVENTORY THROUGHOUT THE BUSINESS LIFE CYCLE

7 Factors of an Entrepreneurial Ecosystem	Development / Launch	Growth / Scaling	Maturity / Model Pivots	Decline / Exit / Rebirth
PLACE-BASED				
FINANCIAL CAPITAL				
SOCIAL CAPITAL				
GOVERNMENT POLICY / REGULATORY				
CULTURE				
HUMAN CAPITAL				
EDUCATION AND TRAINING				
SELECT EXAMPLES	Business Pitch Contest, Pop Ups, SBDC Connect, Fail Fast Spaces	Façade Grant, Economic Gardening, New Forms of Capital, Workforce Development	Pop Ups (R&D), Rethinking Markets, Exploring New Products and Line Extensions	Succession Plan, Assistance with Space Reuse, Connections with New Entrepreneurs, Ideation—New Uses/Functions, Reopen Under New/Refreshed Brand