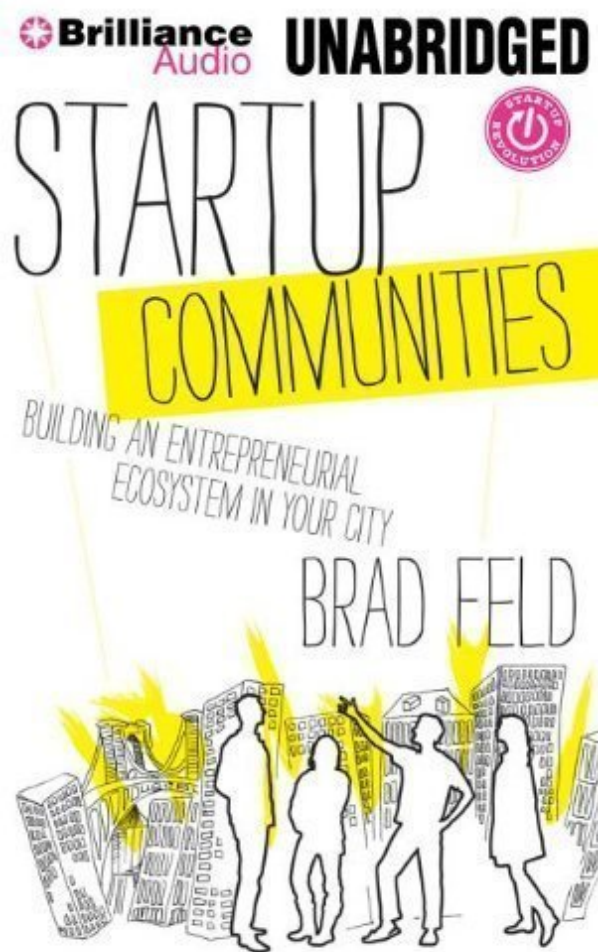


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BUILDING AN ENTREPRENEURIAL
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BRAD FELD



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Extraordinary Framework for Building an Startup Ecosystem in your Community

By scottbalster

I found Brad's book as an extraordinary framework and tool in which to work from in building a startup community. He even took the time to meet with some entrepreneurs from our community to help and discuss the book in detail. Below is the excerpt on what we learned:

"We had the fantastic opportunity to meet with Brad Feld last Friday in Boulder. The agenda was focused on startup communities and more specifically how we could apply the concepts in his book to the Loveland/Fort Collins ecosystem.

Ben West, Marshall Smith, and I made the drive over to Boulder and had an opportunity to sit down and have breakfast with Brad and ask him some questions. My takeaways are below:

On Meetups

Brad spoke about the success of the various organic meetups that occur in Boulder. He talked about the beginning of the Boulder Open Coffee Meet Up at Atlas Purveyors. A key point he made is to be consistent about having the meetings every month. He said it is easy to get discouraged when there are only a small group of people starting out at first.

He advised that the focus should be on the quality of the meetup and the value that each participant is getting from the event. Furthermore, to grow the meet up he said to have each participant invite one friend each month. Without consistency of meetups, then this aspect of the ecosystem will never grow and thrive.

Our Action Items:

1. Ben West is likely going to lead a monthly Javascript Meetup and get assistance from Marshall. The plan would be to hold the meetings at DazBog, The Coffee Tree, and possibly at The Armory in Loveland.
2. I plan to lead through my work with EmployTown a "Skills Bootcamp" once a month to hold discussions on the key skills that job seekers and top performers need to have.
3. Hold "Office Hours" at either DazBog, The Coffee Tree, or The Armory in Loveland once a month to help local job seekers, employees, or managers with specific questions that they may have.

4. Partner with local business leaders to offer a "Open Forum" for questions and answers on a variety of interesting topics that are happening locally.

On Finding Space For The Startup Community

We were concerned about finding the space to hold meetups and other informal events. Brad said this is actually easy. He said to begin hanging out at local coffee shops. As more entrepreneurs and people begin hanging out, the coffee shops will get the benefit of increased business with community members buying food and coffee. As the meet ups increase in size, a smart coffee shop will gladly welcome the trickle down in business to them. For larger events, he said adopt local businesses products as the preferred products of the startup community and they will have to notice. He mentioned his adage--"Give before you get".

Our Action Items

1. Otterbox will be the official technology case for the Fort Collins/Loveland Startup Community.
2. Grimm Brothers and New Belgium Beer will be the beer of choice and served at events in the Fort Collins/Loveland Startup Community.
3. We will continue this same pattern for other businesses in the startup community as needed and applicable.

On Relationships with Other Entrepreneurs/Members of the Startup Community

Brad laid out numerous case studies as reasons to avoid transactional relationships. He advised to give your time, money (when you can), and effort without any kind of expectations. Conversely, if you can't do something the other community members should hold no grudge against that person. That way there is not a culture of indebtedness. ultimately, this will lead to the strengthening of the community and the entrepreneurial fabric in the community.

Additionally, he differentiated neighborhoods and cities. He encouraged us to understand this difference. I was re-assured by this since many of the creative people that we currently know work and live near the Downtown Loveland district.

Our Action Items

1. Marshall, Ben, and I are currently helping each other with our various projects. Marshall and Ben are already introducing me to their contacts. We will continue to build on this to build our network of entrepreneurs and others that want to be leaders/participants in the startup community in Fort Collins/Loveland.
2. Support over community members to give them the best chance at success. Over the long term, more startups and businesses will have success and that will bring in more customers, more employees, and grow the startup community and the entire ecosystem will reap the benefits of this. Eventually, there will be anchor startups that can be pillars to host events and provide further guidance to the rest of the startup community.
3. Work harder than ever at supporting other startups in the community as much as our own.

These are some of my initial thoughts. I hope to expand in a few weeks on other ideas that I have. Of course, I welcome feedback and suggestions from the Fort Collins/Loveland community and from other communities regarding what has worked and what has stalled.

Finally, we would like to extend a huge thank you for Brad Feld for taking time to talk to us and being so gracious in sharing his knowledge and insight in order to help propel us and our startup community."

0 of 0 people found the following review helpful.

Book Review

By Alician Fick

I am a student at the University of Baltimore and this was the book I chose to read for my Entrepreneurship 300 class.

This book is designed to give some examples of a startup community. It uses the boulder community as an example that is based in Colorado. This book shows how it evolves from the pre-internet days to present day. It tells the tale of the author's relationship with the community and how he grew a business from it. It explains challenges in regards to starting up businesses such as lack of resources. There are quite a few topics I like in this book. I like that the author tackles issues that most startup books do not review for example avoiding people that have had past failures and being too dependent on government resources. It reviews mentorship driven businesses like in the boulder community located in Colorado. They believe "is given before you get" which is their collaboration system that requires a person to put work in then they will receive.

There are some things I dislike about the book. I dislike that it takes some time to officially get into the helping topics because there are quite a few side stories that occur. The book is also too vague as I found more insight in the bulletins opposed of the body of the book. Lastly, I disliked that the book does not review the products and services of the company's referenced. Internet links were only referenced for these companies. If the products and services were reviewed, an entrepreneur may gain insight on how to position their products and services better. Although I did not care for the many side stories in the book, it may be useful to other students because another student may feel a connection to a story that could help them in their own business.

0 of 0 people found the following review helpful.

Fantastic Read.

By Jeremy Ferguson

Fantastic book. I really appreciated the real world examples Mr. Feld provided as well as how he engaged the greater global startup community to augment the book with stories, insights, and experiences.

There are two concepts that will definitely stick with me for years to come. The first, and my personal favorite, is that you must, "Give before you get." This statement's power is in its simplicity. I believe it is how I've tried to live my professional (and personal) life and seeing it spelled out so simply in print helped solidify the point for me even more. One can not simply be a consumer of the community. You must also contribute to truly obtain value. For me, it made me think of other life lessons that seem to come from a similar mentality; "The Golden Rule", "you have to pay your dues", "nothing worth anything is free", "you get what you pay for", etc.

The second concept is that you must play the long game. Feld talks about having a 20 year plan that basically resets every day to a new 20 year plan. It seems to me that our society is geared for nothing but the short-term; the "get in and get out" mentality. His emphasis on the long term plan is a refreshing change and something that I hope people pay attention to going forward.

I still have lots of personal bookmarks to go back in and review. This may not be a once a year read but it is definitely a book worth reviewing every couple of years. If you are interested in business, startups, and entrepreneurship, I believe it is definitely worth a read.

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