

Carbondale Entrepreneurial Ecosystem
Supplement to Coworking Space Feasibility Study

December 2019

1. Overview:

This report describes the major elements of the current Carbondale City and SIU-Carbondale (SIUC) Entrepreneurial Ecosystems. It shows the changes that have occurred from 2016 to 2019. The information was compiled through interviews, community focus groups, and Internet research. Ken Harrington of The Bayberry Group worked under the direction of iNeighborhoods, the lead consulting firm.

It is important to understand that current state of the region's entrepreneurial ecosystem as Carbondale considers the possibility of its first coworking space. The coworking space provides a physical location for entrepreneurial connections, meetups and activities. This supplement to the coworking feasibility study establishes an ecosystem baseline for the region. It also shows the entrepreneurial relationship between the city and university, which is critical to a vibrant ecosystem.

2. Ecosystem Inventory Methodology:

Figure A-City of Carbondale Ecosystem-2016 and Figure D-SIU Carbondale Ecosystem-2016 show the entrepreneurial ecosystems for the Carbondale area in 2016.

Figure B-City of Carbondale Ecosystem-2019 and Figure E-SIU Carbondale Ecosystem-2019 show the entrepreneurial ecosystems for the Carbondale area. The ovals with red typeface are the components of the ecosystem that are no longer active. The light green ovals show ecosystem elements that have been added since 2016.

Figure C-City of Carbondale Ecosystem-2019 and Figure F-SIU Carbondale Ecosystem-2019 show the entrepreneurial ecosystems for the Carbondale area currently with the inactive ecosystem elements deleted.

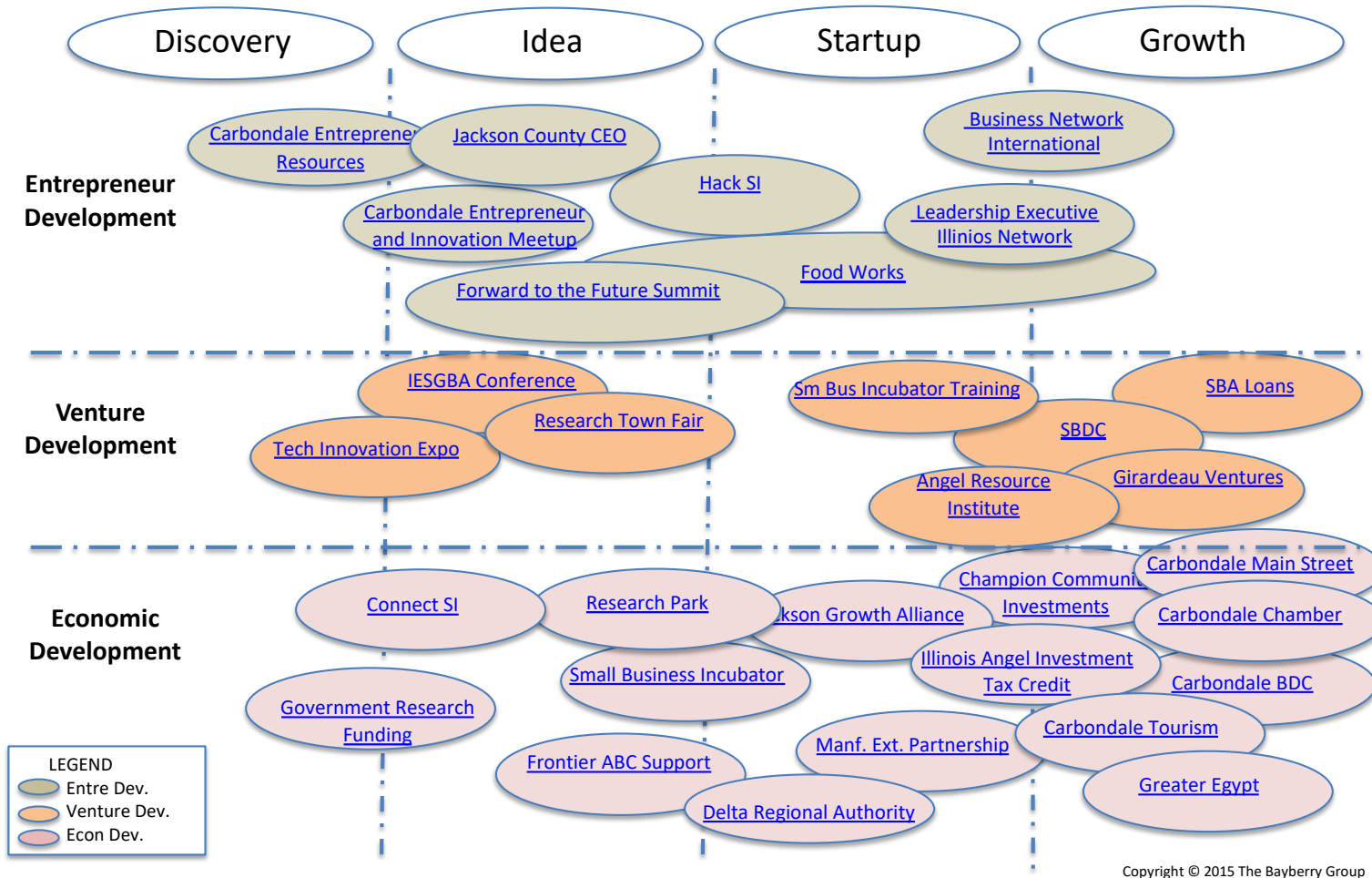
Each ecosystem graphic has several ecosystem elements that are shown as ovals containing the name of each program, activity or asset. Elements are positioned along a venture evolution time line showing when an entrepreneur might use that ecosystem element. The time line has four phases of evolution-Discovery, Idea, Startup, and Growth.

Ecosystem elements are also categorized as Entrepreneur Development, Venture Development or Economic Development. Entrepreneur Development elements (tan background) are more human development in nature. They are things like meet-ups, education, events, mentoring, advice, competitions and similar items. Venture Development elements (orange background) are things like conferences, training, and funding resources that support venture launch after entrepreneurs confirm an opportunity. Venture Development also includes support for small businesses that already exist. Economic Development elements (pink background) are hard assets that are needed by an entrepreneur as they develop their venture. It includes Economic Development organizations, facilities, infrastructure, and similar items. A new coworking space would be positioned in this section.

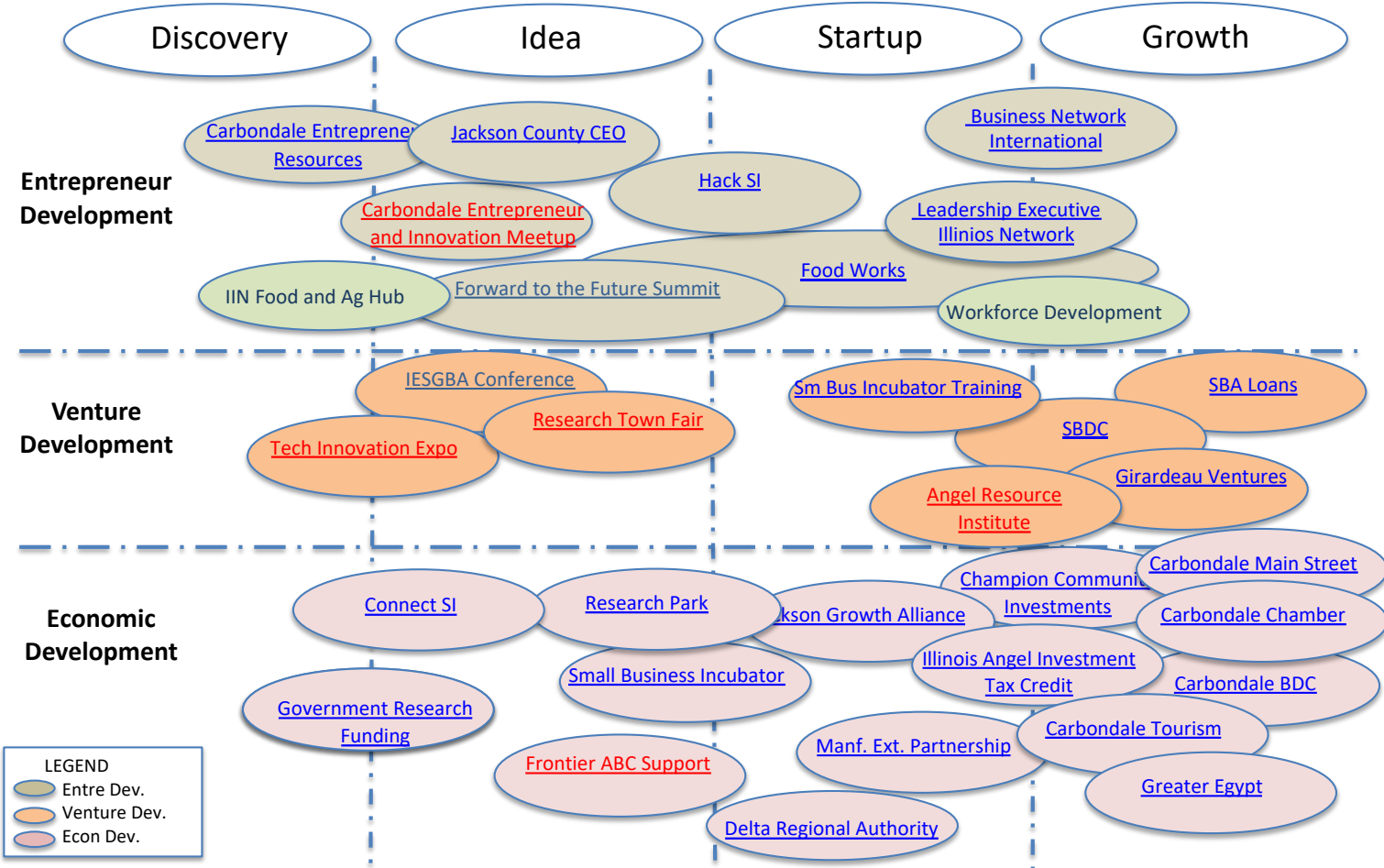
The purpose of the graphics is to present a framework that will help the Carbondale community leaders, individuals and organizations discuss where and

how ecosystem assets are currently deployed. This will stimulate collaboration and strengthen relationships between the elements that are already in place. In addition, the community can identify gaps where new elements are needed. Leaders of healthy ecosystems frequently focus on promoting collaborate that connects the Entrepreneur, Venture and Economic Development activities.

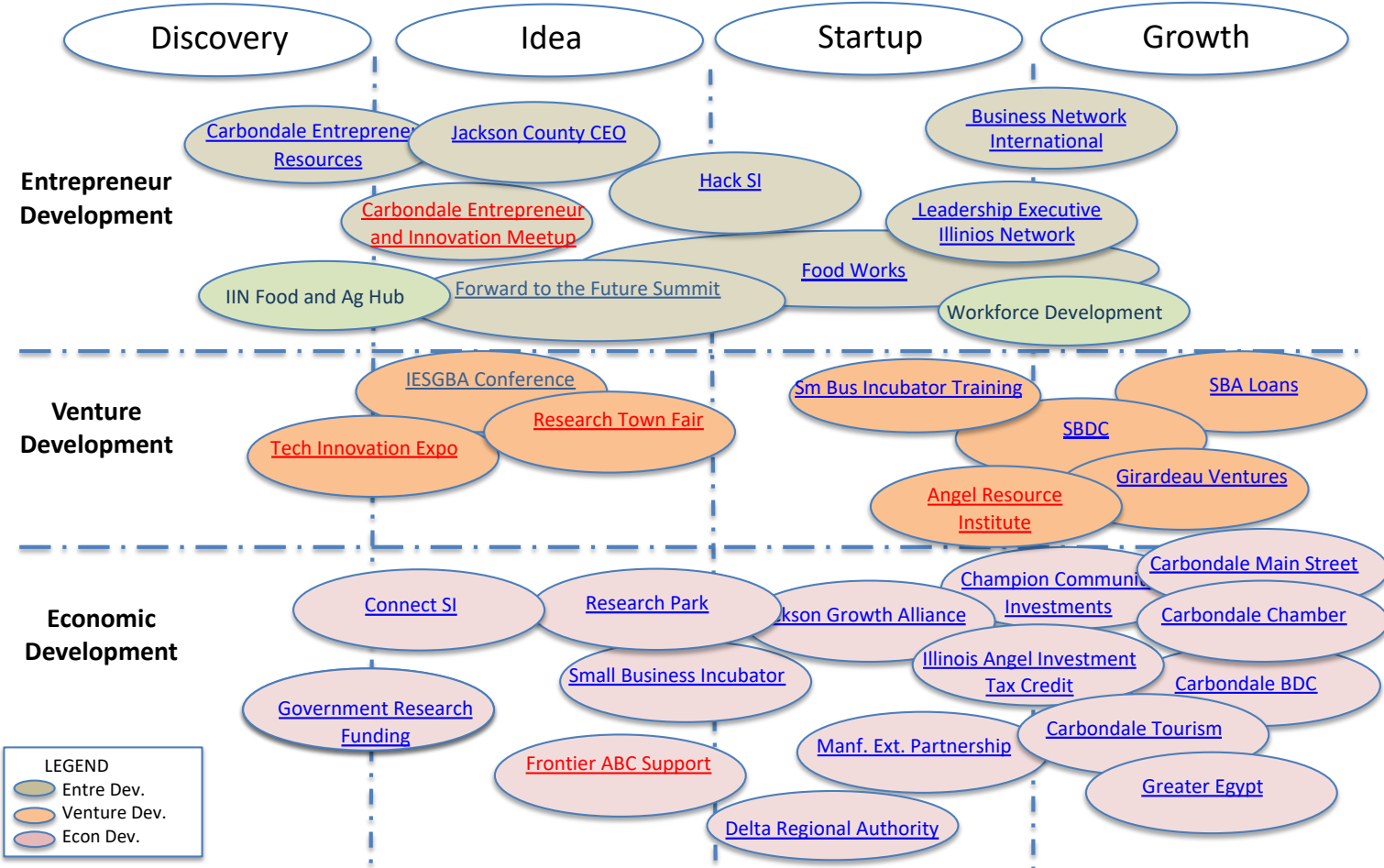
City of Carbondale Ecosystem-2016



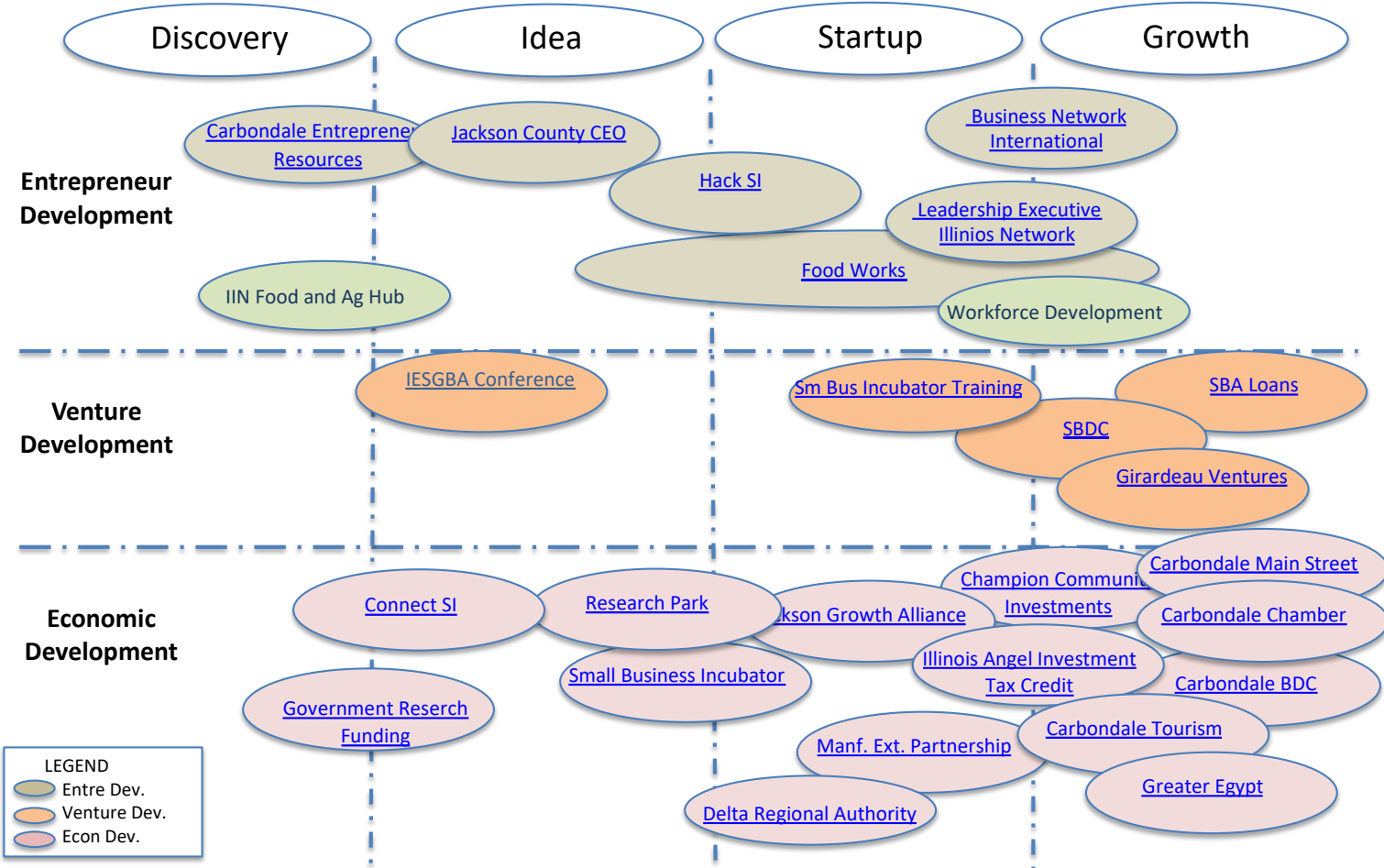
City of Carbondale Ecosystem Changes-2019



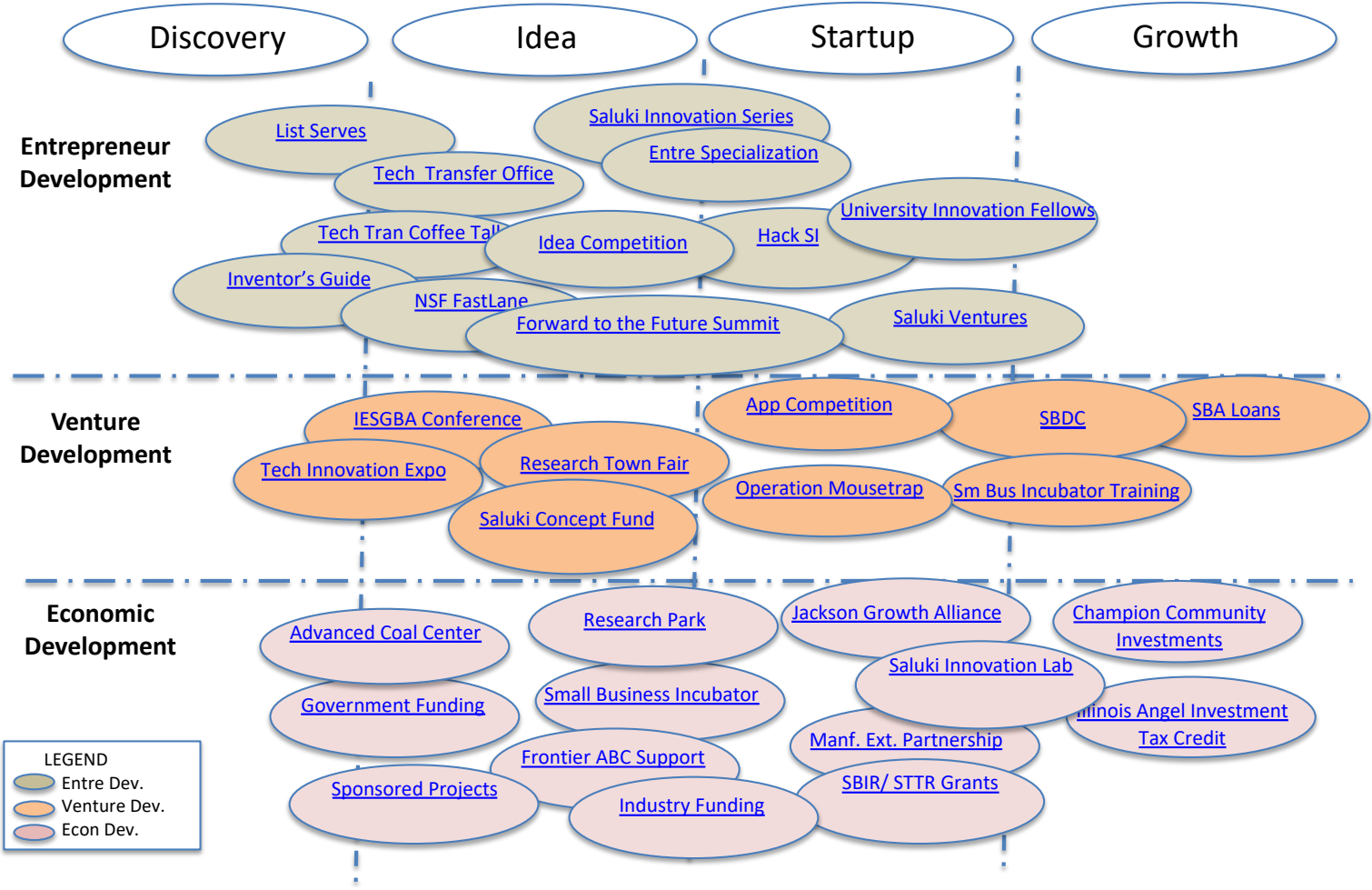
City of Carbondale Ecosystem Changes-2019



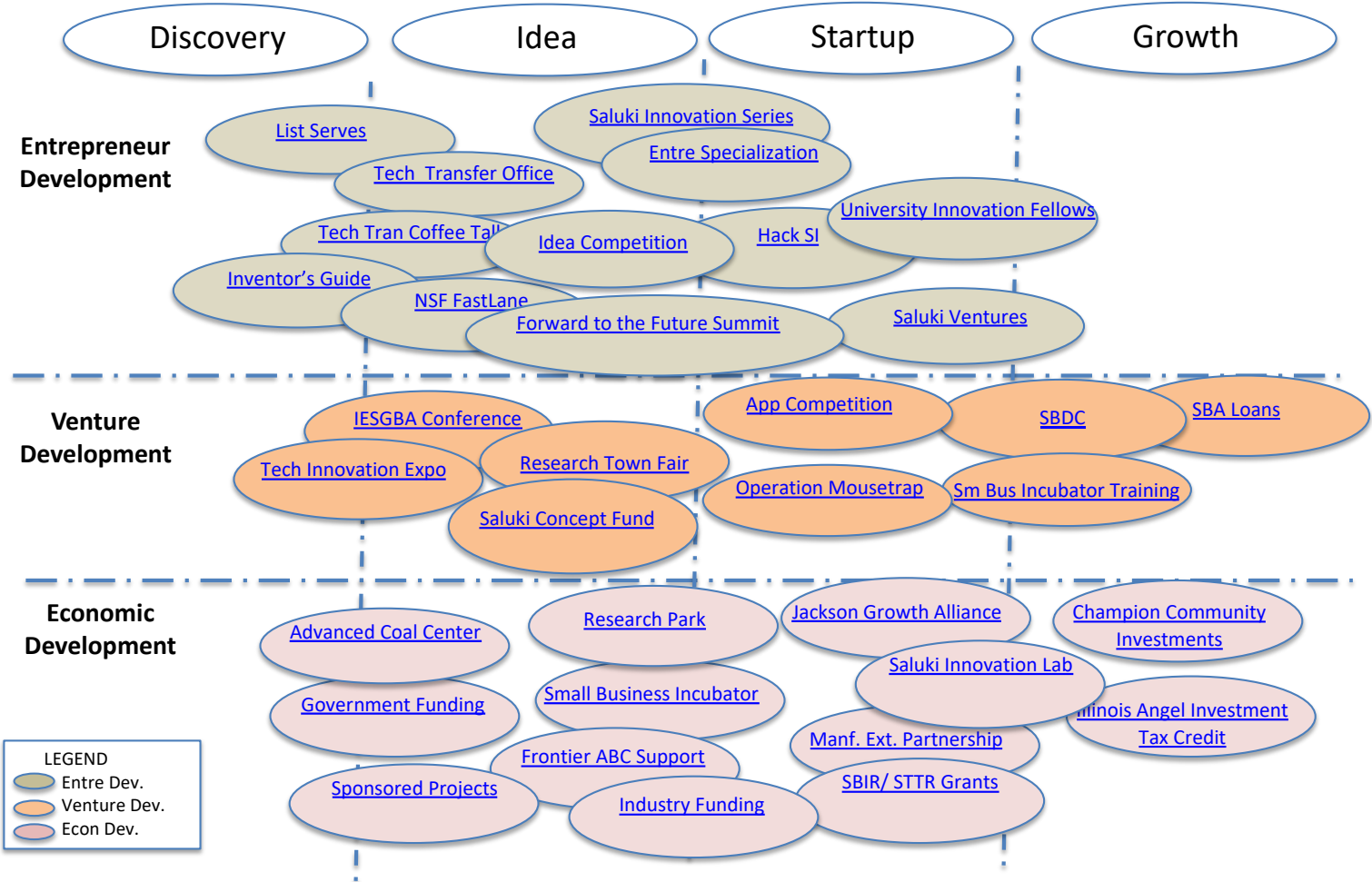
City of Carbondale Ecosystem-2019



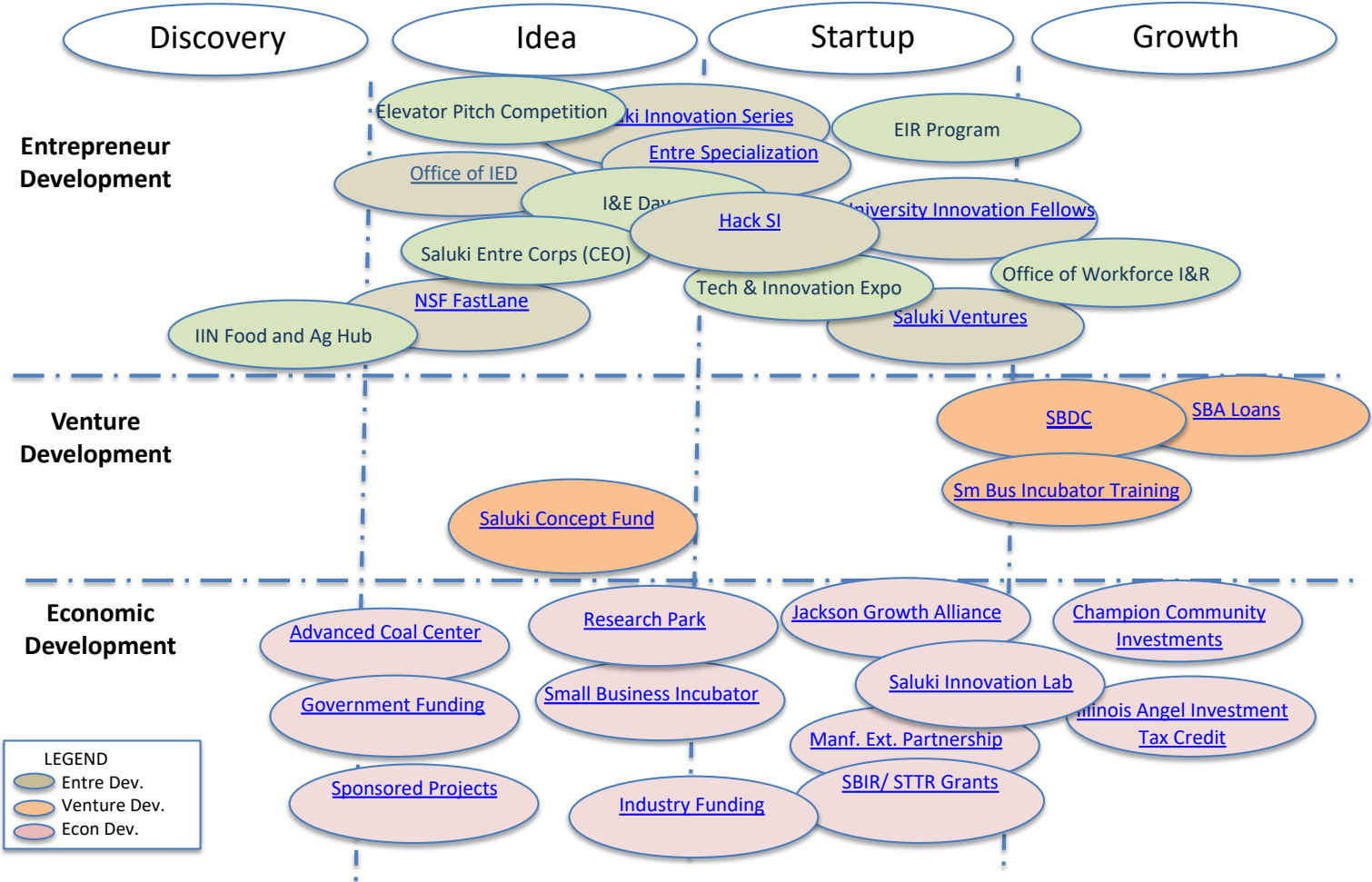
SIU Carbondale Ecosystem-2016



SIU Carbondale Ecosystem-2016



SIU Carbondale Ecosystem-2019



3. Summary of Changes

There has been a slight decline in entrepreneurial ecosystem activity since 2016. Table I below summarizes the differences for the City of Carbondale. Table II summarizes the differences for SIU-Carbondale.

Table I

City of Carbondale Entrepreneurial Ecosystem Changes

Ecosystem Area	2016	2019	Changes
Entrepreneur Development	8	9	1 Inactive 2 New Added
Venture Development	8	5	3 Inactive 0 New Added
Economic Development	15	14	1 Inactive 0 New Added
Total	31	27	4 Fewer Overall

Table II

SIU-Carbondale Entrepreneurial Ecosystem Changes

Ecosystem Area	2016	2019	Changes
Entrepreneur Development	14	14	7 Inactive 7 New Added
Venture Development	9	4	5 Inactive 0 New Added
Economic Development	15	14	1 Inactive 0 New Added
Total	37	32	5 Fewer Overall

The addition of a coworking space to the ecosystem typically has a favorable impact on entrepreneurial connections, relationships and momentum and may increase the amount of entrepreneurial activity in the Carbondale region. This entrepreneurial ecosystem baseline can be used to inform the overall coworking space feasibility study.