

WASHINGTON CO. STARTUP ECOSYSTEM CANVAS (Draft)

"It takes a community to raise a startup"

STAGE 1: IDEA

1. Inspire	2. Educate	3. Validate
Startup Media: <i>Centralized Local Info. Listings, news, etc.</i>	Best Practices: <i>Beginner knowledge-sharing events</i>	Team Formation: <i>Resources & events for teaming up where entrepreneurs find partners to launch with</i>
Centralized Calendar for entrepreneur focused events Define metrics by tracking new organizations, funding sources, office /commercial space	Lean Peer Groups SBDC Mugs & Pitches	NONE
Inspirational Events: <i>Open, inclusive, beginner events</i>	Training & Feedback: <i>Skill & idea development programs</i>	Build First Product: <i>Hackathons & resources to build</i>
HCC Biz Student Club/TIC WCPS "Day on the Job" WCPS "Aspiring Entrepreneurs" WCPS Robotics Competition Entrepreneur Internship Bootcamp 7th Grade Career Exploration day	SCORE Workshops SBDC Seminars TEDCO Events COC Workshops	Hackathons & resources to build TIC (limited) Need a Maker Space

Successful local founders who lead the ecosystem & frequently mentor newbies

EVANGELISTS

Rich Daughtridge
 Basheer Azizi
 Mike Creek (Palmyra Farms)
 Jeff Beardon (B&D Consulting)
 Curt Pendleton (Antietam Broadband)
 JLG Industries

STAGE 2: LAUNCH

1. Start	2. Develop	3. Launch
Establish: <i>Law firms & banks for startups</i>	Formalize: <i>Accounting, Development & HR</i>	Seed Accelerators: <i>Seed funding mentor programs</i>
Henry Maring Law (pro bono work) M&T, PNC Banks SBDC/SBA	SCORE	TIC - Pitch Camp SCORE TEDCO
Workspacde: <i>Co-workin and flexible space</i>	Prepare for Seed: <i>Incubators & advanced mentorship</i>	Pitch & Demo: <i>Show startups for seed investment</i>
Burobox TIC - Hub City Hive Flex-Spaces Need a Maker Space	TIC TEDCO - Chuck Ernst Burobox	TEDCO ECWC TIC/HCC events

Public organizations that facilitate Economic Development

GOVERNMENT

WCPS (Tech High)
 City of Hagerstown PCED
 Washington Co Dept of Business Dev.
 Dept of Commerce - Andrew Sargent
 TEDCO
 MD Farm Credit
 MARBIDCO
 EDC (new)
 DEDC
 Ptach - Ste procurement & Technological assistand

STAGE 3: GROWTH AND SUSTAINABILITY

1. Recognition	2. Funding	3. Growth
Investor Networking: <i>Connect founders and professional investors</i>	Angels/Micro-VC's: <i>Seed-stage investors</i>	Infrastructure: <i>Office space, HR, insurance, etc.</i>
SDAT - New Businesses with incorporation in Washington Co. TIC	TEDCO NO Others Local	Mulberry Lofts Mt Aetna Tech Park Keller Stonebraker 240 S. Potomac (Devante)
Major Media: <i>Mainstream local business press</i>	Venture Capitalists:: <i>Series A and beyond</i>	Expansion: <i>Growth accelerations and consultants</i>
CrossRoads (Herald Mail) Hagerstown Magazine None focused on Entrepreneurs	NONE	NONE

Local Universities:
 (Major business or technical universities)

TALENT

HCC
 USMH
 Purdue Global University
 PIA

Local Employers:
 (Major technical employers with a large workforce)

B&D Consulting
 Global Data (GDC)
 Volvo
 Meritus
 JLG Industries

SUCCESS STORIES

Successful homegrown companies that have raised significant institutional funding, employ a large workforce, or have achieved liquidity