

DEEPSEA LATIN AMERICA 2020

¡CONÉCTATE! STARTUP ECOSYSTEMS & GIZ - COLLABORATION FOR THE SDGs

Project Partners: GIZ, European Startup Initiative

GIZ through its internal Sector Network "Environment and Rural Development in Latin America and the Caribbean" (GADeR-LAC) invites all its members, interested colleagues and persons linked to Startup Ecosystems to participate in an inspiring journey to learn from each other and thus advance together in the fulfillment of the SDGs in Latin America and the Caribbean. The idea is to understand, connect and collaborate with impact driven Startups and main actors of Startup Ecosystems in the region.

DEEPSEA is an established format to help startup ecosystem builders, no matter if experienced or new to the field, to learn about the core concepts of the startup world, explore the latest trends in ecosystem building and initiate own projects.

We take participants on a journey from mapping your ecosystem, diving deep into the most relevant topics (like impact startups, sustainability, tech for climate) and starting your own impactful projects on challenges you identify as a team.

Throughout the process our regionally connected and international experienced mentors support the participants to reach weekly milestones and make sure the final project presentation becomes a great success. We emphasize the international community among ecosystem builders and connect you to our international group to exchange and learn from each other.

Objectives

By the conclusion of this program, participants will be able to:

- Determine the dynamics in their ecosystem;
- Learn different models on how to view, manage and lead complex systems;
- Find the right purpose for their ecosystem;
- Identify the stakeholders to support the purpose;
- Derive strategies for implementing the project and execute it;
- Drive internationalization of their ecosystem;
- Connect with like-minded people, build meaningful deep relationships with peer ecosystem builders and extend the global network.

Program Structure

3-week program with 4 online sessions. The second week (bootcamp) is the most intense.

Elements:

Skill Building	Project Work	International Community
Access Knowledge Hub & complete online course work on own time	2-day collaborative Bootcamp with expert facilitators (total of 8h)	1:1 meetings between all participants
Attend live expert sessions or re-watch at own time	Collaborative ideation process to create new (trans)national projects	Weekly sessions & direct access to our experts
	Final presentation workshop	Invitation of international ecosystem builders to inspire participants and foster collaboration

Target Audience

This program is specifically designed for startup ecosystem builders and those who are interested in how to design, measure and grow startup ecosystems. These people can be formally working in international cooperation or not.

The covered topics are relevant to anyone interested in innovation and partnering between different stakeholders to create startups communities, build partnerships, and an environment, where innovation can thrive.

The program is primarily community based and allows for substantial interaction with other participants.

The participants will also have many opportunities to learn from and with peers and build a deep network with fellow ecosystem builders.

Knowledge Hub

Online modules are released before the sessions start and can be watched on participant's own schedule. Each track is organized in short sessions.

- Module I: The Startup Phenomenon
 - o The Startup Life Cycle
 - o Venture Capital & the hunt for Unicorns
 - o Beyond Venture Capital

- Module II: Ecosystem Thinking
 - o How to think about ecosystems?
 - o Are startup ecosystems “manageable”?

- Module III: Startup Ecosystem Design
 - o The art of the start: The Minimal Viable Startup Ecosystem - MVSE
 - o Build for the exception
 - o How to think about diversity in an ecosystem
 - o Why founders start companies?
 - o The role and anatomy of startup communities
 - o Don't mess up with verticals
 - o Typical mistakes in ecosystem building

- Module IV: Ecosystem Canvas by Startup Heatmap Europe
 - o Map challenges and opportunities of your ecosystem
 - o Plan new projects and partnerships

- Module V: Measuring Ecosystems - Introduction to Ecosystem Data
 - o Building a Data Strategy
 - o Basics of Data Analysis
 - o Methods of Data Collection in the Startup World
 - o Data Quality & Cleaning
 - o Developing Ecosystem Metrics
 - o Data Interpretation & Visualization
 - o Presenting Data Narratives

- Module VI: 10 Essential Ecosystem Builder Tools
 - o Evaluating Startup Ideas
 - o Understanding Investments & Calculating Equity
 - o Storytelling
 - o City Branding
 - o Talking to Press
 - o Setting up an Accelerator
 - o Networking on Events
 - o Stakeholder Analysis
 - o Negotiation Skills
 - o Growth Hacking

Program Schedule

Week 1: 5-9 October

7 October 2020, 16:00-19:00 PM CEST

Kick-off Workshop with international expert

3h workshop including the presentation of the program, its goals, as well as integration in the context of existing ecosystem initiatives by GIZ.

Content:

- i. Introduction to the program
- ii. “Entrepreneurship in Latam - Defying the odds ” by Claudia Pompa, Founder and Managing Director at Consulting for Growth Group (C4G)
- iii. A session on existing ecosystem initiatives by GIZ
- iv. A session to sensitize participants for ecosystem challenges and start thinking about possible interventions
 1. Map current state of the ecosystem
 2. Identify & classify the challenges in the innovation system
 3. Formulate hypotheses for possible interventions

Week 2: 12-16 October

15-16 October, 16:00-20:00 PM CEST

Collaborative 2-day Bootcamp

In a 2-day online sprint, participants work in groups on challenges for their ecosystems. The format has been completely re-designed to function online and provide participants with small tasks to collaboratively solve and jointly develop project ideas to work on.

Day 1:

- “Accelerating Growth through Grassroots Communities: What Latam can Learn from the World” by Lais de Oliveira, Community Development Consultant at Startup Genome
- Introduction the Ecosystem Canvas
- Methods for Ecosystem Analysis
- Identify Challenges & Opportunities

Day 2:

- Map current stakeholders and startup journeys
- Develop new project ideas & form teams
- Define own role & activities

Week 3 – 19-23 October

23 October, 16:00-18:00 PM CEST

Final Presentation Workshop

Virtual 2h event with presentations of all project ideas

- “Innovation Ecosystems in Latam & Ichthion” by Inty Gronnenberg, President and co-founder of the Circular foundation in Ecuador, as well as Co-founder and CEO of Ichthion
- Presentations of team projects

Facilitators:



Igor Oliveira

UN consultant on ecosystem modelling

Founder, Semente (Brazil). Designed and managed acceleration programmes sponsored by corporates, govts and private foundations. Two early stage exits (agritech + retailtech).



Sebastián Díaz Mesa

Startup Heatmap Europe Team member and former CEO Start-up Chile

As CEO of Start-Up Chile, the largest and most diverse startup accelerator in the globe, Sebastián worked with more than 1,000 tech-based startups and founders from many industries and countries. Thanks to the networks he build, he is a world-wide respected consultant to governments and industry on ecosystem development.