Universities are both rich with resources and taxed to stretch those resources to meet more and more obligations. Supporting ecosystems can feel like one more responsibility on an already challenged system. However, many of the key resources are already flowing through your campus. This conversation guide helps universities evaluate that flow of strategic resources in hopes of increasing opportunities for alignment and collaboration.

Start the Conversation:

- Gather some key stakeholders in your ecosystem to evaluate resource alignment across your ecosystem. You can gather stakeholders in a face-to-face or virtual meeting. You might also consider whether it's possible to carry out this "conversation" asynchronously via email, a discussion board, or across a series of one-on-one or small group discussions.

- Be sure to include at least one entrepreneur in your conversation. As the primary beneficiaries of the resources that your ecosystem deploys, it's vital that entrepreneurs participate in the conversation.

- Start by asking conversation participants to react to the topic of resource alignment. Ask participants where they see alignment, where there is potential for more, and what obstacles and challenges make aligning resources difficult.

- The Field Guide to Human-Centered Design talks about making resource flow maps to understand how resources flow into and out of different entities. The attached activity will help you make a resource flow map for key innovation and entrepreneurship resources.

- Think about your resource flows for five distinct categories that relate to entrepreneurial ecosystems: financial resources (funding, grants, etc.), physical resources (office space, equipment, etc.), intellectual resources (patents, IP, research, etc.), human resources (staff, students, faculty, etc.), and digital resources (websites, apps, networks, etc.).

- With your flows mapped, look for alignment opportunities. Are resources duplicated unnecessarily? Are they siloed to specific sections of campus? Could the impact of resources be augmented through collaboration?

Just Getting Started?
If you and your colleagues are just beginning to engage your college or university in ecosystem building, you may feel the need to do some groundwork before you dive into conversations. Take a look at Getting Ready for Ecosystem Conversations for ideas and considerations for engaging both your internal ecosystem as well as with external partners.

Build an Equitable Ecosystem!
Ecosystems thrive when they are inclusive, fostering connections, conversations, and cultures that embrace the entire community. Before undertaking this or any of the conversations on C•CUBE, review Centering Access, Belonging, Inclusion, Diversity, and Equity in Ecosystem Building. Apply the five questions under "Putting it into Action" as you plan this conversation.
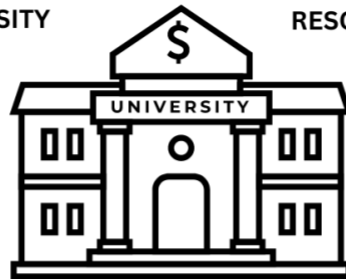
- Universities are complex ecosystems themselves. While you may have strong resources in the aggregate, often those resources are tied to existing programs and systems. It may not be easy to move or interconnect resources at least initially. Still, these conversations can be valuable to improve your understanding of the resources that have potential to support your ecosystem and to work towards greater alignment and collaboration over time.

RESOURCES INTO THE UNIVERSITY   **RESOURCES OUT OF THE UNIVERSITY**

FINANCIAL

PHYSICAL

INTELLECTUAL

HUMAN

DIGITAL