



How to do a mapping of a start-up ecosystem ?

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SPEAKERS



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INDEX

01 INTEREST IN START-UPS
ECOSYSTEMS

02 DEFINING START-UP
ECOSYSTEM

03 ECOSYSTEM MAPPING
TOOLS

04 EXAMPLE OF AI START-UP
ECOSYSTEM

05 SKOPAI PLATFORM

06 QUESTIONS & ANSWERS

01

Interest in start-up ecosystems

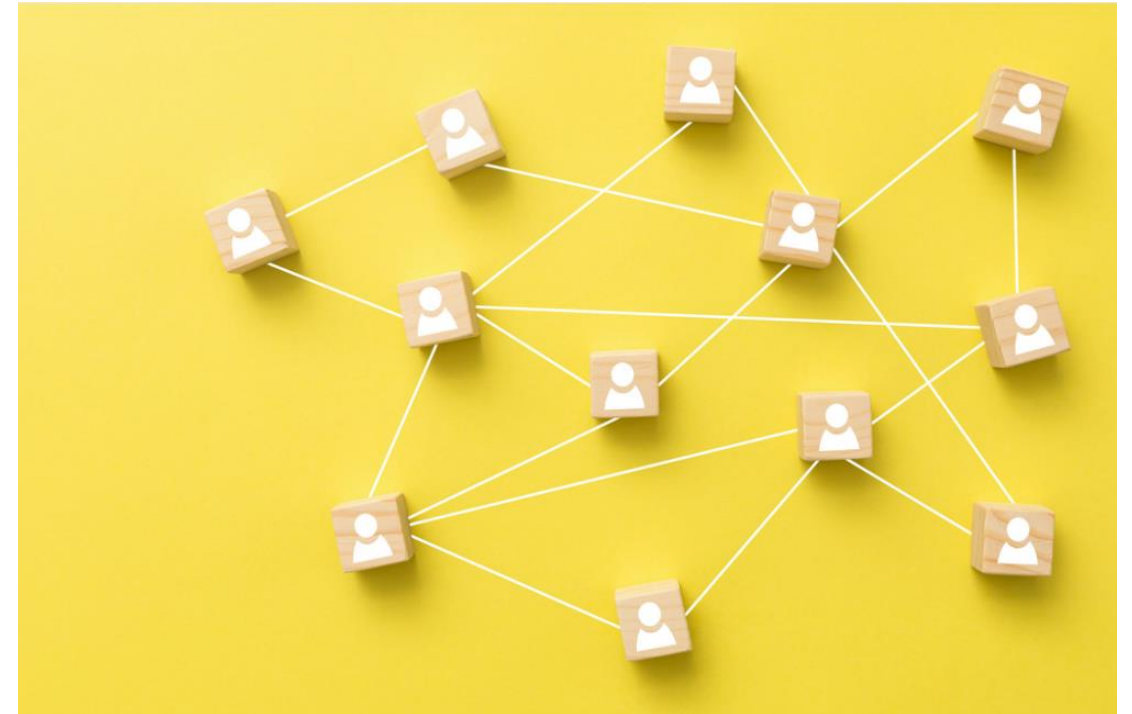


Interest in start-up ecosystems

Why understand the start-up ecosystem?

Entrepreneurs are most successful when they have access to the **human, financial and professional resources**, and operate in the environment in which **government policies** support entrepreneurs (Isenberg , 2010).

This network was described as the **entrepreneurship ecosystem**.



Source: Isenberg , D. (2010). [The Big Idea: How to Start an Entrepreneurial Revolution](#). *Harvard Business Review*.

Interest in start-up ecosystems

LARGE COMPANIES



INVESTORS



GOVERNMENT



- 🕒 Identify **the main actors creating and supporting innovation** in a particular field
- 🕒 Understand the **role of portfolio companies** in the flow of information and resources to launch solutions to real-world problems faster
- 🕒 Monitor the **innovation environment of a territory** and **compare** it with other regions

02

Defining start-up ecosystem



Defining start-up ecosystem

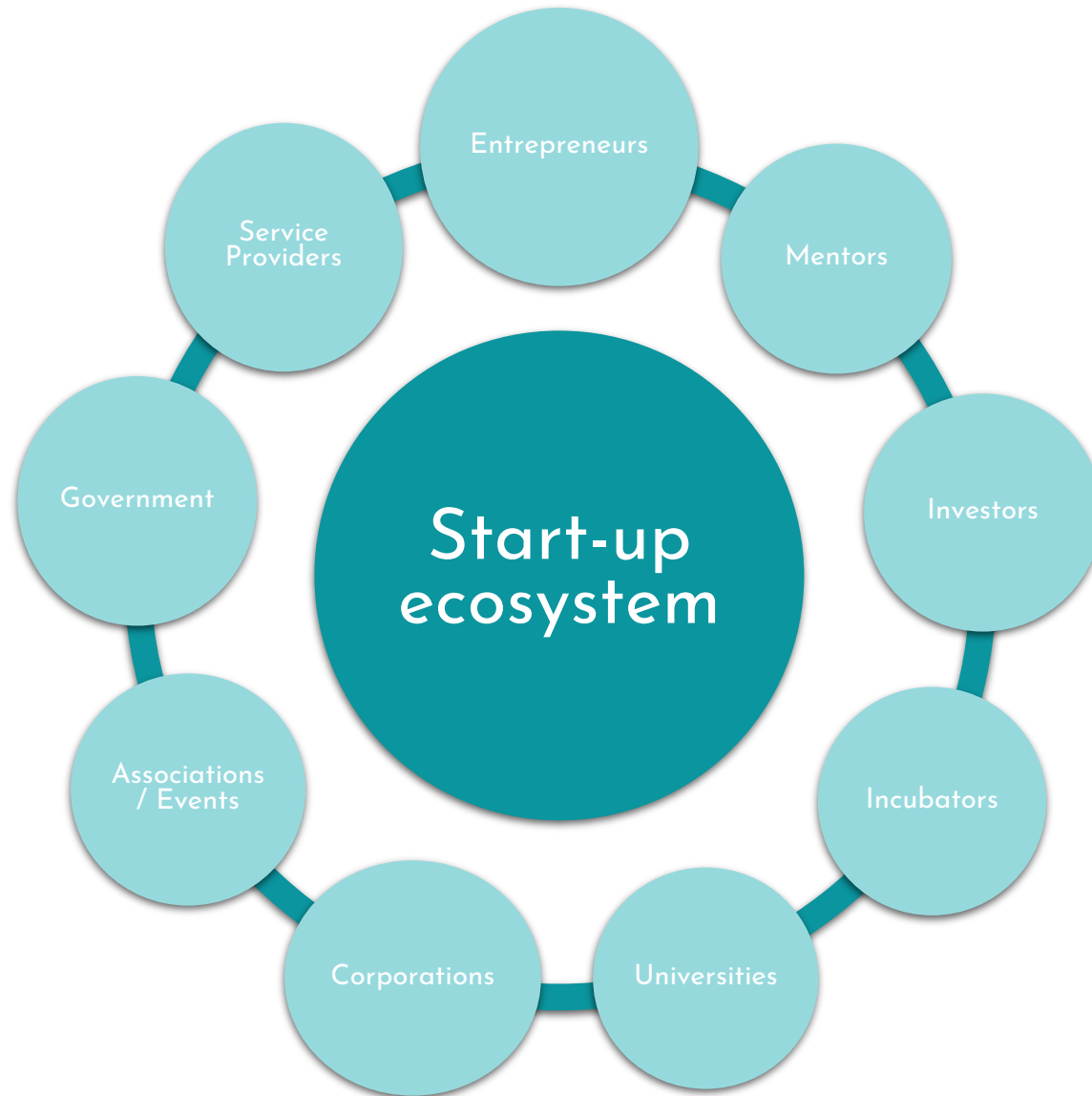


- ✓ The term ecosystem is composed of the Greek words “οἶκος” - “eco”, which means “**home**” - and “συστημα” - “**system**”, which means “complex.” A complex system hosting a number of entities.
- ✓ The concept of an ecosystem has been used mainly in the field of biology. This analogy is frequently employed in the fields of management.
- ✓ The **start-up ecosystem** consists of a group of start-ups and related organizations, such as universities, corporations, investors, and government, that work as a system to create and scale new ventures.

Source: Cavallo, A., Ghezzi, A. & Balocco, R. 2019. [Entrepreneurial ecosystem research: Present debates and future directions](#). *International Entrepreneurship and Management Journal*, 15, 1291-1321.

Defining start-up ecosystem

Key players



Defining start-up ecosystem

Attributes



CULTURAL

Supportive culture

Histories of entrepreneurship



SOCIAL

Worker talent

Investment capital

Networks

Mentors and role models



MATERIAL

Policy and governance

Universities

Support Services

Physical infrastructure

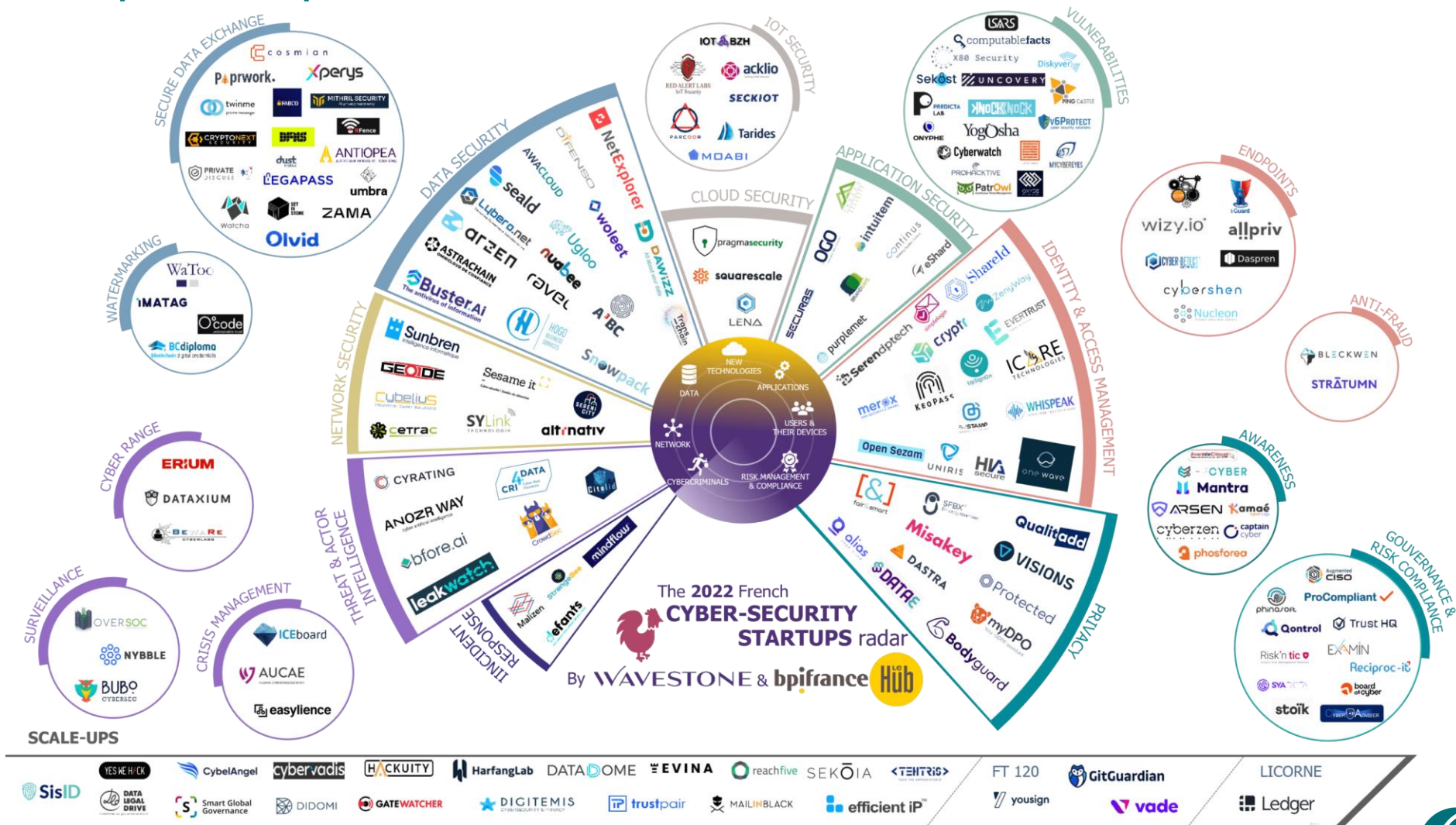
Open markets

Source: Spigel, B. (2017). [The relational organization of entrepreneurial ecosystems](#). *Entrepreneurship Theory and Practice*, 41(1), 49-72.

Defining start-up ecosystem

Thematic

Cybersecurity start-ups



Geographical

[illegible]

03

Ecosystem mapping tools



Ecosystem mapping tools

How can they help ?

- ✓ Ecosystem reports & dashboards
- ✓ Visualization tools
- ✓ Ecosystem data & visualization tools



Ecosystem mapping tools

Reports & dashboards



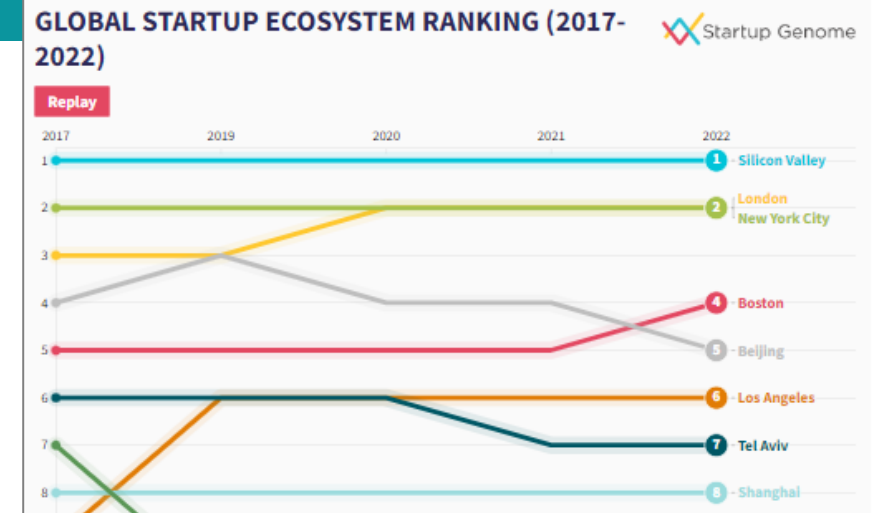
[The Global Startup Ecosystem Report and dashboard](#) (Startup Genome, US)



[The Global Startup Ecosystem Index Report and dashboard](#) (StartupBlink, IL)



[Le mapping des startups françaises à Impact](#) (Bpifrance and France Digitale, FR)



CITY RANKING

The Ecosystem of Paris Startups

Dashboard Free

National Ranking

1st

in France

Regional Ranking

2nd

in Western Europe

Global Ranking

10th

worldwide



Ecosystem mapping tools

Reports & dashboards

Advantages

- Ready to use analysis
- Fast
- Rich information
- Generally free of charge

Limitations

- Not customizable
- Report may be missing for specific ecosystem criteria

Ecosystem mapping tools

Visualization

Ecosystem templates :

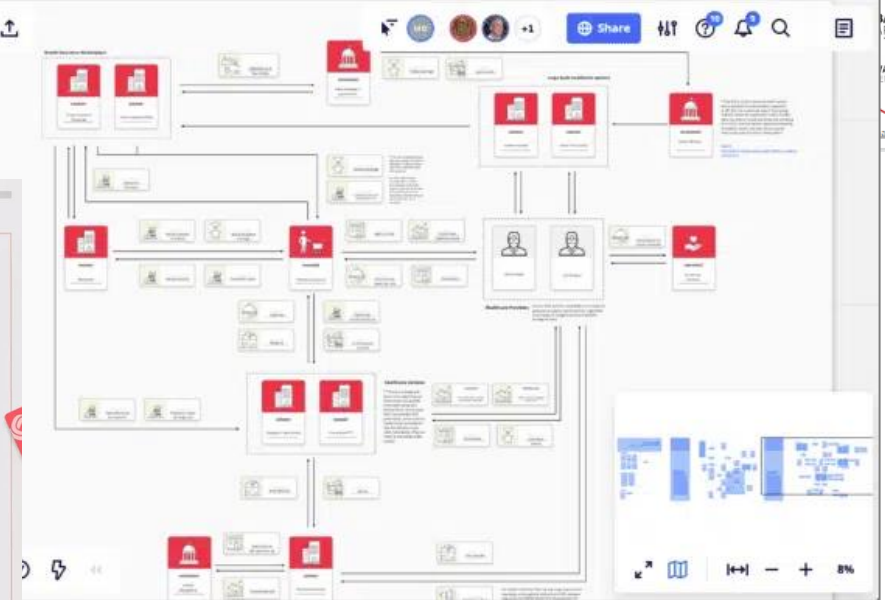
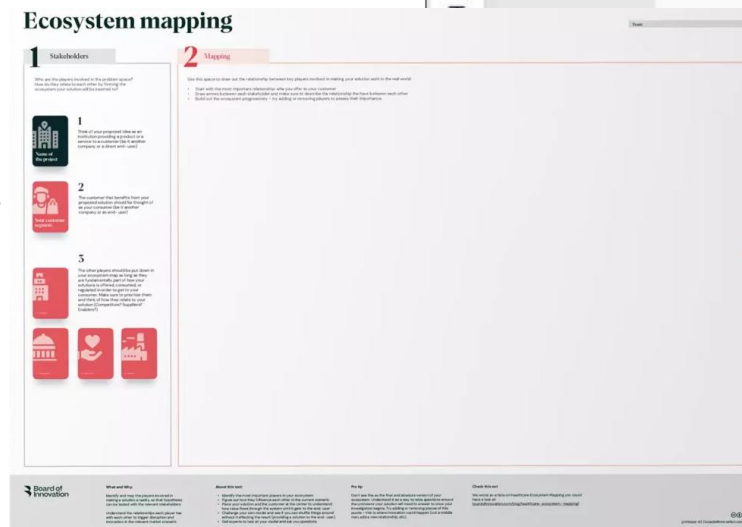
Ecosystem Map (Strategy Tools, NO)

This tool helps you map your ecosystem, identify key players, build on strengths and improve weaknesses.



Ecosystem mapping (Board of Innovation, US)

Identify the key players in the ecosystem and how they influence each other. Place your solution and the customer at the center to understand how value flows through the system until it gets to the end user.



Ecosystem mapping tools

Visualization

Advantages

- Customizable
- Visualization of own and specific data
- Design
- Interactive presentation

Limitations

- Data must be collected separately
- Takes more time
- Subscription to get advanced features

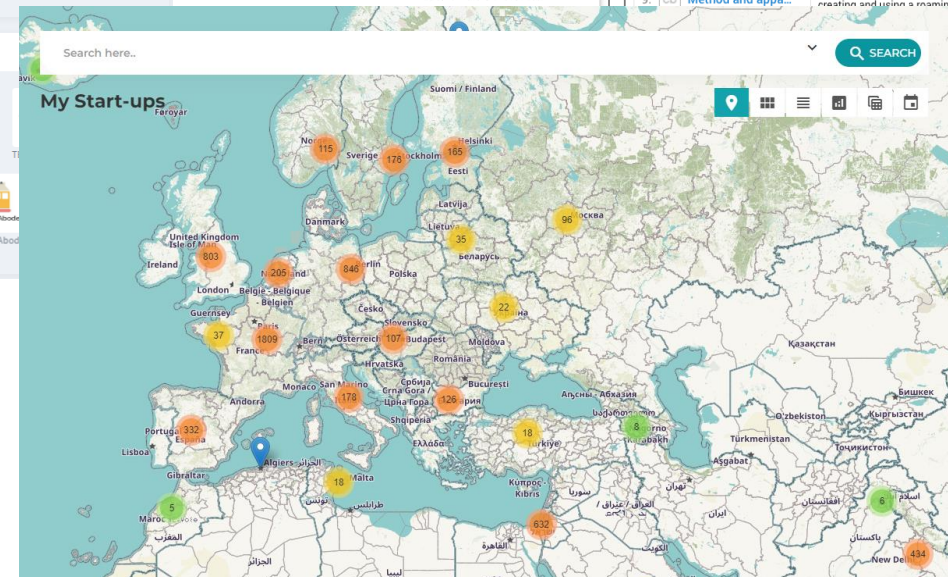
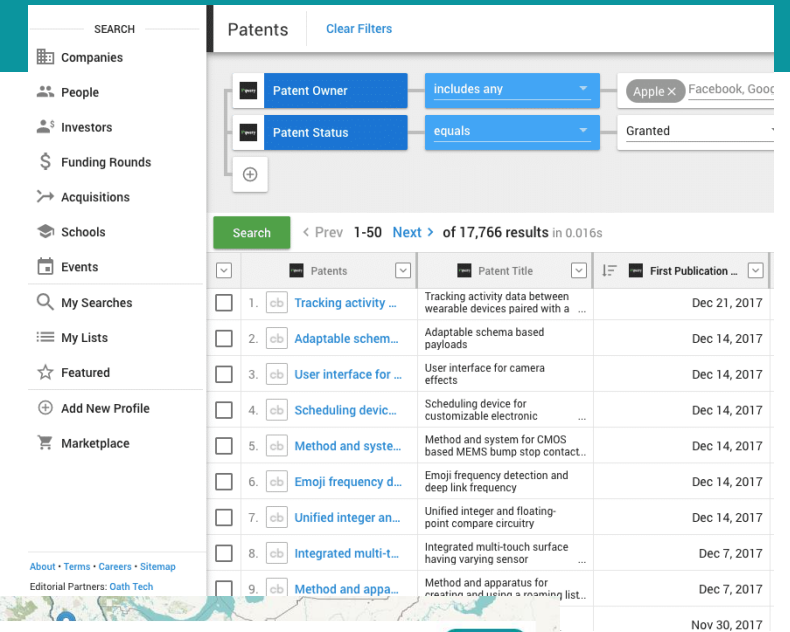
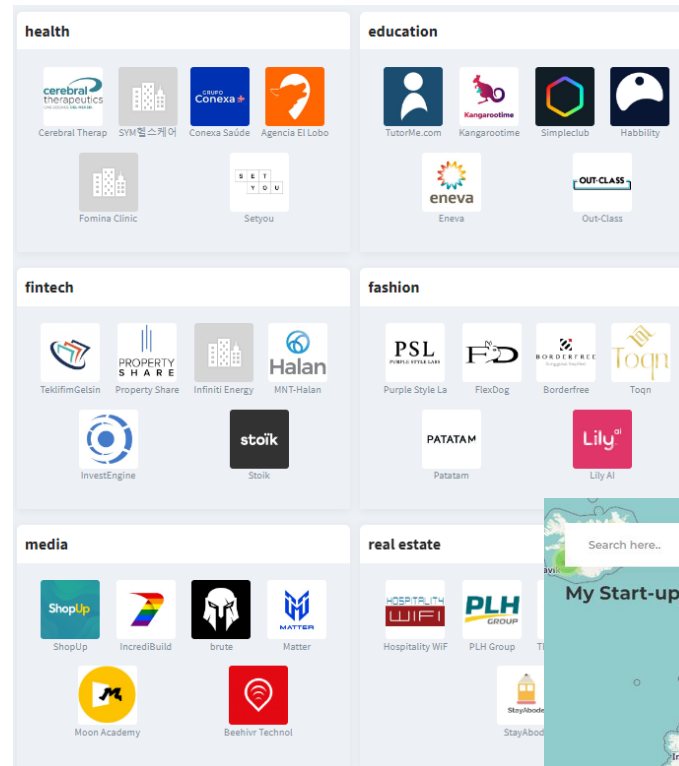
Ecosystem mapping tools

Data & visualization

[Dealroom.co](https://dealroom.co) (NL)

[Crunchbase](https://crunchbase.com) (US)

[Skopai](https://skopai.com) (FR)



Ecosystem mapping tools

Data & visualization

Advantages

- Data availability
- Customizable
- Fast
- Up-to-date
- Based on big data and AI

Limitations

- Quasi-exhaustive depending on the availability of public information
- Subscription for full access

04

Example of AI start-ups ecosystem

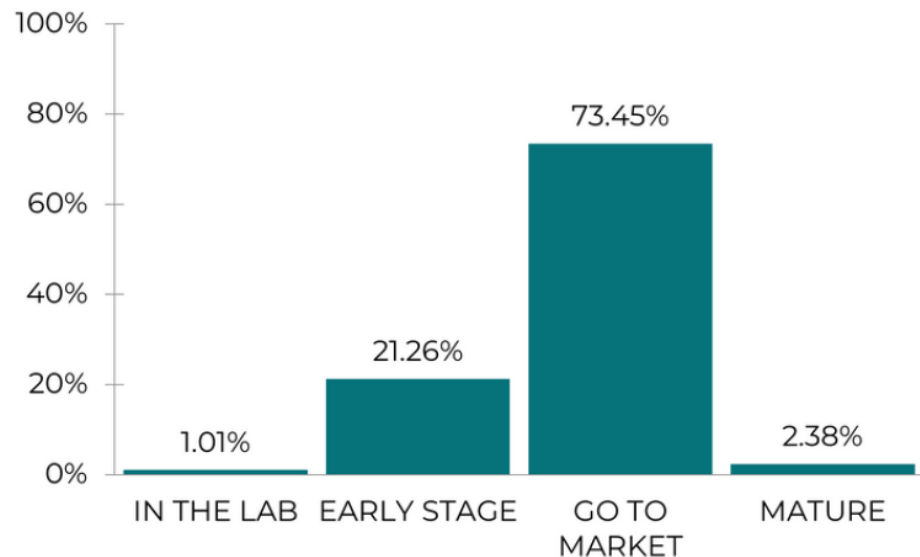


AI start-ups ecosystem

Study

A study on > 12,000 AI start-ups worldwide with a focus on European and French start-ups, based on publicly available data on the internet.

Maturity level



+1200

**NEW START-UPS CREATED
BETWEEN 2019 AND 2021**



Technology

1800+ OR 16%

START-UPS WITH PATENT FILINGS

12000+

PATENT FILINGS



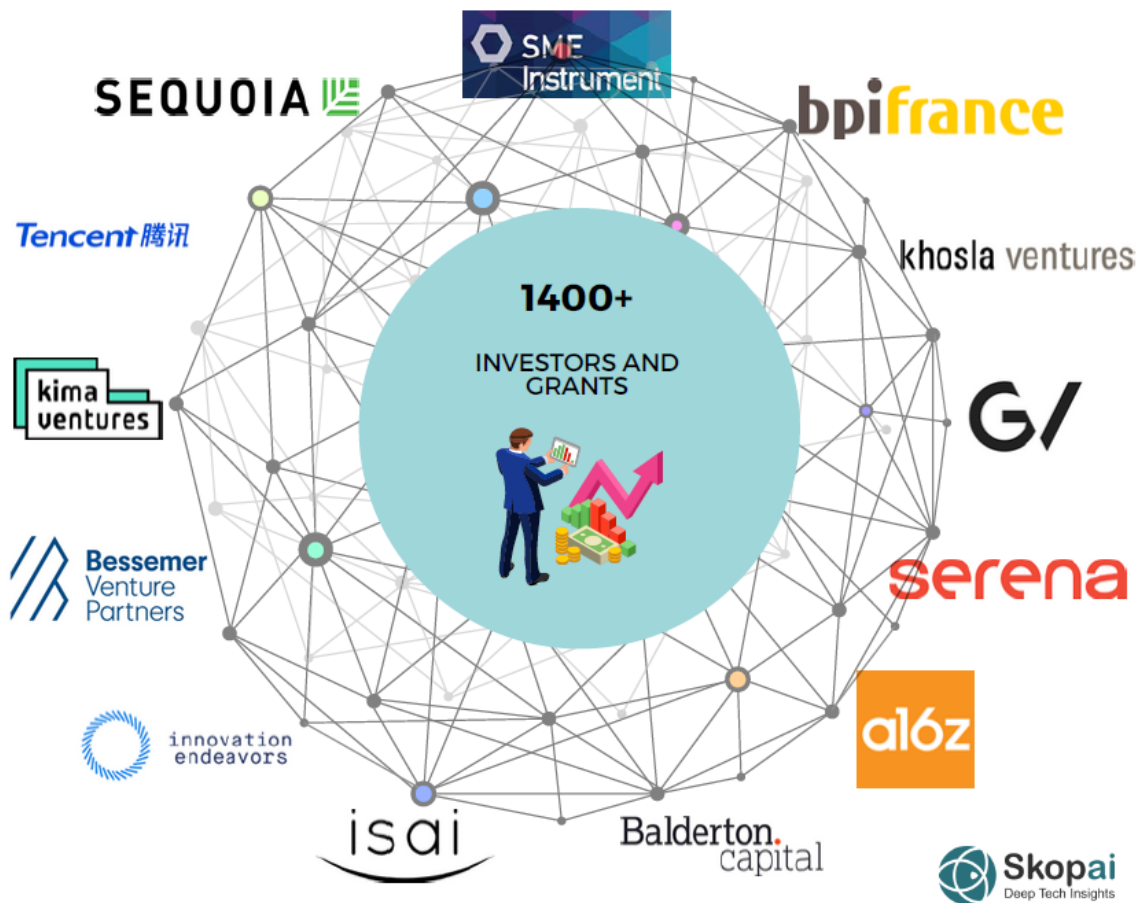
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**AVERAGE NUMBER OF PATENTS
OF START-UPS**

AI start-ups ecosystem

Study

Investors, grants



Incubators, accelerators, TTOs

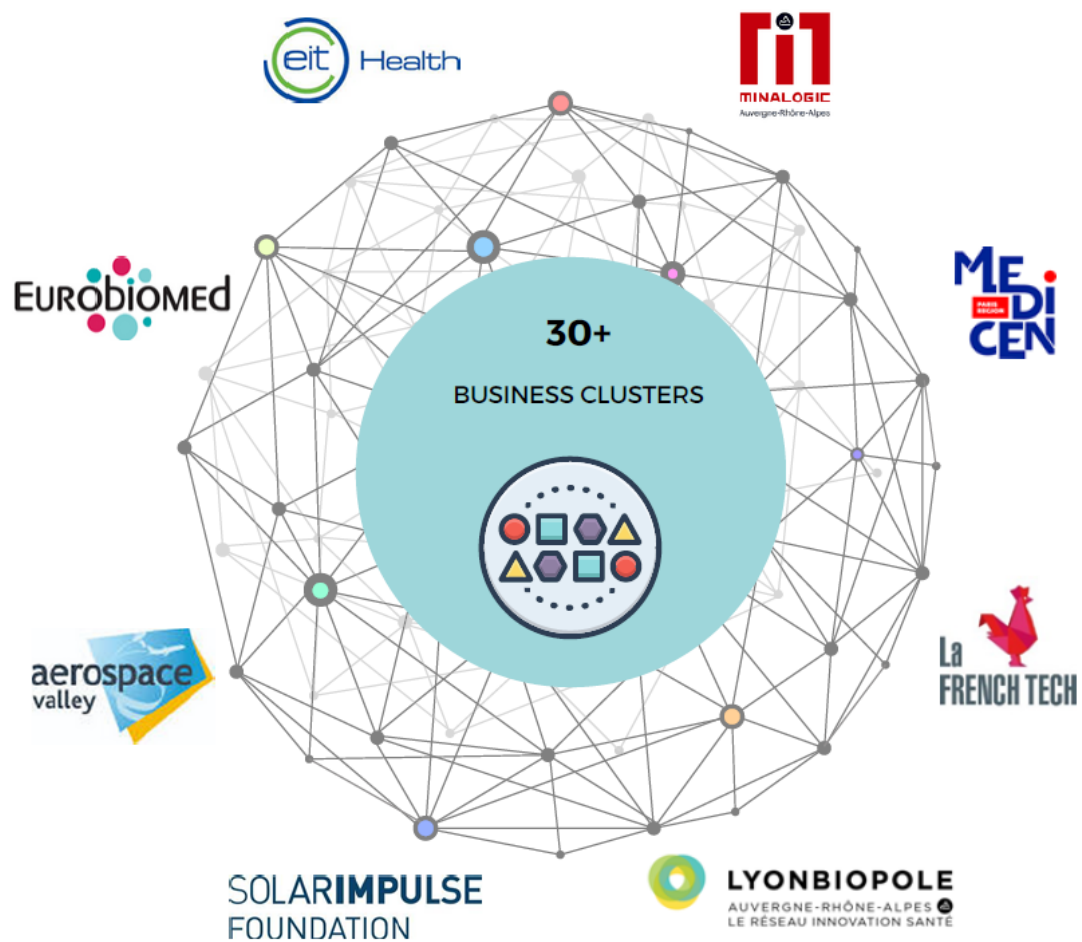


Source: [AI start-ups barometer](#) (2022). Skopai.

AI start-ups ecosystem

Study

Business clusters



Partners



Source: [AI start-ups barometer](#) (2022). Skopai.

05

Skopai Platform



Skopai Platform

How can it be used for ecosystem analysis?

<https://www.skopai.com/>

The screenshot displays the Skopai Platform interface. On the left, there is a sidebar with various filters: 'ONLY DEEP TECH INSIGHTS', 'ONLY FAVORITES', 'PRIVATE LABELS' (set to None), 'ORGANIZATIONS LABELS' (set to None), 'LANDSCAPE' (with 'Irrelevant' and 'New' buttons), 'BEAUTYTECH' (selected), 'TEASER' (set to None), and 'TAG' (set to None). A '+ MORE FILTERS' button is at the bottom of the sidebar. The main header includes the Skopai logo, navigation links (MY START-UPS, DEMO, BLOG, HELP), a user profile (laetitia.thonnin), and a search bar. Below the header, the 'My Start-ups' section shows '1362 results' and sorting options (AZ Name, Latest Events). The start-ups are listed in a grid, each with a card containing a logo, name, stage, description, and a 'SEE MORE' button. The start-ups shown include STANSEA, CRUNCHFISH, SYNOIA TECHNOLOGIES, LABORATOIRE IN'OYA, HIMS, MYSKIN INC., YUN PROBIOTHERAPY, S-BIOMEDIC, ARTMYN SA, and HAP2U.

Start-up	Stage	Description	Year
STANSEA	Closed	StanSea develops a natural ingredients extracted from mother-of-pearl designed for stimulating the...	2013
CRUNCHFISH	Scale	Crunchfish develops patented interaction solutions for mobile commerce and augmented reality...	2010
SYNOIA TECHNOLOGIES	Go to Market	Synioa Technologies develops aesthetic devices designed for advanced facial treatment.	2008
LABORATOIRE IN'OYA	Mature	LABORATOIRE IN'OYA develops skincare products designed for dark and olive skin.	2011
HIMS	Scale	Hims develops a platform designed for providing easy online consultations and 3 range of product...	2017
MYSKIN INC.	Go to Market	mySkin Inc. develops a range of solutions for skin analysis and skincare advice such as the OKU...	2007
YUN PROBIOTHERAPY	Go to Market	YUN Probiotherapy develops probiotic health products designed for fighting in a sustainable and natural way...	2011
S-BIOMEDIC	Early Stage	S-Biomedic develops a direct skin microbiome manipulation technology designed for transplanting beneficial...	2016
ARTMYN SA	Mature	Artmyn develops a range of technological tools and services for the art eco-system. These tools...	2016
HAP2U	Go to Market	HAP2U develops an unique patented haptic interaction technology designed for all tactile interfaces.	2015

The Platform Skopai

- **Website:** <https://www.skopai.com/>
- **Free trial :** discover each month a set of start-ups on different themes.
Link to register a new user :
<https://client.skopai.com/login?creationToken=d5b337d8-ac3e-4b94-827b-bf571c568158&directForm=true>
- **Demo :** ask for a demonstration of the platform, subscription types or other questions, <https://www.skopai.com/en/rendez-vous/>
- **Blog :** read our new articles on different start-up ecosystems, <https://www.skopai.com/en/blog/>

06

Questions / Answers





Skopai

AI Power to Find Start-ups

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