

MONITOR THE HEARTH BEAT OF YOUR ECOSYSTEM

build & leverage ecosystem intelligence



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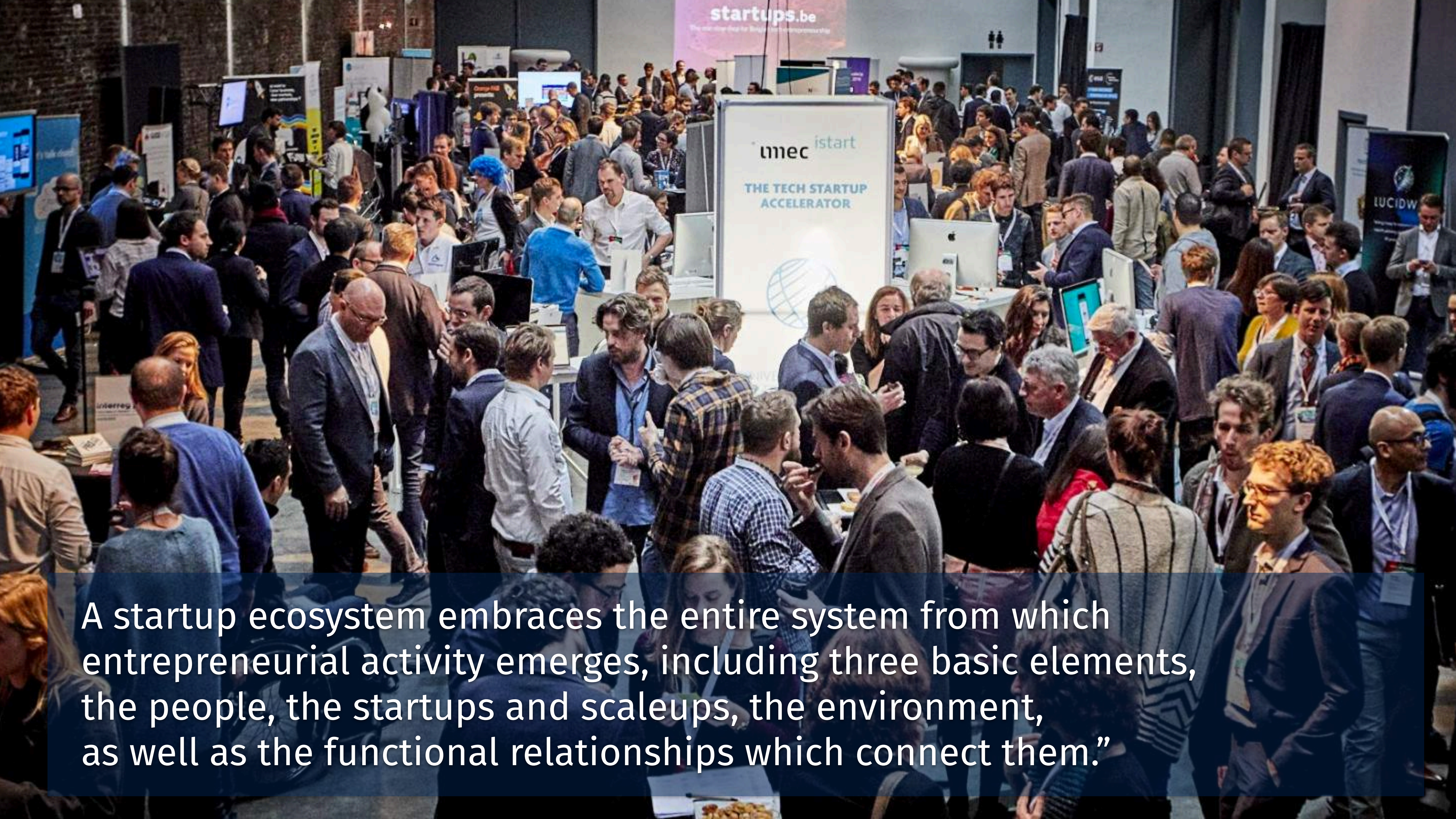
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3a Dok Noord, 9000 Gent



A startup ecosystem embraces the entire system from which entrepreneurial activity emerges, including three basic elements, the people, the startups and scaleups, the environment, as well as the functional relationships which connect them.”



whereas technology is essential,
TRUE collaboration is behavioural and cultural,
it requires to care, caring for others,
caring for shared purpose

BUILD ECOSYSTEM INTELLIGENCE

FOR SUSTAINABLE CREATIVE ECOSYSTEMS

1

map the actors that play a key role today and define a **blue print** for a truly vibrant ecosystem

2

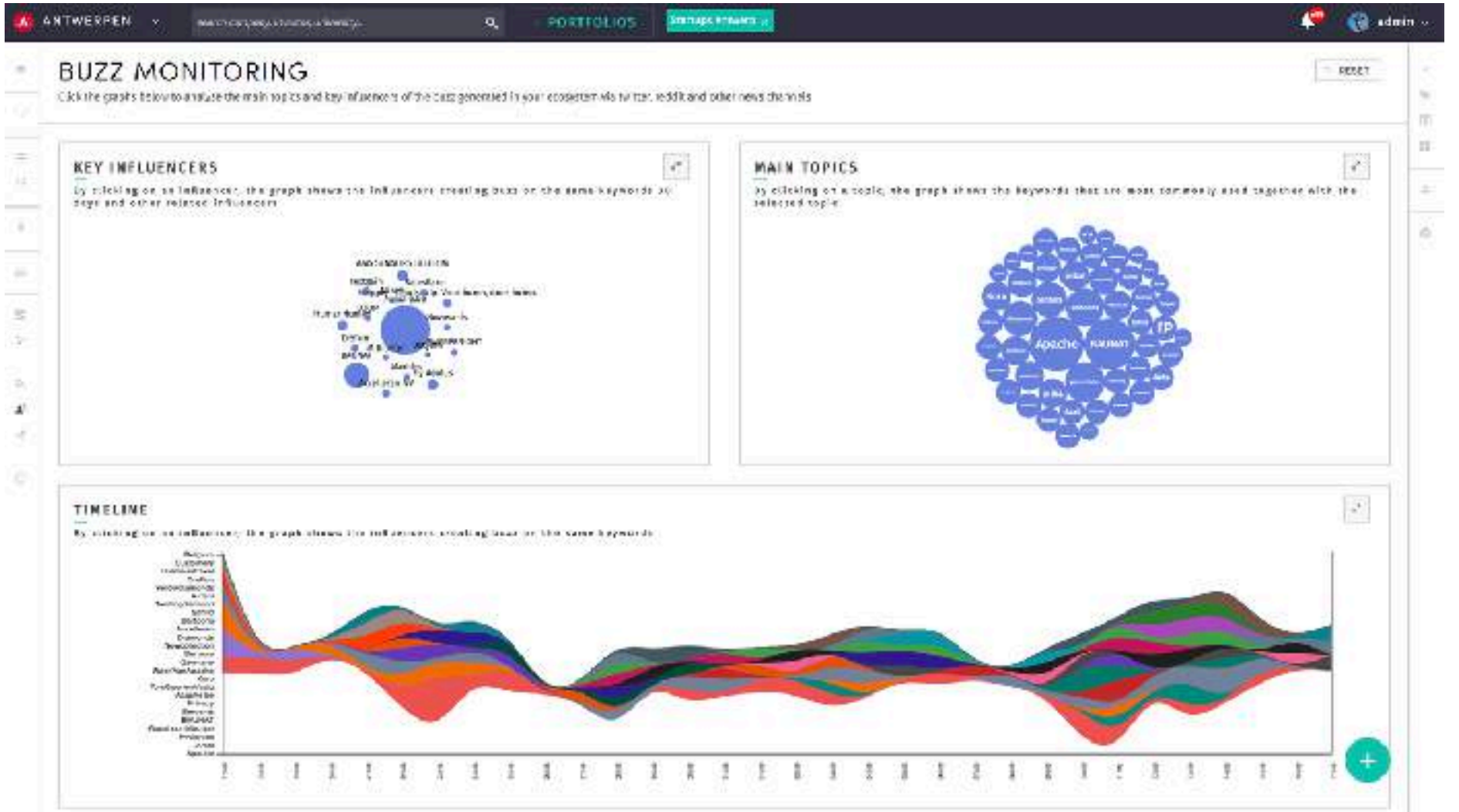
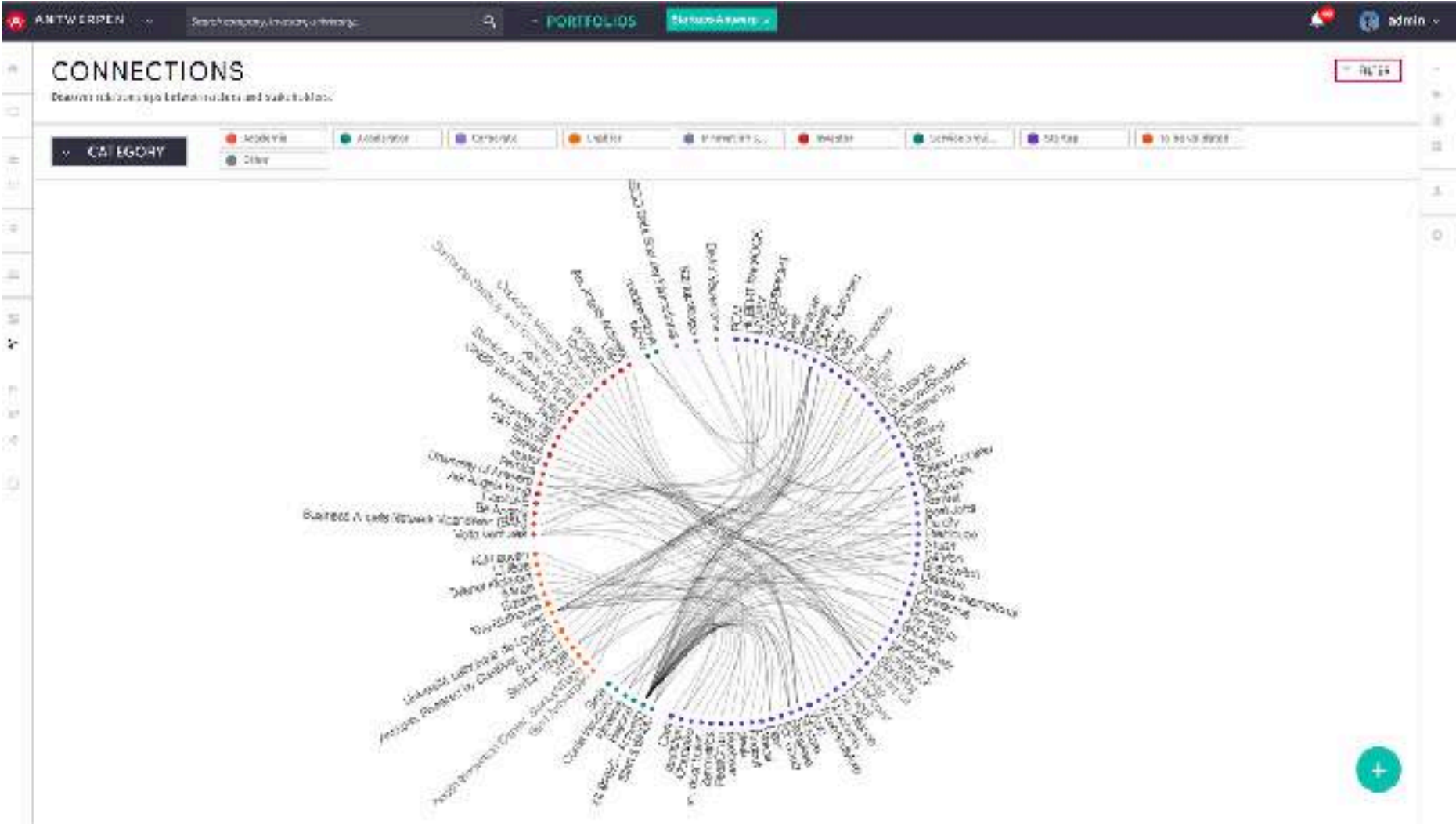
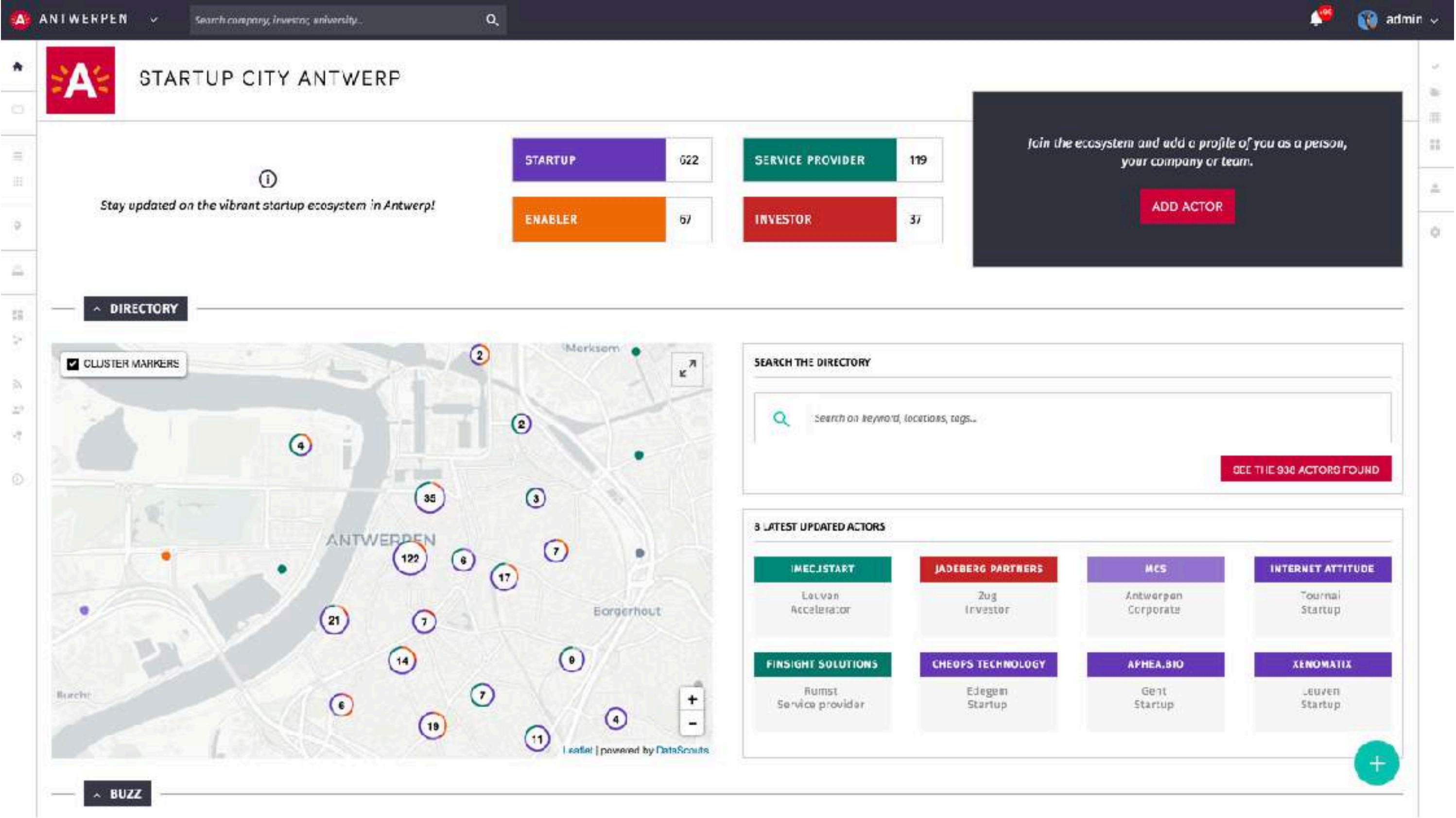
monitor the heartbeat of your ecosystem, creative persons, projects, places & discover trends, patterns, connections

3

benchmark with fellow cities & engage in cross-disciplinary, cross-borders **collaboration**

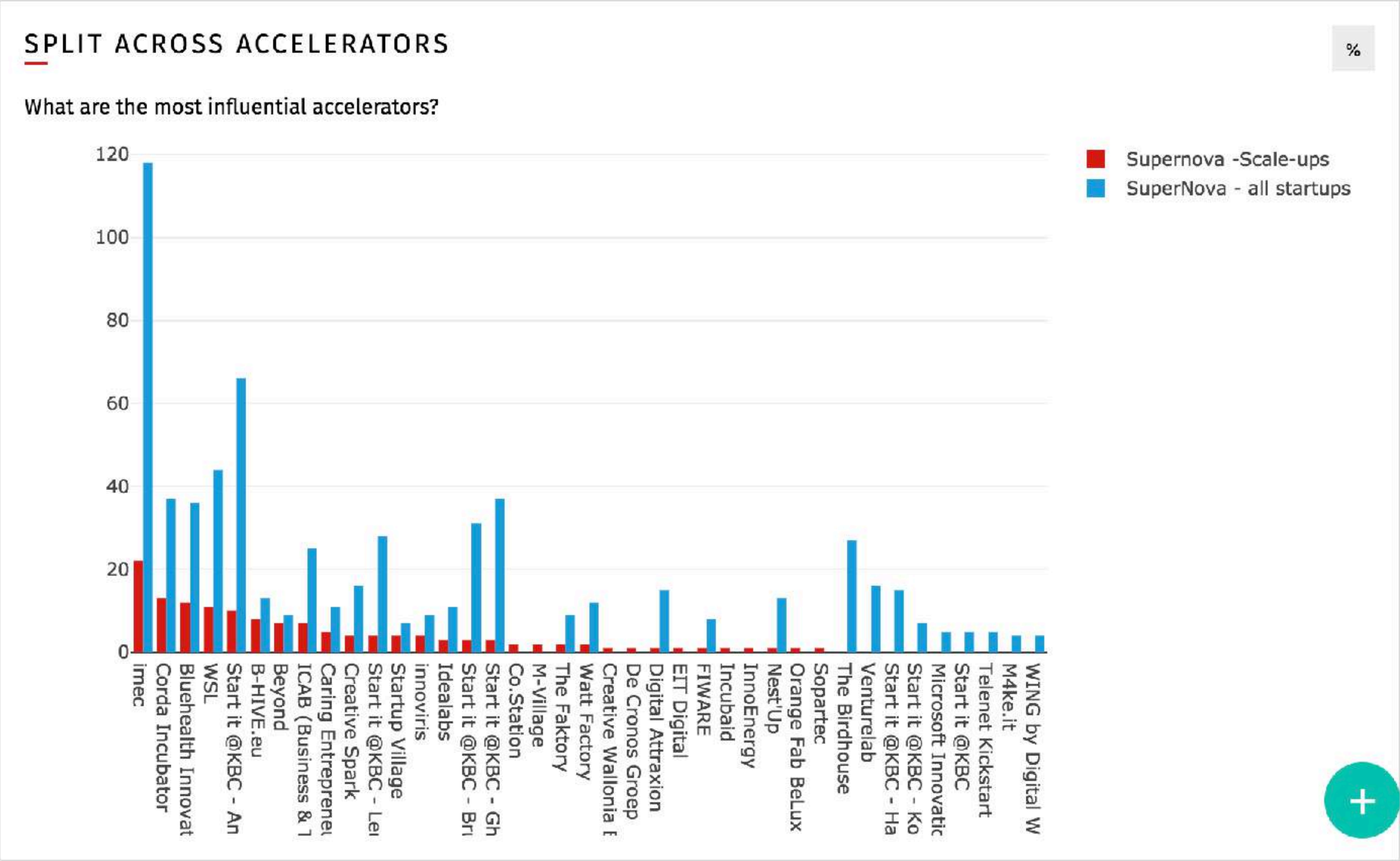
BUILD ECOSYSTEM INTELLIGENCE

FOR SUSTAINABLE CREATIVE ECOSYSTEMS



BUILD ECOSYSTEM INTELLIGENCE

FOR SUSTAINABLE CREATIVE ECOSYSTEMS



START MAPPING WHAT MATTERS TO YOUR BUSINESS



RELEVANT
ACTORS

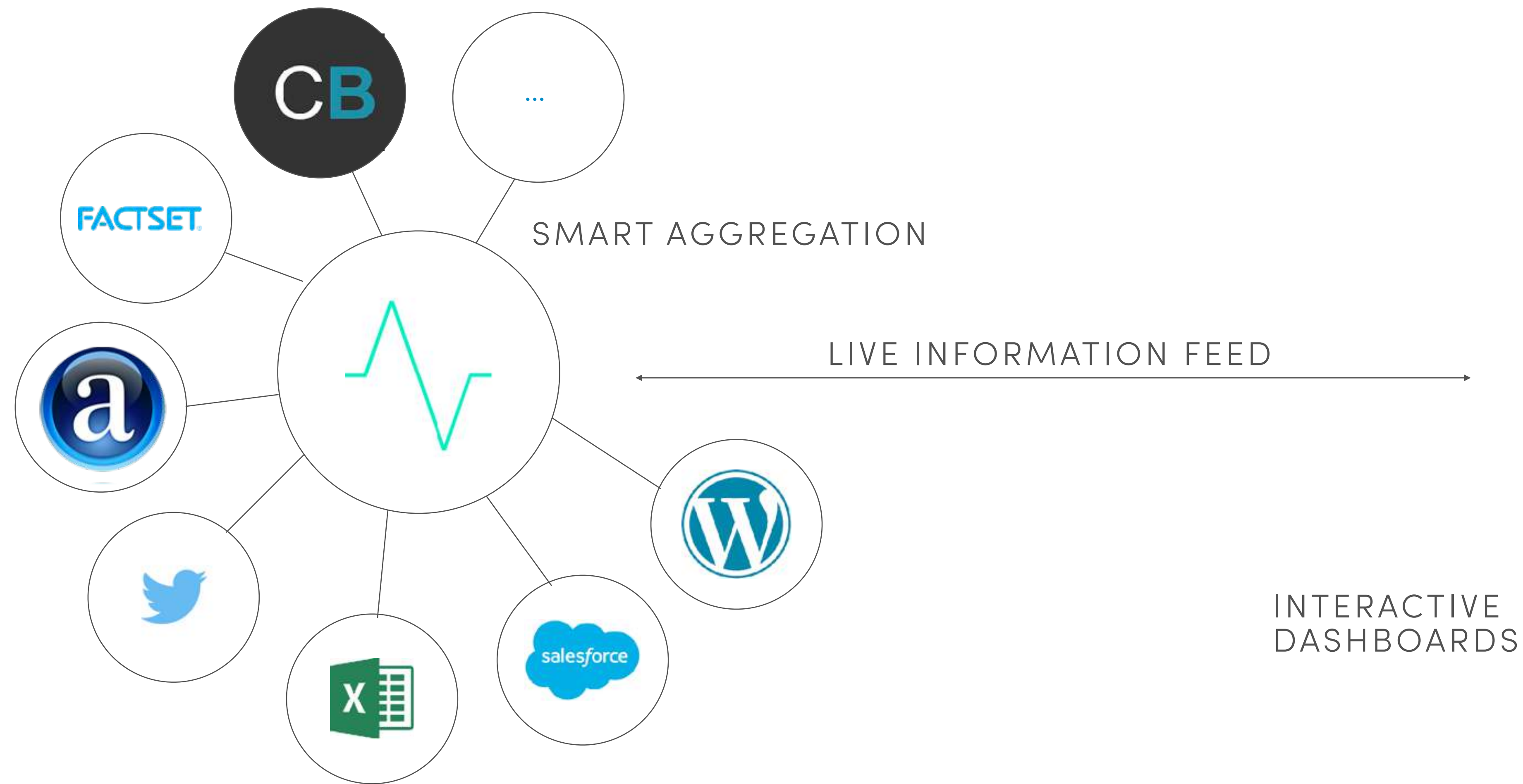


EMERGING
TECHNOLOGIES



MARKET
TRENDS

TAP INTO THE VALUE OF AGGREGATED DATA



PARAMETERS TO DEFINE SUCCESS / GROWTH / COMPETITIVE THREAT

WEB PRESENCE &
FINDABILITY

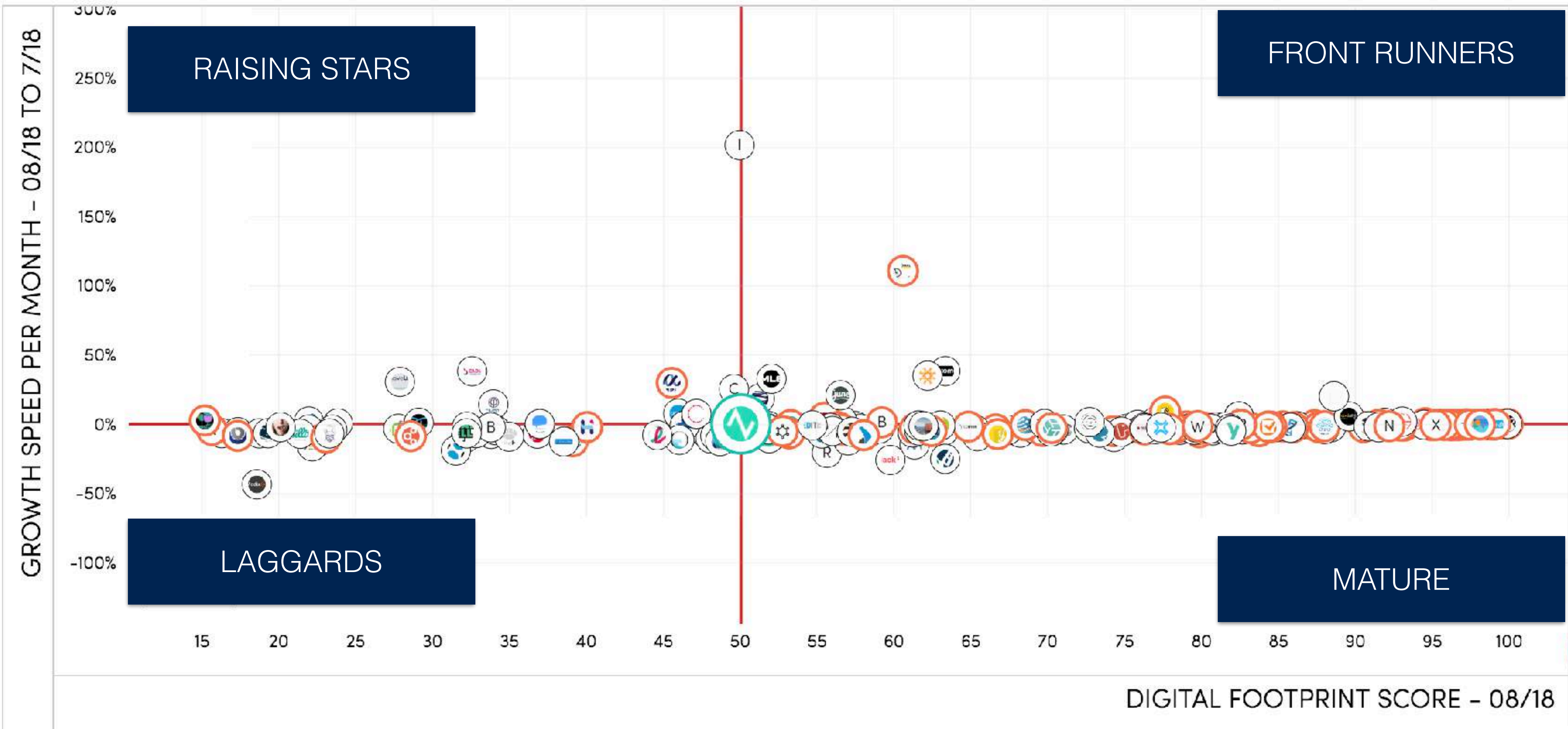
SOCIAL MEDIA
PERFORMANCE

TRACTION

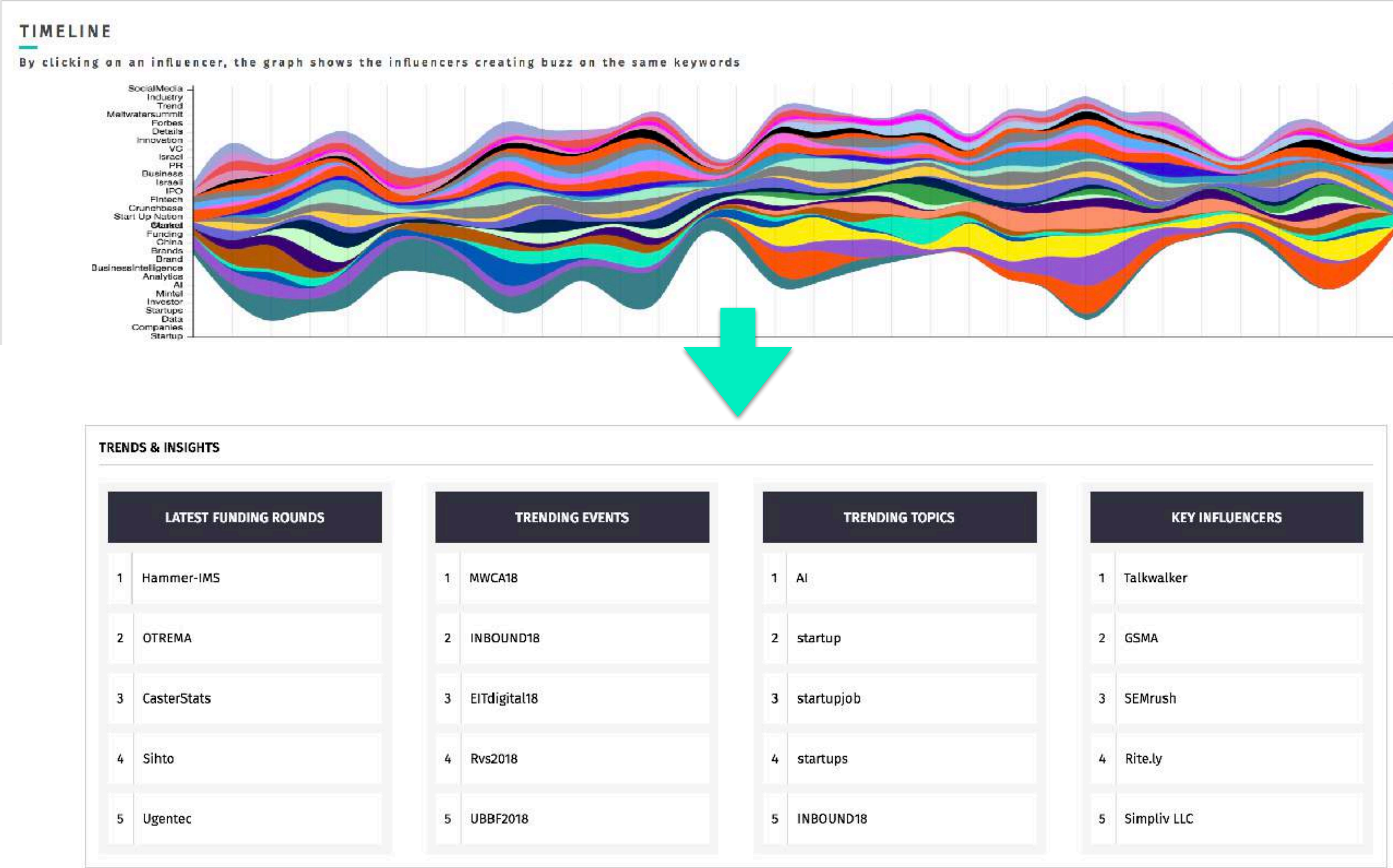
BUSINESS
GROWTH



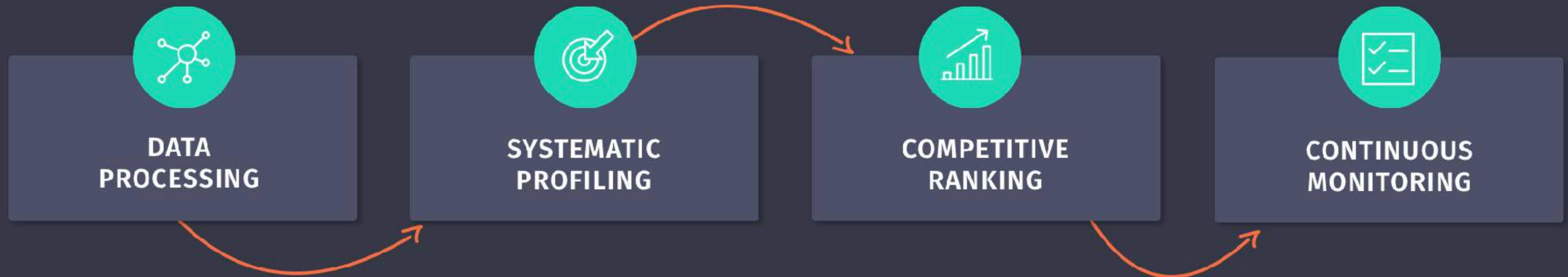
MONITOR YOUR COMPETITIVE LANDSCAPE



TURN UNSTRUCTURED DATA INTO ACTIONABLE INSIGHTS



AUTOMATED WORKFLOW TO BUILD COMPETITIVE INTELLIGENCE IN A SYSTEMATIC WAY



JOIN FORCES

ACROSS VIBRANT CREATIVE ECOSYSTEMS

1

SHARE EXPERTISE
in expert panels & focus
groups on Ecosystem
Mapping

2

GET INVOLVED
academic tracks about
Creative Ecosystems in
collaboration with UA &
VUB

3

GET STARTED
map and monitor the
vibrancy of the creative
ecosystem at your city

CUSTOMER BASE

VALIDATION ACROSS DIFFERENT CUSTOMER SEGMENTS

SCALEUPS & CORPORATES



BUSINESS CONSULTANTS



BUSINESS SUPPORT



PROVIDE ORDER TO MASSIVE AMOUNTS OF
INFORMATION FOR MACHINES AND HUMANS TO
CONTRIBUTE TO BUILDING COLLECTIVE INTELLIGENCE



NEXT GEN COMPETITIVE INTELLIGENCE

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DENSITY

At the core of startup ecosystems are the startups themselves
how many entrepreneurs are in a given location is the starting point of building a vibrant ecosystem.

DENSITY provides an indication of the number of entrepreneurs you'll run into walking across the street.

INTERCONNECTION

A vibrant startup ecosystem is a **collection of startups, spaces & places, communities and individuals.**

The mere existence of a startup hub is not sufficient.

Connections matter!

INTERCONNECTION is an indication of the connectedness between the different actors in your ecosystem

DIVERSITY

Diversity is an important element to drive **innovation, creativity, idea generation, agility.**

Economic complexity is correlated with growth and innovation.

Cities and regions with higher (social & economic) diversity enjoy greater vibrancy & entrepreneurial outcomes.

INTEGRATION

Startups typically face **severe resource constraints.** They embrace the resources they get access to.

The efficiency of a vibrant startup ecosystem is linked to

the **capability to collaborate & provide access to shared resources.**