

Entrepreneurial Auckland:

Key Take-outs

Build ambition	<ul style="list-style-type: none"> • Create a vision and narrative for Auckland’s entrepreneurial opportunity • Expose entrepreneurs to the global opportunity
Build capability (entrepreneurs/start-ups)	<ul style="list-style-type: none"> • Foster broad-based quality entrepreneurship • Global capability
Devise and leverage AKL’s USP	<ul style="list-style-type: none"> • What’s the Kiwi way? • Affirm Māori identity and values – circularity and inter-connectivity among all elements • Leverage existing unique capabilities (tech, sector, markets)
Widen the funnel	<ul style="list-style-type: none"> • Increase entrepreneurial density • Diversify the entrepreneurship opportunity to under-represented groups • Enable Māori entrepreneurship • Find and enable the ‘lost Einsteins’
Foster collegiality and collaboration	<ul style="list-style-type: none"> • Establish a culture of cooperation across the entrepreneurial ecosystem. • Improve corporate / startup engagement
Improve wayfinding	<ul style="list-style-type: none"> • The right support at the right time (recognise non-linear entrepreneurial pathways) • Find, connect, collaborate
Close the investment gap	<ul style="list-style-type: none"> • \$10 - \$50m expansion capital
Enabling public sector	<ul style="list-style-type: none"> • Enable skilled immigration • Enable niche innovation opportunities (facilitate sandpits)