

KNOWLEDGE GIFT TITLE:
Swiss EP recipe for success

COUNTRY(IES) / REGION:
ALB, BIH, MKD, PER, RKS, SRB, VNM

LEAD ORGANISATION:
Swisscontact

CHALLENGE / PROBLEM

lack of community for growth-oriented, early stage entrepreneurs (silo thinking); ecosystem builders themselves startups; lack experience/international networks; competition rather than collaboration; finding a sustainable business model is hard; fear of failure; lack of information for appropriate support



MAJOR ASSUMPTIONS MADE

entrepreneurs are the best support to entrepreneurs relationships; collaboration matter; locals are responsible for their own development iterations, lean startup approach (prototyping, observe, feed back) ecosystems development; PER- gov driven



SOLUTION OFFERED

1. listen to needs first, prioritize and build interventions on them
 2. bring in international founders & entrepreneurs supporting local ecosystem builders (no consultants!) short term and long term (Entrepreneurs-in-Residence) --> connections to more mature ecosystems, international entrepreneurs and long-lasting relationships
 3. support ecosystem builders in exploring different ways to become sustainable --> no blueprint solutions
 4. strong local teams from the ecosystems (no NGO background) as support and contact
 5. Swiss EP as partner at eye level, agile and flexible
- Core: Swiss EP facilitates the journey, but never drives. local organizations are in charge for own development.



ILLUSTRATION / VISUAL



"I'm starting a startup that helps other startups start up."

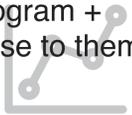
OUTPUTS CREATED

1. long lasting relationships between local organizations & mature ecosystem players
2. Association of Angel Networks (PECAP) in Peru --> transparency in deal flows, information for the ecosystem, joint investments
3. Vietnam Mentor Initiative as platform for sharing mentors among ecosystem builders & program --> better matching
4. Women entrepreneurs activities --> triggered at global bootcamp in Switzerland --> foundation of women networks --> developed in mentoring program



INDICATORS / SCALE / IMPACT

qualitative impacts more significant than quantitative (mindset shifts at various levels is key impact!)
classical logframe dropped half-time in phase 1 --> 7 key indicators remained (to inform SECO) + steering indicators for the program + support to partners to setup suitable metrics that make sense to them



PARTNERS

partners are local ecosystem builders - incubators, accelerators, universities, co-working spaces, angel networks
Key criteria and success factor: they are entrepreneurial, want to get better and are coachable



KEY RECOMMENDATIONS / UNIVERSAL PRINCIPLE

be open! shut up and listen to the needs of your target group first!
1. let the locals take responsibility for their development - and be patient! 2. first hand experience people, not consultants 3. keep flexible and responsive - you work with people and systems 4. inspire with various models & avoid partner to try replicating Silicon Valley --> adaption is key; 5. try out, learn, and feed back



REPLICATION POTENTIAL / SUSTAINABILITY

in early stage ecosystems, yes --> as facilitator and connector. then step out (remember - entrepreneurs are the leaders).
approach is applicable; but no blueprint solutions/copy paste
sustainability - is again the responsibility of locals - but if they use networks and have developed, all prerequisites are given



TOPICAL FOCUS

- MSME segmentation & entrepreneur-centred approaches
- Interplay between financial & non-financial services
- MSME support in digital era
- Entrepreneurial eco-systems & local advisory service providers
- New trends in MSME development

- Green
- Gender
- Fragility

SUB-TOPIC SELECTED

Facilitated by: