

The Rainforest Canvas



T2 VENTURE CAPITAL



Leaders:

- Who has the reputation, resources and commitment to lead new initiatives?
- Who will champion new initiatives within their own organizations?
- How can leaders and champions be more inclusive?



Stakeholders:

- Who are the entrepreneurs?
- Who are the service providers?
- Who are the inventors?
- Who are the capital providers?
- Who are the support organizations?
- What is the role of government?
- Who are the other key participants in the innovation ecosystems?



Frameworks:

- What is the regulatory environment for innovation?
- What legal/bureaucratic barriers stand in the way of entrepreneurship?
- What widespread social norms surround the innovation ecosystem?



Resources:

- What resources are available to aspiring entrepreneurs (knowledge, mentorship, cloud hosting, etc.)?
- What sources of capital are there in the marketplace?
- How does this capital flow and interact with growing businesses?
- What is the volume and quality of talent in the labor pool?
- What are the main sources of innovative ideas/discoveries/inventions?
- What resources are available to service and support organizations that interact with entrepreneurs (workforce training, etc.)?



Activities:

- What are people already doing to stimulate innovation/entrepreneurship?
- How are these people collaborating with each other?
- What activities drive participation in the community?
- What events create 'buzz' and generate interest?



Engagement:

- Where, when and how do stakeholders interact?
- How do ideas, talent and capital come together?
- What are the lines of communication between partners?
- How do members of the community collaborate with each other?
- How does the community engage external or global partners?
- How does the community encourage recruit new constituents?
- How do young people get involved?
- What forums exist that allow the breakdown of social and professional hierarchies?



Role Models:

- Who are the local entrepreneurs that have built successful companies?
- Who are the local entrepreneurs that haven't yet been successful and what can we learn from their failures?
- What regions have similar attributes and resources?
- What organizations have shared visions/values?
- Are there other regions with successful innovation ecosystems that we could learn from or emulate?



Infrastructure, Capability & Community:

- What is the density and quality of service providers (law, IP, consulting, real estate, etc.)?
- What boundary spanning organizations exist?
- What is the local level of serial entrepreneurship?

- What is the density and quality of physical infrastructure (airports, internet connections, etc.)?
- What are the core sectors of the local economy?
- What are the strongest regional comparative advantages?



Culture:

- Where do people come from?
- What are their value systems?
- What are their motivations (money, reputation, lifestyle, self expression, etc.)?
- What are the 'amenities of place'?
- How do we create and maintain a sense of urgency?

- What kind of innovative social networks exist already?
- How do people deal with uncertainty, risk or randomness?
- How is failure perceived?
- Do people build for perfection or iteration?