
GLOBAL ENTREPRENEURSHIP WEEK

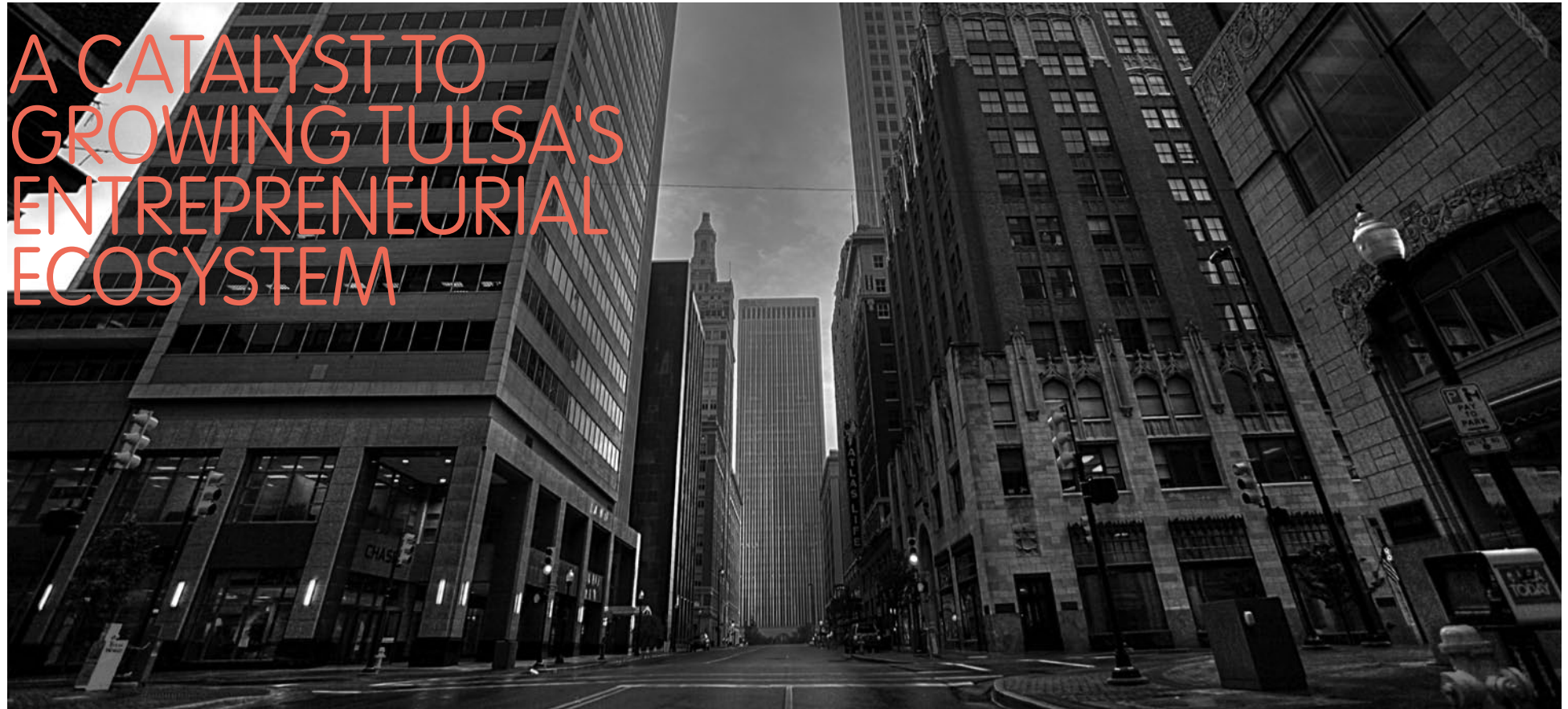


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GEW TULSA

In 2006 the entrepreneurial landscape of Tulsa appeared much different than it does today. Entrepreneurs were beginning to look outside of Tulsa for places to build start-ups. Examples of this emigrant mindset includes Vidoop, Ping.fm and Twitpic – three companies founded in Tulsa that determined the city lacked the resources to foster their growth and moved to more entrepreneurial-friendly communities.

With a legacy of entrepreneurialism that was birthed in Tulsa's early days as the "Oil Capital of the World" Tulsa has more recently grown into a community focused on protecting what it has in the way of large and small businesses. With aerospace, medical, energy and manufacturing industries driving Tulsa's economy, the focus, like in many communities, has become retaining existing businesses instead of growing new businesses.

As a response, former Mayor Kathy Taylor led a group of community leaders with the charge of kick-starting a new entrepreneurial revolution in Tulsa. Following a visit to the Kauffman Foundation in 2006 to learn and engage in best practices from around the country, the first Entrepreneurship Week USA Celebration was produced in Tulsa. With a focus on increasing the number and quality of new start-ups, the Tulsa Entrepreneurial Spirit Award Business Model Competition was introduced as a "flag on a hill", and was a critical part of the Entrepreneurship Week USA kick-off event.

In conjunction with the Kauffman Foundation efforts, the civic and business leaders of Tulsa have guided the City to inspire and foster an increase in the number of start-ups. Since introducing Global Entrepreneurship Week (GEW) and the Tulsa Entrepreneurial Spirit Award Business Model Competition, the entrepreneurial landscape of Tulsa has emerged as a nationally

recognized leader at fostering entrepreneurs.

As a result of the ongoing efforts to grow Global Entrepreneurship Week in Tulsa, an entrepreneurial ecosystem has emerged, driving fresh economic growth and making the region and the state more competitive on a national level. Programs that have started and grown in Tulsa over the last five years include:

- [The Collaboratorium](#)
- [Tulsey Awards](#)
- [Ignite Tulsa](#)
- [TEDxTulsa](#)
- [SeedStep Angels](#)
- [SourceLink](#)
- [Startup Weekend Tulsa](#)
- [Tulsa Community College Launch Start-Up Program](#)
- [The Forge](#)
- [FabLab Tulsa](#)
- [The Innovation Institution](#)
- [Cowboy Bootcamp for Entrepreneurs](#)

THE TULSA ENTREPRENEURIAL ECOSYSTEM

Tulsa's entrepreneurial ecosystem is proving to be a powerful model to grow jobs and startups. Three factors that are critical in cultivating and nourishing the growth of the Tulsa entrepreneurial ecosystem include:

- Increase the supply and quality of entrepreneurs
- Building and expanding entrepreneurial networks
- Rewarding entrepreneurial behavior and risk-taking

By focusing on the three critical factors that drive an entrepreneurial ecosystem, a number of programs have been designed and implemented that meet these important community objectives:

- Grow locally-driven culture of startups
- Maximize local synergies and increase collaboration among entrepreneurs and service providers
- Accelerate business success using business model based coaching/mentoring
- Recognize and reward entrepreneurial services and behaviors
- Connect to entrepreneurial development leaders within the region, across the nation, and around the world

CORE PROGRAMS

Tulsa Global Entrepreneurship Week - Each November, The Kauffman Foundation's Tulsa Global Entrepreneurship Week schedule of events and awards creates an ideal breeding ground to connect with people and resources that can support citizens to build a start up or take an idea to the next level. Through a combination of coaching, mentoring and dynamic networking, Tulsa Global Entrepreneurship Week events are designed specifically for:

- **ENTREPRENEURS** who have a flash business idea
- **STARTUPS & EARLY STAGE COMPANIES** developing a viable business model
- **PROFESSIONALS** offering a range of services, including: legal, financial, marketing
- **SOCIAL ENTREPRENEURS** looking to make a difference in the local community

Tulsa Entrepreneurial Spirit Award – With a proven track record for growing jobs through startups, this seven-month business model competition is going into its fifth year (now called the SpiritBank / Tulsa Community College entrepreneurial Spirit Award) of inspiring an increase in the quality and quantity of entrepreneurial endeavors in Tulsa. Over \$400,000 in cash and prizes has been awarded to date.

Tulsa Community College Launch – The Launch Program has been specifically designed to accelerate the startup process by walking people interested in the entrepreneurial journey through the universal steps required to build a company. The start-up program consists of sixteen weekly coaching and mentoring business-building sessions designed to support development of a start-up from the core business model through the bootstrapping process.

Startup Weekend Tulsa – A 54-hour event where developers, coders, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products, and create startups. Startup Weekend Tulsa is a three-day, hands-on experiment where established and aspiring entrepreneurs can find out if their startup idea is viable.

i2E, Inc. is a private not-for-profit corporation focused on growing technology-based companies in Oklahoma and making a positive impact on the state's economy. i2E works directly with entrepreneurs, researchers and companies to help them commercialize their technologies, launch and grow new businesses and provide access to needed capital.

The Collaboratorium is a private not-for-profit corporation operating a non-traditional entrepreneurial resource center. The Tulsa Collaboratorium is designed to provide hands-on business coaching, education, discounted shared space, networking, and access to the specific resources that will grow business. The Collaboratorium is focused on growing entrepreneurs and businesses that make Tulsa a unique and exceptional place to live, work and play.

Tulsey Awards – Part Webby's and part MTV Music Award, this online award program inspires local citizens to nominate and vote on entrepreneurs in 10 categories. Heading into its fourth year the award celebration recognizes the heroes, pioneers and innovators in the Tulsa region. Winners of a Tulsey Award receive a bronze Golden Driller statue representing the entrepreneurial excellence of Tulsa.

A PROVEN MODEL TO GROW ENTREPRENEURS AND STARTUPS

Since 2007, the impact of GEW activities on the Tulsa region is impressive:

- **Startups Inspired** - 637 Entrepreneurs inspired to act upon their dreams and start a start-up!
- **Startups Operating** - 64 new companies in operation
- **Jobs Created** - 269 new jobs created
- **Funding Secured** - \$14,875,000
- **Added Yearly Payroll** - \$12,376,358
- **Resources Growth** - Collaboratorium, Forge, FabLab Tulsa, Research Wizard, SourceLink, Cowboy Bootcamp, Tulsa Community College Launch, SeedStep Angels, Tulsa StartUp Weekend
- **Strategic Partners Engaged** - 182 thought leaders, entrepreneurs, public leaders
- **Events Generated** - 62 tailored experiential coaching/mentoring sessions and events
- **Event Attendance** - 4,350 citizens from Tulsa community participated in events

Driven by the desire to create an ever-expanding network of entrepreneurial champions, start-ups, thought leaders, policymakers, educators

and others Tulsa GEW has made the following impact:

- **A positive attitude has emerged towards entrepreneurship throughout community**
- **Startup and entrepreneurial activities have increased**
- **Entrepreneurial culture has strengthened**
- **Entrepreneurial programs and resource centers have expanded**
- **Locally grown jobs are being created**
- **Economic growth has increased**
- **Lives are improving**

Tulsa's entrepreneurial spirit has been gaining much attention over the last three years with national rankings consistently at the top of the list. Supporting existing programming and growing tailored entrepreneurial programming will continue to improve our reputation as a place to start start-ups.

Just a few of the recent national economic rankings for Tulsa and Oklahoma:

- **No. 1 state for entrepreneurship, tied with Montana** (Kauffman Foundation, 2009)
- **2 mid-sized city for jobs and No. 10 among all cities** (Forbes, 2009)
- **No. 4 state for employment** (Business Facilities, 2010)
- **4 state for workforce development** (Area Development, 2010)
- **No. 7 strongest U.S. metro economy** (Area Development, 2010)
- **No. 8 U.S. city for young adults** (Portfolio.com, 2010)
- **No. 12 fastest-recovering American city** (Forbes, 2009)
- **No. 16 large city for small business startups** (CNN Money, 2009)

ENTREPRENEURIAL ECOSYSTEM JOB CREATION STATISTICS

Entrepreneurial Ecosystem Job Creation Statistics 2007 – 2010

	Tulsa Entrepreneurial Spirit Award	TCC Launch Startup Program	Tulsa Startup Weekend	Tulsa Collaboratorium Job
Start-ups inspired to participate	403	112	42	36
Start-ups assisted	100	43	7	16
Start-ups operating	43	10	3	10
Jobs created	180	45	14	45
Amount added to Tulsa's annual payroll	\$8,287,740	\$2,071,935	\$621,580	\$2,071,935
Average salary	\$46,043	\$46,043	\$46,043	\$46,043
Money raised	\$8,550,000	\$375,000	\$325,000	\$5,225,000

GROWING ROCKSTAR STARTUPS

Below is a brief overview of several companies that have started or benefited from the programs inspired by Tulsa Global Entrepreneurship Week, as well as a list of benefits and outcomes received.

Cal-Tech

Winner of the 2010 Tulsa

Entrepreneurial Spirit Award

The company developed the next generation of hydrogen sulfide removal compound, “sulfabate,” for treating sour natural gas, sewer gas and landfill gas.

Began the Spirit Award as a nascent startup.

Benefits received include:

- Business model coaching
- Business development coaching
- Media exposure

DinerConnection.com

2010 Tulsa Entrepreneurial Spirit Award Participant

Diner Connection provides restaurants with an easy to use, yet powerful system for wait list management, communication, marketing and data collection.

Began the Spirit Award as an idea.

Benefits received include:

- Outgrowth startup of 2009 Tulsa Startup Weekend
- Business model coaching
- Business development coaching
- Media exposure

Grocio.com

Winner of the 2008 Tulsa

Entrepreneurial Spirit Award

Grocio compares prices at grocery stores and offers printable coupons specific to a customers' shopping list.

Began the Spirit Award as an idea.

Benefits received include:

- Business model coaching
- Investor introduction
- Collaboratorium membership
- Ongoing coaching and support

Cat Clinic of Owasso

Startup Began Through TCC

Launch Flight I

A feline-only veterinary practice designed specifically for the needs of cats. Opened in June 2011.

Began the Launch program as an idea.

Benefits received include:

- Business model coaching
- Financial model coaching
- Execution strategy coaching
- Fundraising coaching
- Media exposure

Part-Time Pros

Second Place Winner of the 2009 Tulsa Entrepreneurial Spirit Award

Part-Time Pros staffing company unites degree-educated professionals with companies who have part-time and full-time staffing needs.

Began the Spirit Award as a nascent startup.

Benefits received include:

- Business model coaching
- Franchise coaching
- Process coaching
- Media exposure

Real Time Rehab

Winner of the 2009 Tulsa Entrepreneurial Spirit Award

Real Time Rehab, LLC, enables doctors and physical therapists to create customized solutions delivered via the Internet to patients requiring an at-home exercise program.

Began the Spirit Award as an idea.

Benefits received include:

- Business model coaching

- Investor introductions
- Collaboratorium membership
- Ongoing coaching and support

SeekingSitters

Winner of the 2007 Tulsa

Entrepreneurial Spirit Award

SeekingSitters Franchise System, Inc., is a nationally recognized on-demand babysitting referral service that screens babysitters and matches them based upon the specific needs of the family. In 2010, SeekingSitters was ranked #473 on Inc. Magazine's list of the top 500 fastest growing companies.

Began the Spirit Award as a nascent startup.

Benefits received include:

- Business model coaching
- Revenue expansion opportunities
- Media exposure

Skunk Whisperer

Third Place Winner of the 2007 Tulsa Entrepreneurial Spirit Award

The Skunk Whisperer, Inc., is a pioneer in unique, truly humane nuisance wildlife management methods, including expert removal, prevention and damage control. The owner, Ned Bruha, will soon have his own show on Animal Planet.

Began the Spirit Award as a nascent startup.

Benefits received include:

- Business model coaching
- Franchise coaching
- Television show coaching
- Media exposure

HEADING INTO THE FUTURE

Replicating Tulsa's Success

Over the past five years, many lessons have been learned from the growth of GEW Tulsa and its direct tie with the Tulsa Entrepreneurial Spirit Award business model competition. Taking this valuable insight, under the leadership of Sean Griffin, the design and production team continues to work on replicating their success in other communities through development and implementation of the StartUp Cup Business Model Competition.

In partnership with and with support from Oklahoma Lt. Governor Todd Lamb, the StartUp Cup design team is working to implement the competition, in conjunction with Global Entrepreneurship Week, throughout communities in the state of Oklahoma.

the world to create their own business model competitions. This idea is designed specifically to globally expand a culture of startups.

Ultimately, the goal of the team is to enhance Global Entrepreneurial Week activities through the creation of an international StartUp Cup Business Model Competition.

The StartUp Cup™

Coming Fall 2011

Expanding the impact of Global Entrepreneurship Week and the StartUp Cup Business Model Competition to grow jobs and inspire organic entrepreneurial ecosystems globally is a critical goal. To that end, Sean Griffin's core design and implementation team is developing an Internet-based campaign designed to provide step-by-step instructions and tools to empower communities around

GLOBAL
ENTREPRENEURSHIP
WEEK IS POWERED
BY:

KAUFFMAN

The Foundation of Entrepreneurship