West Midlands Combined Authority

MIT REAP-UK Survey of Entrepreneurs and Regional Entrepreneurial Capacity

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Overview

West Midlands Combined Authority

- We are participating in the Massachusetts Institute of Technology's Regional Entrepreneurship Acceleration Program in the UK (MIT REAP-UK).
- The region needs an evidence-based, practical approach to strengthening its innovation ecosystem to support innovation activity in the region post-COVID-19.
- The MIT REAP Team is sponsored by the WMCA and the regions 3 LEPs
- The team includes representatives from Government, Academia, Corporates, SMEs, and Risk Capital

Objectives

- Understand the key strengths and weaknesses of our innovation ecosystem
- Evaluate the engagement and level of collective action of our ecosystem Stakeholders
- Design a Strategy to strengthen and catalyse our ecosystem to build innovation-driven enterprises
- Find resources and engage stakeholders to move strategy into Implementation

Research

1. Assessing the ecosystem

- Developing a set of indicators to assess the capability to support Innovation and Entrepreneurship in the region.

2. Mapping Current Business Support

- Are we supporting the growth of ‘innovation-driven enterprises’ (IDEs)? and if not what areas of business support need to change / gaps need to be addressed.

3. Customer Research

- Surveying entrepreneurs (SME’s) and Risk capital providers to analyse their view of the innovation ecosystem.

Survey

The aim of this program is to help shape the opportunities available to help you grow and develop after the COVID-19 crisis, and especially to accelerate innovation-driven entrepreneurship in our region.

As a part of this program, we are conducting a survey of people who:

A. Have thought about, tried to or set up a business in the region within the last 5 years

B. Are an Owner or Chief Executive Officer of an established business located in our region

The survey should take 15-20 minutes to complete. A link will be shared during this meeting and will be on the IAWM webpage.

Your answers matter!