

# Entrepreneurial Ecosystem

Presented to the City of Scottsdale

A blurred, grayscale image of a city skyline, likely Phoenix, Arizona, serving as the background for the lower half of the slide.

#yesphx

## *MORE IS ALREADY HAPPENING*

- More bottom-up, entrepreneur support, not just top-down leadership; mentorship, EdTechAZ, PHX Startup Week, etc.
- More startup activity, conversation, and awareness; events, news, VCs unplugged, #yesphx, etc.
- More statewide collaboration; Team AZ, Startup AZ Foundation, municipalities, investors, coworking spaces, etc.
- More wins and traction among local startups; WebPT, Picmonic, CampusLogic, Iris PR, PureChat, Allbound, etc.

# WE'RE HOME TO SOME AMAZING STARTUPS



emailage™



REVOLUTIONPARTS



## BUT WE STILL HAVE ROOM FOR *MORE*...

- More reinvestment back into the community from our startup pioneers and other wealth populations (e.g. real estate)
- More VC injection to plug our early stage funding gaps
- More education and cultivation of young talent prime for technical employment and starting something themselves
- More long-term vision and differentiation as a singular, unified community about *who we are* and *what we're building*

	<b>Arizona</b>	<b>Utah</b>	<b>So Cal</b>	<b>Colorado</b>	<b>New Mexico</b>	<b>Nevada</b>
<b>Macro Factors (2015 GSP date)</b>	\$288B in state product	\$148B in state product	\$800B in state product	\$309B in state product	\$95B in state product	\$136B in state product
<b>Key Industry Clusters</b>	Internet Software Defense Biotech Semiconductors Optics Tourism	Internet Software Defense Biotech	Internet Software Biotech Manufacturing Energy Retail Tourism	Internet Software Computers Communications Telecom	Defense Energy	Gaming Tourism
<b>Innovation Catalysts</b>	3 research universities 50+ accelerators 220 public corp. (10+ tech companies) Defense infrastructure	3 research universities 10+ accelerators 172 public corp.	3 major higher-ed systems Explosive growth	3 research universities Leading accelerator hub 450 public corp.	National Labs 1 research university	1 research university 180 public corp.
<b>Venture Funding Supply</b>	1.5 angel groups No dedicated early stage VC Mostly R/R PE funds	5+ angel groups 5+ early stage VCs 4+ PE funds 400+ ILCs	5+ angel groups Many early stage and PE funds	Many active early stage funds Many PE funds	2 key players Boutique funds	Vegas Tech Fund
<b>Capital for VCs</b>	No Fund of Funds 3+ large LPs, variable appetite for VC	\$100M Fund of Funds ILCs (100+)	Active LPs, with VC appetite, but competitive	Available but competitive	Availability of state funds	Limited availability
<b>Deals</b>	82 deals from 2012 to Q1 2015	133 deals from 2012 to Q1 2015	1000 deals from 2012 to Q1 2015	304 deals from 2012 to Q1 2015	51 deals from 2012 to Q1 2015	22 deals from 2012 to Q1 2015

## WHAT IS #YESPHX?

- To be clear, it's pronounced "yes P-H-X", not "yes Phoenix"
- #yesphx is a big tent for the greater Phoenix startup community and all its amazing cities, including Scottsdale
- Started as an organic (i.e. non-organization) effort by and for entrepreneurs, we're on a mission to amplify, clarify, and unify
- The community's vision is simple: be the world's most generous community for entrepreneurs

Yes, seriously, let's:  
embody generosity

## YES, WE ALSO HAVE AN ASK

- Allow community leaders to share 1-on-1 time with you and your staff to build relationships and collaborate on matters of entrepreneur *education, investment, and communication*
- Support PHX Startup Week and our local entrepreneurs with your unified presence and participation in the event
- Get louder about what's happening and our generous community; let's showcase Scottsdale on [yesphx.com](http://yesphx.com) and use the #yesphx hashtag to amplify our communication abroad

# THANK YOU

Jonathan Cottrell

[jonathan@hopscratch.com](mailto:jonathan@hopscratch.com)

480-319-0448