



# Strategic T2 – Engaging Your Ecosystem

What Your Lab Values		What the Ecosystem Values	Shared Values: Lab & Ecosystem
Lab (General):	Lab's Agency/Parent:	Top 5 Values:	Top Values:
Lab (Ecosystem):	Practical Next Steps:	Practical Next Steps:	Practical Next Steps:

**WORDS MATTER!**





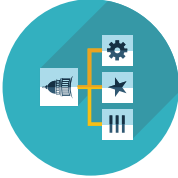



**POSITIVE**  
small business, technology entrepreneurship, scientific research, converting research into jobs, innovation, economic development, startup companies, tech companies

**NEGATIVE**  
commercialization, federal research, venture capital, Wall Street, government regulation

*Source: IAC, "Executive Memorandum for Presidential Candidates," Oct. 2016*

RAPID SWOT! Ecosystem		Visioning Through Strategic Positions			Recommended Next 5 Steps
Strengths:	Weaknesses:	<b>2018</b>	<b>2020</b>	<b>2024</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
Opportunities:	Threats:	Phrases:	Phrases:	Phrases:	
		Characteristics:	Characteristics:	Characteristics:	

# MapIt! ASSET MAPPING

	Providers	Role or Services	Target Audience	Service Area <small>(local, regional, or state)</small>	Relationship with Lab <small>(none, limited, established)</small>
 <p><b>Research Facilities</b></p>					
 <p><b>Commercialization Programs</b></p>					
 <p><b>Entrepreneur Training</b></p>					
 <p><b>Places and Spaces</b></p>					
 <p><b>Government Programs</b></p>					
 <p><b>Capital Providers</b></p>					
 <p><b>Economic Developers</b> <small>(local, venture, and regional)</small></p>					
 <p><b>Other Key Stakeholders</b></p>					