



The Alexandria Network
***“Democratization of
Entrepreneurship”***

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What is the problem?

Situation:

Hundreds of inventors, problem solvers, potential entrepreneurs, micro and small businesses need assistance in advancing their ideas

Complication:

Minimal support structure for these innovators and 'great little companies' (GLC) --- incubators, accelerators etc. target high potential startups

Question:

How do we utilize scarce resources to offer support to these potential job creators

Answer:

Utilize the library with Alexandria Network

Why the library?

- Due to digitization modern library has been seeking to refine and redefine their role within the community
- Libraries are still judged on circulation and 'foot traffic' - which has been dropping significantly
- Digitization also means libraries need to repurpose space
- Libraries are geographically dispersed and embedded in nearly every community - allowing a network effect to occur
- Trusted, neutral ground (Switzerland) and safety

The Story of Alexandria-300 B.C.



- The layout of the Alexandria library is actually copied by universities as it had reading, meeting rooms and lecture halls
- This and the libraries in antiquity that followed it were not just about books, in essence they were the first collaboration, gathering for scholars, co-working spaces and knowledge hubs
- People would gather in libraries to discuss, debate and tackle issues from astronomy to mathematics to philosophy to anatomy

The Alexandria Network is designed to assist the modern library transition to its origin and deepening community involvement

The Vision

By creating the Alexandria Network, a co-working space where people can collaborate we create other networks

Through these networks, we create greater collaborative opportunities

Broad base of sharing resources across the network

Community Engagement

Being an inventor, problem solver or entrepreneur
is often a lonely task

- Alexandria provides places for people to share
- Networking amongst individuals is an important part of the concept
- Local library staff act as 'champions' by offering advice and support
- ASU mentor network can be activated to provide some support
- Online and digital assets from the library system and ASU can act as additional information or programs

Designed to specific nuances of each community

Rapid Startup School

Entrepreneurship at its core is about solving problems, idea generation, innovation and risk taking.

Startups

- Based around new ideas
- Uncertainty
- Ideally disruptive

Focuses on

- Business Modeling
- Customer Development



Rapid Startup School

- Pracademic modules designed to develop the entrepreneurial mindset
- Fundamentals of launching a new venture
- Lean Launch Pad
- Delivered by subject matter experts



Rapid Startup School

How We Deliver-Considerations-Training

- Current staff qualifications
 - Professional development
 - Lean Launch Pad for Educators- Stanford University
- Mentor Pool
- Identify areas of interest



Upcoming Schedule Sample



Rapid Startup School



Business Model Canvas-Benson Garner-Associate Venture Manager

In this Rapid Startup School module you will learn the difference between Business Models and Business Plans as well as the appropriate time and place for both. We will also introduce you to the Business Model Canvas, a tool for quickly sketching out your Business Model methods to quickly test your assumptions about your Model.

Customer Development-Tracy Lea-Venture Manager

Who are your customers? Is your Value Proposition in harmony with your customer segment? How to “get out of the building” to test your hypotheses with potential customers ensuring you achieve product-market fit. You’ll learn the key components used for customer discovery and validation in order to get, keep and grow your customer base.

Operations, At a Glance

Library “champions” will receive special entrepreneurship and innovation trainings from ASU Entrepreneurship and Innovation Group

Organize monthly panel sessions using online collaboration tools or video conference call, so that many can interact in different locations

ASU SkySong to provide entrepreneurship programming

Make these ONLY accessible at the locations to ensure that people show up and mix, collaborate

Use the space as a ‘co-working light’ environment

Run Entrepreneur Office Hours

ASU/City Agreements

The City library provides the following in the library space :

- Tables and chairs in sufficient number to accommodate users of the Service Area
- WIFI to accommodate web-based programs
- Existing and available library staff, volunteers, or interns to serve as a room host for the Service Area during hours of operation of the Library and on an as needed basis
- Whiteboards in sufficient number to accommodate users of the Service Area
- Projector or applicable medium to display web-based programs
- Books for a reference section in the Service Area mutually decided pertinent to entrepreneurship and applicable topics.

ASU/City Agreements

ASU shall provide:

- Permission to use ASU owned Alexandria Network (Alex) and Eureka space
- Assistance with any press release developed in accordance with the terms of this Agreement.
- Training for Rapid Startup School (RSuS) will be provided by ASU. RSuS develops an entrepreneurial mindset while learning the fundamentals of innovation and launching a new venture. Training is delivered in modules designed to drill down the pracademic approach to startups The specific modules will be determined jointly between ASU and the City . The topics covered include the following: entrepreneurship, innovation, product development, go to market, etc.
 - Training will consist of 2 half day sessions for library staff Training will give an overview of Rapid Startup School.
- Each quarter, 12 Rapid Startup School modules will be delivered either virtually or in person to users in the service area, approximately 1 module per week. Each module is 2 hours in length.
- 2 teen technology programs; 1 in June, 1 in July.

Scottsdale Civic Center Library

How did we orchestrate agreement with Library?

- Multiple city department buy in
 - Mayor
 - City Council
 - Library Management & Staff
 - Stakeholders

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Scottsdale Civic Center Library

Grand Opening-May 2, 2013

Successes:

- First month attracted over 2300 visitors
- 2 LLC's (Limited Liability Companies) formed
- Organic growth from community
 - Business Energize

Increased Opportunities

- Due to Alexandria supporting job growth, grant opportunities increase.
- Scottsdale Library awarded \$50,000
- Small/Medium business engagement
 - Sponsorship via solution challenge
 - Develop entrepreneurial mindset
- Foster community involvement



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for people to connect.





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Future Rollout

- Arizona-Statewide
 - 4-6 additional locations by the end of 2013
- Underserved, rural communities
- Partner Universities
- Nationwide/International



Questions?

alexandria

Gracias!