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My web business

D2.1 Report on mapping the ecosystem

STARTUP EUROPE

European Commission

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Author list:

Name	Organisation
Eyal Yaniv	Bar Ilan University
Ayelet Sapir	Bar Ilan University

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[1] PMB – Project Management Board

Partnership

Europa Media Non-profit Ltd. (EM)

The London Association of Enterprise Agencies Ltd.
(trading as Capital Enterprise) (CE)

Bar-Ilan University (BIU)

Sabanci University (SABU)

AEGEE European Students' Forum (Association des
États Généraux des Étudiants de l'Europe) (AEGEE)

EU-Startups.com (EU-S)

National Association of College and University Entrepreneurs (NACUE)

European Confederation of Young Entrepreneurs (YES)

EUCLID Network (EUCLID)

H-FARM Italia SRL (H-Farm)

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Executive Summary

The present document illustrates the mapping of the web entrepreneurship ecosystem, aimed at helping Targeted Young Adults (TYAs)[2] to understand the web entrepreneurial ecosystem surrounding them, explaining its elements, and helping them to find relevant information and services that they need for starting their own Web-based businesses.

The deliverable articulates the methodology for the mapping, and the reasoning behind it. Furthermore, it explains the technical aspects of the mapping, how the platform is constructed and the initial data entered to it. Guidelines for users are also provided.

The role of the student support centres and student networks was identified. These centres, which are an important component of the ecosystem, serve also as facilitators of the ongoing mapping activity. Ecosystems continually grow and change and the map representing them should be updated accordingly. The unique point of view of the student centres enables them to recognize missing resources in the ecosystem, either unnoticed existing resources or nonexistent ones.

The platform is available in English and initially covers 10 cities in Europe and the Associated Countries. When this summary was written there were 391 entities mapped.

This report will provide guidance to the Task 2.2 and input to Task 2.3 Finding synergies.

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[2] TYA: Age around 20-30; students within or still close to a higher educational organisation, young researchers at research universities, higher education alumni networks and members of young entrepreneurs' networks.

Overview

Mapping and understanding the entrepreneurial ecosystem is a remarkable step in enhancing entrepreneurship, because ecosystems have significant effect on how startups plan for the future. Business organizations in general and startups in particular, operate in a complex world where they need to interact with many other parties in order to survive.

Entrepreneurship is a key factor in economic development and growth. Scholars and practitioners agree that mapping and measuring the existing entrepreneurial ecosystem is a first step in stimulating entrepreneurship.

According to Moore (1993)[3], who coined the term business ecosystem, entities inside the organization's distribution channels – direct suppliers, direct customers, standards bodies, suppliers of complementary products, and so on – are all included in the entrepreneurial ecosystem. In addition, those who can have a significant effect on the core business, such as trade associations, regulatory bodies, inventors, etc., are also considered as part of the business ecosystem.

Understanding the ecosystem is extremely important for the Targeted Young Adults (TYAs) who are the main beneficiaries of MY-WAY, while experiencing their first steps in the entrepreneurial and business world. Helping TYAs to recognize and understand the web entrepreneurial ecosystem is the objective of the exercise conducted in Task 2.1 of Work Package 2.

Addressing and engaging young adults – students and the student networks – is extremely challenging therefore we have decided to take the benefit of using IT tools that will help them to map and understand the ecosystem. Mapping the ecosystem is a never-ending process. The ecosystem is continually changing. An ongoing process is required in order to keep the map updated and relevant. The target of this activity is to create an infrastructure that enables continuing update of the ecosystem rather than providing local ecosystem's maps. The outcome of this process, the map, will be dynamic and will reflect the dynamic changes in the ecosystem. This approach emphasizes the necessity of constant learning of the value network surrounding the new business.

The deliverable of Task 2.1 of Work Package 2 includes a dynamic map of the ecosystem, along with a methodology and interface for updating the map. MY-WAY provides a tool for creating a dynamic map of the ecosystem, based on information provided by the partners. With the support of this methodology and tool student and student centres will be able to map their immediate ecosystem.

We distinguish between two kinds of users: information providers and TYA. Information providers are responsible for the mapping process. They provide detailed information regarding entities in the ecosystem. In the current stage, MY-WAY's partners were the only information providers. In the future the system will be open to other information providers, such as the partners of the ICT 13 projects,

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[3] Moore, James F. (1993). "Predators and prey: A new ecology of competition". Harvard Business Review (May/June): 75–86.

representing the entities included in the ecosystem. Based on the information supplied by the information providers, a dynamic map is created and is continually updated. The TYA – young entrepreneurs and wannabe entrepreneurs – are the primary users of this dynamic map. Another critical success factor in the utilization of the dynamic map is the student networks. In addition to being an important component in the ecosystem in many European regions, they can also use the dynamic map and the development tool while assisting the TYAs in starting their new business. The map and the development tool will allow the student networks to improve their support services, by retrieving information already exists in the dynamic map, updating the map, finding gaps, etc… See a screen shot of the dynamic map in Figure 1.

Figure 1: The ecosystem's dynamic map

The young adults are considered as the focal point of the map. They are surrounded by the various components of the map, representing the entire entrepreneurial ecosystem. A visual representation of the ecosystem will help student support centres to assist TYAs in starting their new business and highlight missing resources in the ecosystem.

The main achievement of this activity is not only the map of the web-entrepreneurship ecosystem but also creating the infrastructure – visualization tool – and the procedures for the continuous mapping the ecosystem. In the following section, the mapping methodology will be discussed.

Mapping Methodology

The processes related to the ecosystem for entrepreneurship have received substantial attention from governments, universities, financial institutions, and practitioners. Different approaches have been proposed for studying the entrepreneurial ecosystem. A first step to boosting entrepreneurship is mapping the existing entrepreneurial ecosystem.

The central goal of Task 2.1 was to develop and test the mapping methodology that can be easily implemented by the TYA or the student networks, student centers. In order to achieve this goal, various methods were reviewed, a series of consortium discussions was held and a pre-test among web entrepreneurs was conducted. The method chosen in MY-WAY for mapping the entrepreneurial ecosystem is based on Value Network Analysis methodology (Allee, 2008)[4]. The methodology has been adjusted to fit the characteristics of the web entrepreneurship ecosystem.

According to this methodology, in a web entrepreneurship ecosystem there are entities and transactions occur among them. Entities can be individuals, organizations and groups. The map is hierarchically organized in three layers: domains, classes and entities. The ecosystem has been mapped from the viewpoint of a young adult/wannabe entrepreneur. Each domain contains few classes, and each class comprises few entities. The entities are the available resources, namely, the actual individuals and organizations that support the web entrepreneurship.

Figure 2 depicts the entrepreneurial ecosystem. The circles are the basic components of the ecosystem (domains). The rectangles attached to each component provide examples of classes that are contained in the domains.

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[4] Allee, V. (2008) "Value Network Analysis and Value Conversion of Tangible and Intangible Assets," Journal of Intellectual Capital, Volume 9, Issue 1, pp 5-24
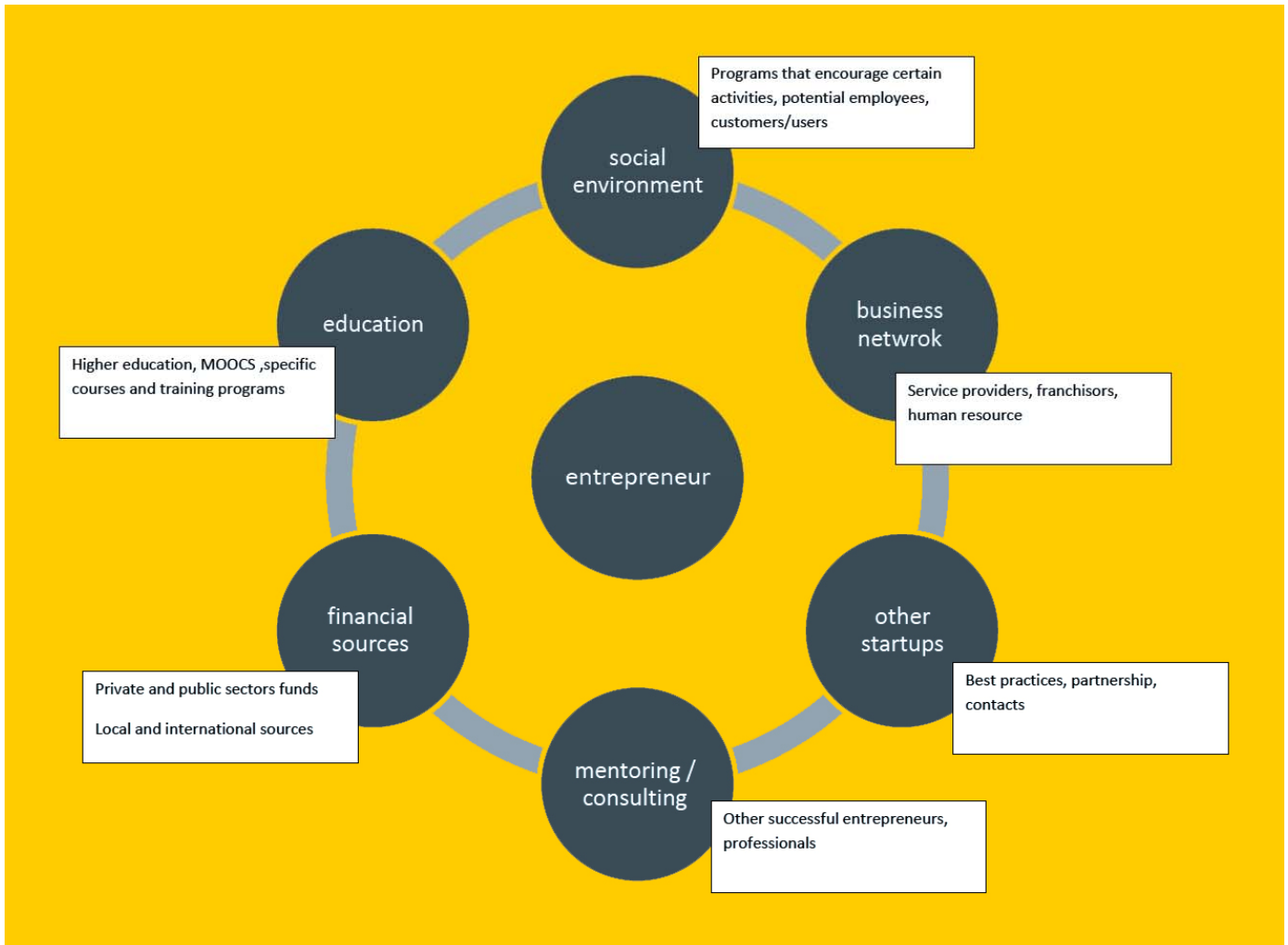
Figure 2: An entrepreneurial ecosystem

In order to create a full list of possible classes of resources, we reviewed numerous publications, tools and reports (e.g., the diagnostic tools of the World Bank and the OECD, Aspen Network of Development Entrepreneurs' reports, etc.). By consulting with experienced web entrepreneurs, we created a comprehensive list, which fits the needs of web entrepreneurs. This list is contained in the following table (Figure 3), where the column headings are the set of domains and all the rest are the classes.

Policy	Markets	Finance	Culture	Support	Human capital	R&D
EU	consumers	Banks	Media	Incubators	universities	Public research centers
National government	Distribution networks	VCs	government	Accelerators	Technical training institutions	Private research centers
Local government	Retail networks	Angel investors	Schools	Legal services	High schools	
	Marketing networks	Foundations	Professional associations	Accounting services	Community colleges	
		Microfinance institutions	Social orgs	Technical experts		
		Crowd funding		Mentors		

Figure 3: List of Domains and Classes

The table of domains and classes serves as a checklist for completeness of the ecosystem. Missing entities highlight either incomplete mapping process or lack of these entities in the ecosystem. When the mapping process is incomplete, further efforts should be done in order to update the map in a way that it will include the required resources for the users.

In order to define the specific needs of web entrepreneurs, a pre-test was conducted among experienced web entrepreneurs. The purpose of this pre-test was to identify the most important resources required by web entrepreneurs in their first phases of starting and running a new business. The experienced web entrepreneurs were asked to specify the kinds of resources that were most important for them while building their first business.

Accordingly, the following shorter list of classes was created:
> VC's Accelerators/incubators
> Angels
> Crowd funding
> Internet Service Providers (ISP)
> Technical web services
> Web developers
> Legal services
> Accounting services
> Student centres
> Governmental support agencies
> Patent registration services

MY-WAY created an interactive web-based tool, to support a dynamic mapping process of the entrepreneurial ecosystem. In order to test the methodology and the supporting tool that were developed in the current task, we conducted a mapping process. In this exercise an initial database reflecting basic components of the ecosystem in 10 cities has been created. The database contains a sample of entities that are crucial for web entrepreneurs in their first phases of starting a new business. Clearly there is a great, sustainable potential for extending the content by inviting information providers or exchanging data with initiatives and projects that are also conducting mapping activity. Student support centres can use the infrastructure in order to update and maintain the database.

The methodology and the platform developed by MY-WAY will help student centres to support web entrepreneurs in their endeavours to start and run a new business. Using the methodology and the tools offered here, the student centres can help TYAs to understand their immediate environment and to locate required resources. In case of missing entities in the ecosystem, students support centres should assist TYAs in finding alternative resources or a different way to accomplish their goals. An alternative resource can also be found in another region. For example, if no web designers are found in a certain city, this service might be found in another city. The dynamic map enables the user to locate resources in other locations, as it will be explained later (see "visual representation").

The technical process of creating and updating the database will be explained in details in the following section.

THE MAPPING PROCESS

Since the future user of the map will be a starting, young web entrepreneur, it was recognized that the map should provide specific information that is particularly relevant to those starting web-based businesses. Therefore, the MY-WAY consortium had decided to focus on a shorter list of classes, which represents the main relevant domains of the ecosystem of a web entrepreneur, as these entities are more willing to assist and promote young businesses or are in the natural habitat of the students. Angel Investors and crowd funding are better at nurturing TYA business, for example, while banks prefer to finance more established and mature organizations. The student centres, and networks where available, are the natural starting point for the young web entrepreneurs, while experienced mentors usually have high costs that the TYA cannot endure.

The mapping of the ecosystem is a dynamic ongoing process. However, a basic backbone is required to engage the entrepreneurs in the process. Therefore, the MY-WAY consortium had focused on ten cities across Europe and Associated States that have an entrepreneurial infrastructure to initiate the process (Berlin, Brussels, Budapest, Dublin, Istanbul, London, Madrid, Milan, Stockholm, and Tel Aviv).

The cities were distributed among the MY-WAY partners so that every city was mapped by a different partner. Since every regional ecosystem has different characteristics, the partners were asked to include in their map the most important 5-6 classes for the region they were responsible for. For example in some regions, student support centres are very instrumental for young entrepreneurs, whereas in other regions they do not exist at all. The partners were asked to map 5-15 entities for each selected class.

The infrastructure of the entire platform, however, supports the entire ecosystem and all the above listed domains, and so, any organization that would wish to provide support to TYA will be welcome and able to add its details to the database and be represented on the dynamic map.

The partners were provided with an interface where they could upload their mapping information. The following information was required for each entity: name, website, short description/comments, class type, country, town, address, list of services (See example of the user interface screen in Figure 4)

Figure 4: An example of the user interface screen

Currently, the database includes almost 400 records representing the ecosystem of 10 cities. The database will grow in later stages, when more information will be collected by other stakeholder, such as student support centres, educators, government agencies, etc. In general, almost all stakeholders have an interest to be part of the dynamic map, so an effective dissemination and the engagement of the stakeholders are the key for completeness of the map.

The Visual Representation

Using the map, a TYA will be able to easily view and understand the entrepreneurial ecosystem. Navigating in the map is done by zooming-in and out. There are two basic ways to use the map. A search tool enables searching for information about entities in certain class or classes (see a screenshot in Figure 5). The search results can be filtered by region.

Figure 5: Two screenshot of the Search Tool

The other way to find information is by navigating directly in the map. The map represents the layered structure of the ecosystem. For example, an overall view of the ecosystem in a certain region will contain all the domains included in this ecosystem (see an example in Figure 6). Zooming into one of the domains, one can view all the classes in this domain. For information about the entities in a class further zooming is required. Both vertical and horizontal navigation are possible. Vertical navigation is zooming-in from domain to classes to entities, as described above. Horizontal navigation is moving from an entity or class in one domain to corresponding entity or class in another domain. For example, while searching an incubator in London, one can navigate directly to incubators in other regions, such as Paris or Brussels.
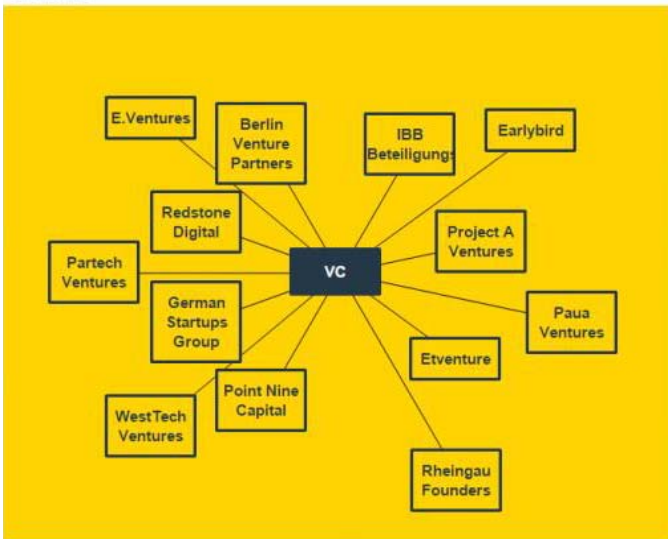
Figure 6: Screenshot of the dynamic map

The map was built on a regional basis (ecosystems of each of the chosen cities i.e. Budapest, Milan, Stockholm, etc.). The system enables moving from region to region through the different classes, i.e. there is a direct linkage from a class in one region to the same class in the other regions. For example, if the user of the Tel-Aviv map is looking for VC's in her region, she can easily connect to VC's in other regions, such as Milan or London.

Another possible linkage is between the appearances of the same organization (entity) in different classes or in different regions. Some organizations provide more than one service, and therefore they can be mentioned in two different classes. Some organizations operate in several regions, so they appear in more than one regional map. If it is entered properly the system automatically detects that it is the same organization and link between the entries.

Presenting the linkages between entities and defining entities working in different ecosystems will increase the possibilities of the wannabe entrepreneurs and will provide a better understanding on the inter-regional opportunities. It might happen that the TYA will find better support, more favourable economic and financial conditions in other cities/region therefore these opportunities should be also introduced.

In addition to screens presented above, beginners can use a special guide that introduces terms of the startup world (see Figure 7).

Figure 7: Beginners Guide

Sources of information

The information currently contained in the database was collected by the partners within their local regions where each of the partners is familiar and works within the active local ecosystem.

Official Governmental, National, European and UN databases were also utilized as well as the partners' networks.

The following list contains useful sources for information providers:

> Organisation for Economic Co-operation and Development (OECD) – Entrepreneurship Measurement Framework http://www.oecd.org/industry/business-stats/
> World Economic Forum – The Entrepreneurship Ecosystem http://www.weforum.org/
> Babson College – The Babson Entrepreneurship Ecosystem Project (BEEP) http://entrepreneurial-revolution.com/
> European Private Equity and Venture Capital Association http://www.evca.eu/
> Venture Capital Directory http://www.boogar.com/resources/venturecapital/europe.htm
> Accelerators in Europe http://www.startupfactories.eu/
> European Association of Internet Service Providers http://www.euroispa.org/
> OECD Broadband Portal http://www.oecd.org/sti/broadband/oecdbroadbandportal.htm
> Web Design Services http://www.ezilon.com/internet/design/index.shtml
> Europe Internet Services http://www.ezilon.com/internet/index.shtml
> Tech Berlin https://techberlin.com/360/vcs/
> Berlin startup map http://berlinstartupmap.com/
> Angel list https://angel.co/people/investors
> Italia Startup http://www.italiastartup.it/whoiswho/
> Startup resources in Istanbul http://fi.co/posts/11411
> Map of the Madrid ecosystem: http://foundum.com/ecosystems/Madrid
> Startup Ireland map: http://foundum.com/ecosystems/Madrid
> F6S Platform: http://f6s.com/
> Hungarian startup ecosystem: http://startups.hu/

Conclusions

The current map covers 10 European cities: Berlin, Brussels, Budapest, Dublin, Istanbul, London, Madrid, Milan, Stockholm, and Tel Aviv. So far, 391 entities have been uploaded to the database (See Annex 1). Table 1 presents the number of entries for each city. The dynamic map is created respectively. Throughout the progression of MY-WAY, the partners will keep adding organizations and entities to the database.

City	Number of entities	Classes mapped
Berlin	33	VC, Angel Investors, Accelerator, Legal Services Accounting Services, Governmental Support Agencies, Student Center, Web Developer
Brussels	31	VC, Angel Investor, Crowd Funding, Accelerator,
Budapest	36	VC, Accelerator, Crowd Funding, Angel Investor, Legal Services, Patent Registration, Student Center, Governmental Support Services
Dublin	30	VC, Angel Investor, Technical Web Service, Student Center, Governmental Support Service
Istanbul	65	VC, Angel Investor, Crowd Funding, Legal Services, ISP, Technical Web Services, Web Developer, Student Center
London	51	VC, Angel Investor, Crowd Funding, Accelerator, Legal Services, Accounting Services, Student Center
Madrid	34	VC, Angel Investor, Accelerator, Governmental Support Agencies
Milan	40	VC, Accelerator
Stockholm	35	VC, Angel Investor, Crowd Funding, Accelerator, Student Center
Tel Aviv	36	VC, Accelerator, Legal Services, ISP, Technical Web Services, Web Developer

Table 1: Number of Entities per City

Corresponding with previous studies, also in the current mapping endeavour, major differences in entrepreneurial ecosystems, from one region to the next, have been found. At this point it is hard to say if these differences represent the real differences between the various ecosystems, or they are a result of the sampling decisions. Anyway, a very good familiarity of the region is necessary in order to map the ecosystem and to make it relevant and effective. An ongoing maintenance is required. In the future, when the dynamic maps will include more information, an analysis of the differences will provide information that could be used by both TYAs and the student networks. This information will highlight missing resources in a region and will also offer alternative resources in other regions.

We identified the role of student support centres as facilitators of the process of using, maintaining and updating the ecosystem map. Their key role in helping TYAs to start their own businesses and their unique point of view of the process make them a critical factor in the entrepreneurial ecosystem. They are the natural candidates to use the mapping infrastructure, to assess the ecosystem, to maintain the databases and to transfer the knowledge to the young entrepreneurs.

The student centres have a major role in validating the data in the database. Their interaction with TYAs and their involvement in various projects give them a unique view of the ecosystem, as it is reflected in the database and the map. They can easily judge whether an entity is relevant and useful or not. They will be authorized to make changes in the database or to add comments regarding the validity and usefulness of the data.

The target of this exercise was to create the methodology and the infrastructure for mapping the ecosystem and to demonstrate its usability. We didn't anticipate generating a complete map of the ecosystem. Ongoing efforts are required in order to maintain and update the database. This will be done by the ecosystem's stakeholders and especially by the student support centres. The user-friendly development tool is easy to use. The users can intuitively navigate in the system in a way that suits their level (beginners, advanced, etc.).

DISSEMINATION TO THE END USERS

The construction of the map, adding more entities to it in the initial 10 regions, as well as expanding it to other geographical entrepreneurship hubs across the EU highly depends on the user engagement.

Once fully developed, MY-WAY will present the map and its abilities via the different routes available in the project, starting from the project events, meetings with stakeholders (where they will be invited to add their details to the platform), the connection with other Startup Europe initiatives, ICT 13 projects or online media, press releases and more.

MY-WAY partners will engage the TYAs through the networks of the consortium (AEGEE, NACUE, YES, VISION2020) as well as within the universities. We believe that the social media will contribute to making the existence of the platform viral for the benefit of the TYA that are engaged in it.

The mapping tool is incorporated into the MY-WAY website and will include technical explanation on the usage of the map to the service/support providers and TYA as well as the instructions of how to map the ecosystem. The instructions will provide information on the goals of MY-WAY and the benefit of each type of user from the map. Practical assistance on the entry of information to the map and usage will also be provided (see Annex2 – "Instructions for updating the dynamic map").

NEXT STEPS

The expected launch of the tool is end of August 2015. In the first 3 month September – November 2015 pre-selected information providers and student networks/centres will be invited for testing the system. Following this period all in interested parties may access to the tool following the careful evaluation of the project consortium.

This document will be revised in 6 months for providing more specific input – the update will be for internal use only.

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Annex 1 – Database

STARTUP
EUROPE

European
Commission

City	Country	Class	# of entities	Entities
Brussels	Belgium	VC	9	ALTIUS, Belgian **Corporation** for **International** Investment (BMI-SBI), BNP PARIBAS FORTIS, E-CAPITAL, GILDE BUY-OUT PARTNERS, ING, NPM CAPITAL, PARTICIPATIEMAATSCHAPPIJ VLAANDEREN, SRIB/GIMB
Brussels	Belgium	Angel inverstor	9	Almajeanu Alexandre, Be Angels, Gregoire de Streel, Grégory Hédo, impulse.brussels, Jean Zurstrassen, Laurent Drion, Patrice Decafmeyer, Thibaud Elziere
Brussels	Belgium	Crowd funding	5	angel.me, Appsfunder, Look & Fin, MyMicroInvest, Sonic Angel
Brussels	Belgium	Accelerator	7	BLSI - Brussels Live Science Incubator, Erasmus European & **Innovation** Centre (EEBIC), GREENBIZZ, ICA Brussels, MIC Brussels, Solvay, The HUB Brussels
Schoten	Belgium	Crowd funding	1	CroFun
Berlin	Germany	VC	13	Berlin Venture Partners, E.Ventures, Earlybird, Etventure, German Startups Group, IBB **Beteiligungsgesellschaft**, Partech Ventures, Paua Ventures, Point Nine Capital, Project A Ventures, Redstone Digital, Rheingau Founders, WestTech Ventures
Berlin	Germany	Angel inverstor	6	Berlin Venture Partners, **Christian** Vollmann, Christophe F. Maire, Christopher Muenchhoff, Eric Wahlforss, Michael Kalkowski
Berlin	Germany	Accelerator	6	Berlin Startup Academy, Hardware.co, Project Flying Elephant, Startupbootcamp Berlin, Techstars Berlin, YOU IS NOW
Berlin	Germany	Legal service	1	Lindenpartners
Berlin	Germany	Accounting service	2	Ahoy Berlin, Berlin Startup **Consulting**
Berlin	Germany	Web developers	3	APP3NULL, betahaus Berlin, Concise **Software**
Berlin	Germany	Student centers	2	START Berlin, TU Berlin Centre for Entrepreneurship
Berlin	Germany	Governmental support agencies	1	Berlin Startup Unit
Budapest	Hungary	VC	8	Business Angel Club, Day One Capital, DBH SeedStar, Euroventures, Magyar Telekom, OXO Labs, Primus Capital, **Traction** Tribe
Budapest	Hungary	Angel inverstor	8	ACME Labs, Aquincum Incubator, Business Angel Club, Day One Capital, Euroventures, FIVOSZ - Young Entrepreneurs **Association** Hungary, **MyCorporation**	The Smart Office, OXO Labs
Budapest	Hungary	Crowd funding	3	Creative Selector, Magyar Telekom, Osszedobjuk
Budapest	Hungary	Accelerator	13	ACME Labs, Colabs Startup Center, DBH SeedStar, Digital Factory, European Entrepreneurship **Foundation**, Euroventures, FIVOSZ - Young Entrepreneurs **Association** Hungary, iCatapult, Kitchen Budapest - Magyar Telekom, **Microsoft** BizSpark, OXO Labs, Primus Capital, **Traction** Tribe
Budapest	Hungary	Legal service	3	Hungarian Investment **Promotion** Agency (HIPA), InVendor, Loffice
Budapest	Hungary	**Accounting** service	6	CEU **Innovations** Lab, iCatapult, InVendor, MyConcept, OXO Labs, SEED **Fundation** for small enterprise economic development
Budapest	Hungary	Student centers	5	Corvinus Entrepreneurship Club, Demola Budapest, FIVOSZ - Young Entrepreneurs **Association** Hungary, Team Business - Team Academy Budapest
Budapest	Hungary	Governmental support agencies	3	FIVOSZ - Young Entrepreneurs **Association** Hungary, Hungarian Investment **Promotion** Agency (HIPA), MV Zrt.

City	Country	Class	# of entities	Entities
Budapest	Hungary	Patent registration services	1	HIPAVILON
Pécs	Hungary	Student centers	1	Entrepreneurship Club of Pécs
Dublin	Ireland	Accelerator	1	Docklands Innovation
Dublin	Ireland	VC	6	4th Level Ventures, ACT Venture Capital, Delta Partners, Development Capital, DFJ Esprit, Frontline Ventures
Dublin	Ireland	Accelerator	12	FinTech Innovation Lab, Guinness Enterprise Centre, HealthXL, IADT Media Cube, LaunchBox, NDRC LaunchPad, NDRC Venture Lab, StartLocal, Synergy Centre, Terenure Enterprise, The Business Incubator Centre, The Propeller Venture Accelerator
Dublin	Ireland	Technical web services	1	Startup Focus
Dublin	Ireland	Student centers	5	Invent, LaunchBox, NovaUCD, The LINC (Learning and Innovation Centre), UStart - DCU
Dublin	Ireland	Governmental support agencies	5	Dublin Business Innovation Centre, Enterprise Ireland, Knowledge Transfer Ireland, Local Enterprise Office, Plato Dublin
Caesaria	Israel	Legal service	1	Nielsen Innovate Fund LP
Herzelya	Israel	Web developers	1	Diglt
Herzliya	Israel	Legal service	1	Soroker Agmonintellectual property law firm
Herzliya	Israel	Accelerator	1	Microsoft Ventures Accelerators
Kibbutz Gili Yam	Israel	Web developers	1	eWave
Nes Ziona	Israel	Web developers	1	DotWeb
Petach Tikva	Israel	Internet Service Providers (ISP)	3	018 xphone, Bezeq International Ltd, Triple C
Ramat-Gan	Israel	Web developers	2	Daronet, OLS Software
Rosh Haain	Israel	Accelerator	1	Orange Innovation Lab
Rosh HaAin	Israel	Internet Service Providers (ISP)	1	012 Smile Telecom Ltd
Rosh Haayin	Israel	VC	1	Fortissimo Capital
Tel Aviv	Israel	VC	3	FIMI Opportunity Funds, SKY, thetime
Tel Aviv	Israel	Accelerator	3	Elevator, Hamitham, thetime
Tel Aviv	Israel	Legal service	4	Luzzatto & Luzzatto Patent Attorneys, Shilon Zuckerstein & Co., Yaniv Kehat, Yariv Kedem

City	Country	Class	# of entities	Entities
Tel Aviv	Israel	Internet Service Providers (ISP)	2	Internet Binat, SpotNet
Tel Aviv	Israel	Web developers	2	Nextek, Pixel-IT
Tel Aviv	Israel	Accelerator	2	Explore. Dream. Discover Ltd, IBM Alpha Zone accelerator
Yakum	Israel	Internet Service Providers (ISP)	1	HOT net
Milano	Italy	VC	1	Medixea Capital
(Milanofiori Nord) Assago	Italy	Technical web services	1	H-ART
(Milanofiori Nord) Assago	Italy	Web developers	1	H-ART
Busto Arsizio	Italy	Internet Service Providers (ISP)	1	Eolo
Milan	Italy	VC	1	Digital Magics
Milan	Italy	Accelerator	1	Digital Magics
Milano	Italy	VC	7	Club Italia Investimenti 2, Innogest Sgr, M31, RedSeed Ventures, SiamoSoci, United Ventures, Xandas New Media Ventures
Milano	Italy	Angel inverstor	1	IAG - Italian Angels for Growth
Milano	Italy	Crowd funding	1	wowcracy
Milano	Italy	Accelerator	8	B-Ventures, Boox, Custodi di Successo, M31, Musicraiser, Polihub - Startup district and Incubator, TIM #Wcap Accelerator, wowcracy
Milano	Italy	Legal service	2	LCA Law Firm, Jenny Avvocati
Milano	Italy	Technical web services	1	M31
Milano	Italy	Web developers	1	M31
MILANO	Italy	Governmental support agencies	2	ICE-Italian Trade Promotion Agency, Italia Startup
Povo in Trento	Italy	Governmental support agencies	1	Trento Rise
Roncade, Treviso	Italy	Crowd funding	1	Desall
Roncade, Treviso	Italy	VC	1	H-FARM
Roncade, Treviso	Italy	Crowd funding	1	H-FARM

City	Country	Class	# of entities	Entities
Roncade, Treviso	Italy	Accelerator	1	H-FARM
Torino	Italy	VC	1	Euroventures
Torino	Italy	Angel inverstor	1	Club degli Investitori
Torino	Italy	Accelerator	1	I3P
Treviso	Italy	Accounting service	1	Saccardi & Associati
Venezia - Marghera	Italy	VC	1	Veneto Sviluppo
Venezia - Marghera	Italy	Governmental support agencies	1	Veneto Sviluppo
Venezia Mestre	Italy	Governmental support agencies	1	Veneto Innovazione
Venezia	Italy	Governmental support agencies	1	VEGA - VEnice GAteway for Science and Technology
Alcobendas, Madrid	Spain	Angel inverstor	1	Fundación José Manuel Entrecanales - Development and Innovation
Madrid	Spain	VC	7	Ambar Capital y Expansion, BBVA Ventures, Bullnet Gestion, Daruan VC, Mobius, Seaya, Vitamina k
Madrid	Spain	Angel inverstor	4	Asociación Española de Business Angels (ESBAN), EOI Escuela de Negocios celebra el Foro Invesnova, Fundación Innovación Bankinter, La Oficina de Arraigo Empresarial (OAE)
Madrid	Spain	Accelerator	15	AIE Madrid, ASEME Madrid, ASSET, Ciade, Global Incubator, ie innovation, Junior Achievment, Madrid Emprende, Madrid ICT & Audiovisual Cluster (MAC), MadridEmprende, SECOT Madrid, Startup Alcobendas, Telefonica Open Future, Top Seed Lab, Wavra
Madrid	Spain	Governmental support agencies	6	CEPREDE, CITET, Empresa Nacional de Innovación, S.A. (ENISA), IESE Business School Madrid, Madrid Chamber of Commerce and Industry, The General Directorate of Industry and the Small and Medium Enterprise
Stockholm	Sweden	VC	18	Almi, Brainheart, Carlyle, Edastra, Healthcap, Industriefonden, Innovacom, Investor, Itprovider, Litornia, Moor, Nexit Ventures, Northzone, Priveq Investment, SEB, Segulah, SVCA, Traction
Stockholm	Sweden	Angel inverstor	3	Conor, Monterro, Stockholm Business Angels
Stockholm	Sweden	Crowd funding	3	Crowdcube, Funded by me, Toborrow
Stockholm	Sweden	Accelerator	7	GB Bullhound, Impact Hub Stockholm, Seed Nordic, Serendity Innovations, Sting, Suninkubator, SUP46
Stockholm	Sweden	Student centers	2	Excitera, KTH Innovation - Student Inc
Stockhom	Sweden	VC	1	Bure
Ankara	Turkey	Governmental support agencies	2	KOSGEB Entrepreneurship Support Program, TÜBİTAK 1512 program
Istanbul	Turkey	VC	8	212 Ltd, 3TS, Aslanoba Capital, Earlybird, Hummingbird, iLab Ventures, Revo, TRPE

City	Country	Class	# of entities	Entities
Istanbul	Turkey	Angel inverstor	8	BIC Angels, BUBA, Etohum Angel Network, Galata Business Angels, Istanbul Startup Angels, Keiretsu, Lab-X, Sirket Ortağım
Istanbul	Turkey	Crowd funding	2	Fongogo, Fonlabeni
Istanbul	Turkey	Accelerator	10	Avea Labs, BU HayalEt Incubation Center, Endeavor, Fikir Küpü Incubation Center, Girisim Fabrikası, ITU Arı Çekirdek, Koc Incubation Center, Pilott, Startup Bootcamp Istanbul, SUCOOL Pre Incubation Center
Istanbul	Turkey	Legal service	11	ARIKAN Legal Consultancy, B+B Law Firm, Bener Law Office, BTS LEGAL, Çalışkan Karyel Hukuk , Cerrahoğlu Law Firm, Fora & Şah Law Office, KILIÇ & Partners International Law Firm, Mazars Denge, Moroğlu Arseven Law Firm, Yılmaz & Ciner Law Firm
Istanbul	Turkey	Internet Service Providers (ISP)	3	TTNET, Turkcell Superonline, Vodafone Net
Istanbul	Turkey	Technical web services	2	Buzul Teknoloji, Insider
Istanbul	Turkey	Web developers	1	Buzul Teknoloji
Istanbul	Turkey	Student centers	7	Bilgi Üniversitesi Student Entrepreneurship Club, Boğaziçi Üniversitesi İEK Girişimcilik Alt Kurulu, İstanbul Üniversitesi Student Entrepreneurship Club, İTÜ Student Entrepreneurship Club, Koç Üniversitesi Student Entrepreneurship Club, Özyeğin Üniversitesi Girisimcilik Topluluğu, Sabancı University Young Entrepreneurs Club
London	United Kingdom	VC	15	AngelLab, Ascention Ventures, Connect ventures, Dawn Capital, DC Thomson Ventures, DN Capital, Episode1, Firestart, Forward Partners, Frontline Ventures, Jamlar, MMC Ventures, Playfair Capital, Profounders Capital, White Star
London	United Kingdom	Angel inverstor	7	AngelLab, Angels Den, Avonmore Developments, E100 - London Business School, Juno Syndicate, London Business Angels, Wild Blue Cohort
London	United Kingdom	Crowd funding	7	Crowd2Fund, Crowdcube, CrowdShed, JustGiving, Seedrs, VentureFounder, WeFund
london	United Kingdom	Accelerator	12	Bathtub 2 Boardroom, Collider, EcoMachines, Emerge Venture Labs, Microsoft Ventures, Oxygen Accelerator, Seedcamp, Startupbootcamp, TechStars, The Bakery, TrueStart, Wayra
London	United Kingdom	Legal service	5	Bootlaw, Dorsey & Whitney, DWF, Orrick, Taylor Wessing
London	United Kingdom	Accounting service	1	iHorizon
London	United Kingdom	Student centers	5	City Unrulyversity, Imperial College London, London Business School - The Entrepreneurship Summer School , UCL Advances, University of the Arts
Las Vegas	United States	VC	1	Traction Tribe
Las Vegas	United States	Accelerator	1	Traction Tribe

http://www...

My web business

Annex 2 – Instructions for updating the dynamic map

STARTUP
EUROPE

European
Commission

The principles below should be considered when mapping the entrepreneurial ecosystem:

1. **Use available data where possible**

2. **Involve stakeholders in the process**

3. **Take an iterative approach – be ready to update the map continually**

4. **Update when new data are available**

5. **Focus on resources that are most relevant to entrepreneurs in their starting phase**

The ecosystem consists of few layers. Our mapping activity focuses on three of them: domains, classes and entities. The ecosystem is mapped as from the viewpoint of a young adult/wannabe entrepreneur.

Each domain contains few classes, and in each class few entities can be found. The entities are the actual organizations that support the web entrepreneur.

A comprehensive list of accepted domains and classes can be found in the following table:

Policy	Markets	Finance	Culture	Support	Human capital	R&D
EU	consumers	Banks	Media	Incubators	universities	Public research centers
National government	Distribution networks	VCs	government	Accelerators	Technical training institutions	Private research centers
Local government	Retail networks	Angel investors	Schools	Legal services	High schools	
	Marketing networks	Foundations	Professional associations	Accounting services	Community colleges	
		Microfinance institutions	Social orgs	Technical experts		
		Crowd funding		Mentors		

Some of the classes might sound new to young entrepreneurs. For those who are not familiar with these terms we added a list of terms and concepts at the end of this document.

For each entity please provide the following information:
Name, Website, Short description/comments, Class type – choose from a list – Country, Town, Address, List of services – choose from a list or add new services to the list

Please provide the information using MY-WAY website – "ECOSYSTEM". The following window will appear, with the information already uploaded (like the following one):

The map is built on a region basis (the ecosystems of Budapest, Milan, Stockholm, etc.). The system allows you to move from region to region through the different classes, i.e. there is be a direct linkage from a class in one region to the same class in the other regions. For example, if the user of the Tel-Aviv map is looking for VCs in her region she can easily connect to VCs in other regions, such as Milan or London.

Another possible linkage exists between the appearances of the same organization (entity) in different classes or in different regions. Some organizations provide more than one service, and therefore can be mentioned in two different classes. Some organizations operate in several regions, so they appear in more than one regional map. If it is entered properly the system automatically detects that it is the same organization and link between the entries.

TERMS AND CONCEPTS (extracted from glossary of terms and key concepts)[5]

An angel investor or angel, also known as a business angel or informal investor, is an affluent individual who provides capital for a business startup, usually in exchange for convertible debt or ownership equity. A small but increasing number of angel investors organize themselves into angel groups or angel networks to share research and pool their investment capital, as well as to provide advice to their portfolio companies.

Crowdfunding is the use of small amounts of capital from a large number of individuals to finance a new business venture. Crowdfunding has the potential to increase entrepreneurship by expanding the pool of investors from whom funds can be raised beyond the traditional circle of owners, relatives and venture capitalists. This style of funding makes use of the easy accessibility of vast networks of friends, family and colleagues through social media websites like Facebook, Twitter and LinkedIn to get the word out about a new business and attract investors. See Kickstarter.com

An incubator or accelerator is a program designed to support the successful development of entrepreneurial companies through an array of business support resources and services offered both in the incubator and through its network of contacts. Incubators vary in the way they deliver their services, in their organizational structure, and in the types of clients they serve. Successful completion of a business incubation program increases the likelihood that a startup company will stay in business for the long term: older studies found 87% of incubator graduates stayed in business, in contrast to 44% of all firms.

Venture capital is money provided by investors to startups and small businesses with perceived long-term growth potential. This is a very important source of funding for startups that do not have access to capital markets. Venture capital can also include managerial and technical expertise. Most venture capital comes from a group of wealthy investors, investment banks and other financial institutions that pool investments or partnerships. The downside for entrepreneurs is that venture capitalists usually get a say in company decisions, in addition to a portion of the equity.

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[5] http://futureofstuffchallenge.org/download/business/breaker-glossary.pdf

TECHNICAL SPECIFICATION FOR INFORMATION PROVIDERS

Access right
Only the coordinator of MY-WAY project can provide access to the tool. Interested entities can submit a written request via the website.

Support provided
MY-WAY project will launch IT helpdesk for providing guidance on IT related issues. Questions related to the methodology will be also answered with the involvement of the project partners.

Security issues
All users will be provided with an individual user name and password. Password has to be changed in every 6 month. Email notification on the password change will be sent to the users individually.

Personal User Pages
All users will get a personal space that can be made public (will appear on the website as information provider) or kept private.

Data submission and approval
Only users with access can provide data for the dynamic may. Data entry is accessible after the log in procedure. The data provided by the user will be monitored and evaluated by the project partners. In case of contrariety or not relevant data entry MY-WAY team will contact the user for requesting further explanation. Users can not delete of modify other user's entry.

Internet connection
The users must have internet access to fully benefit from the services provided by the platform. The mapping system has built-in functionality for data visualization requiring an adequate Internet connection speed.

ICT Skills
It is considered that all users will have the basic ICT skills and it will be ensured that no advanced skills will be needed from any user to fully benefit from the functions and services of the tool.

Language skills
The platform, all functions and services will be available in English