



Marie Skłodowska- Curie RISE
MAPS-LED
Multidisciplinary Approach to Plan Smart Specialisation Strategies
for Local Economic Development



Case Study

Cluster: Marketing, Design and Publishing

Policy Initiative: Venture Café Foundation

Preliminary Insights from Cluster-led Initiative Analysis
Working Package No. 2 Cluster Policy and Spatial Planning

Cesare Cascella
PAU unit

06.06.2016

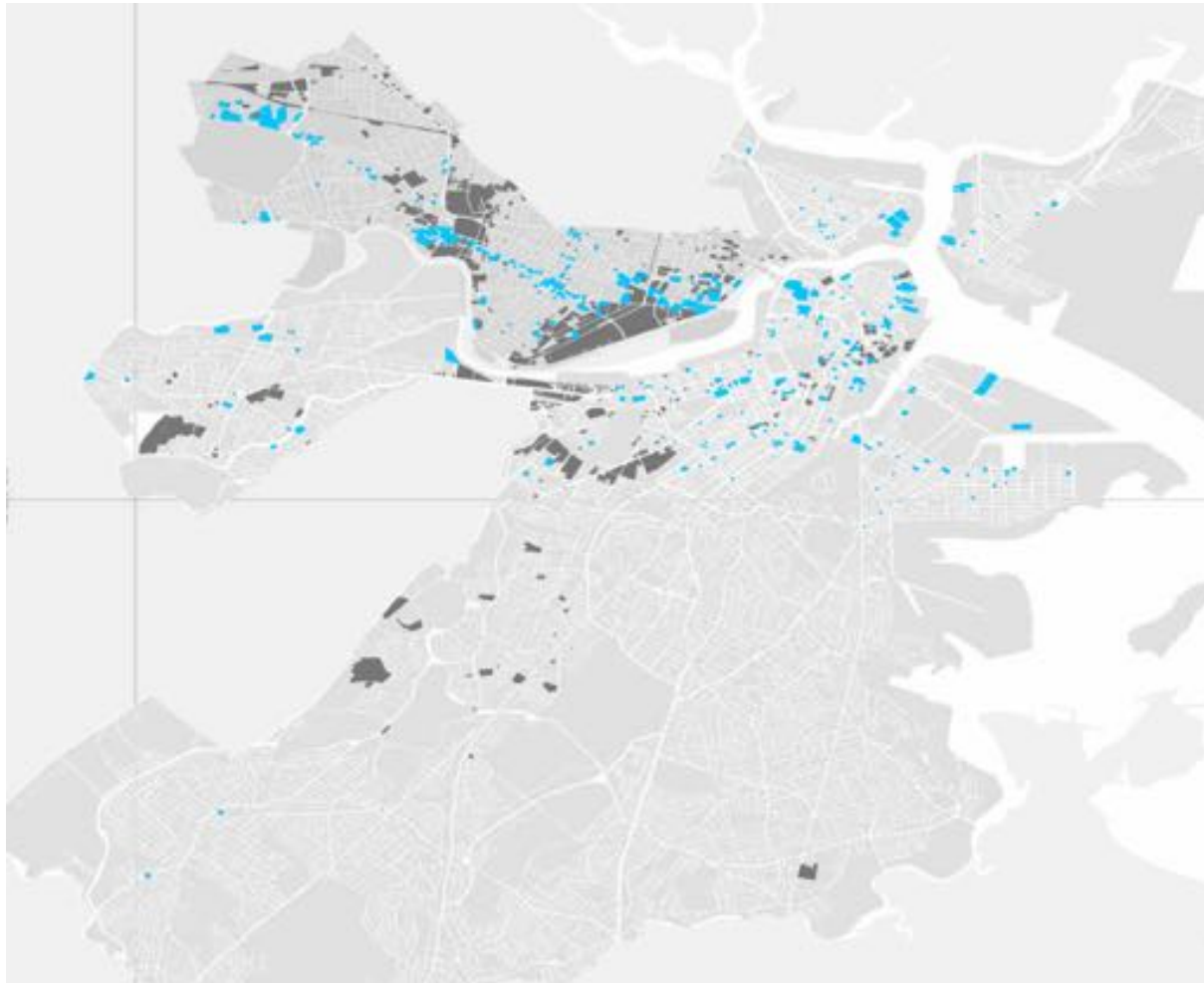
Northeastern University, Boston, MA, USA
Department of Economics

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Cluster Localization: Marketing



Cluster

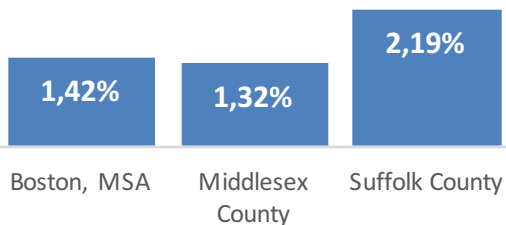
- Business Services Cluster
- Education
- Fishing
- Insurance
- Marketing
- Medical Devices
- Performing Arts

Urban Level Cluster Localization
NAICS – Land Use Association
City of Cambridge and Boston (MA)
2013

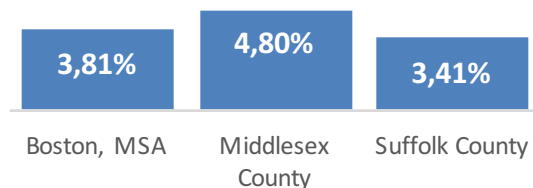
Key Indicators

Performance

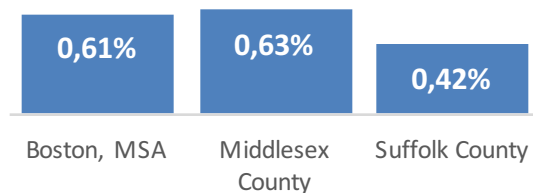
Employment Growth Rate (2013)



Annual Wage Growth Rate (2013)

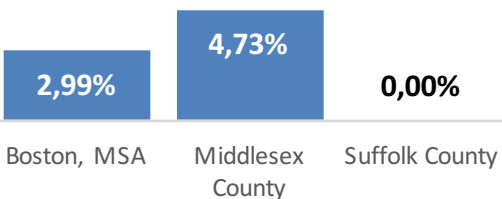


Establishment Growth Rate (2013)



Specialization

Patent Count Growth Rate (2013)

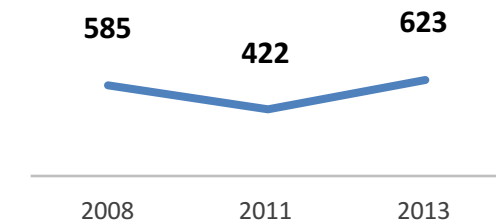


Location Quotient (2013)

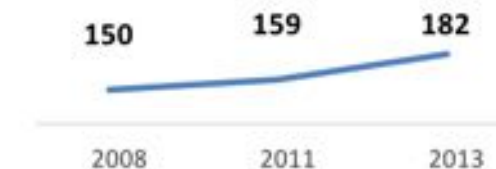


Establishment

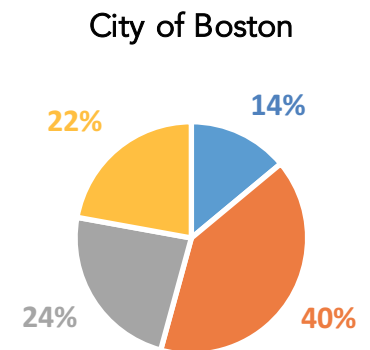
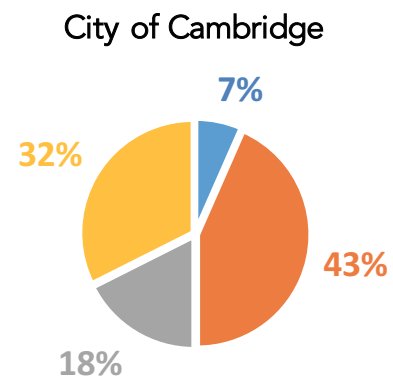
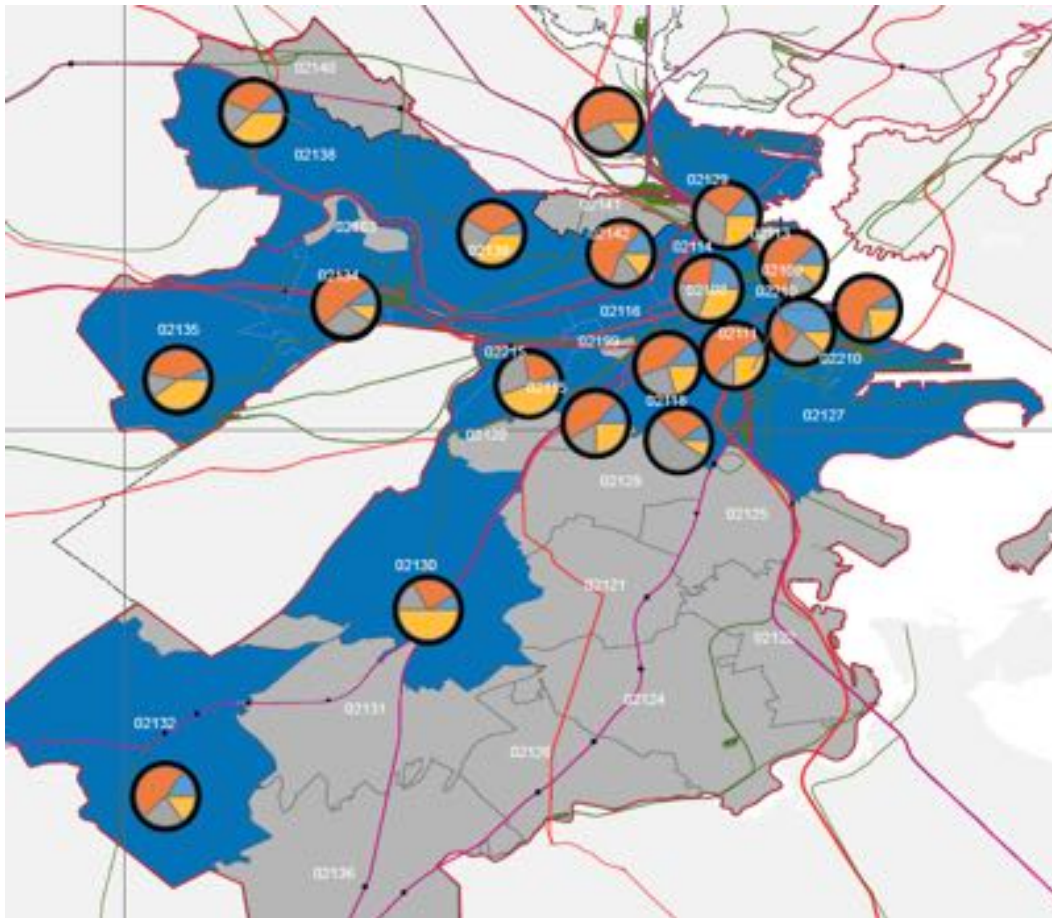
Total Establishments City of Boston



Total Establishments City of Cambridge



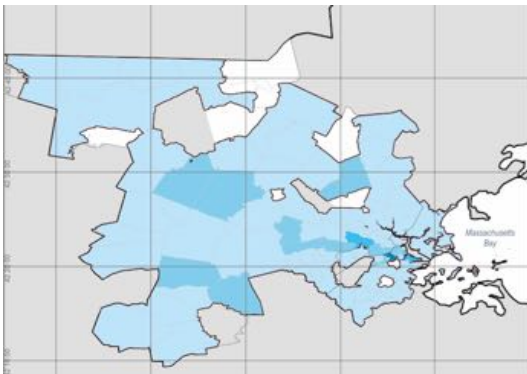
Cluster Structure (2013)



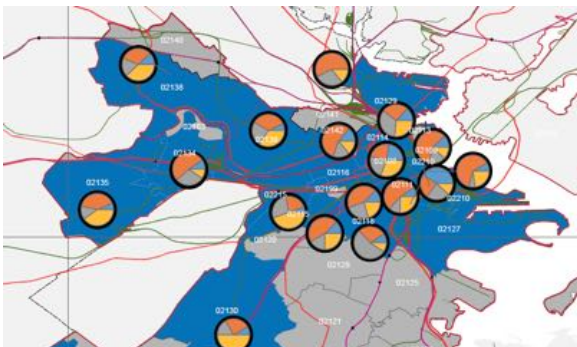
First findings on spatial oriented approach at urban level

Cluster Diffusion

Establishments distribution (Boston, MSA)

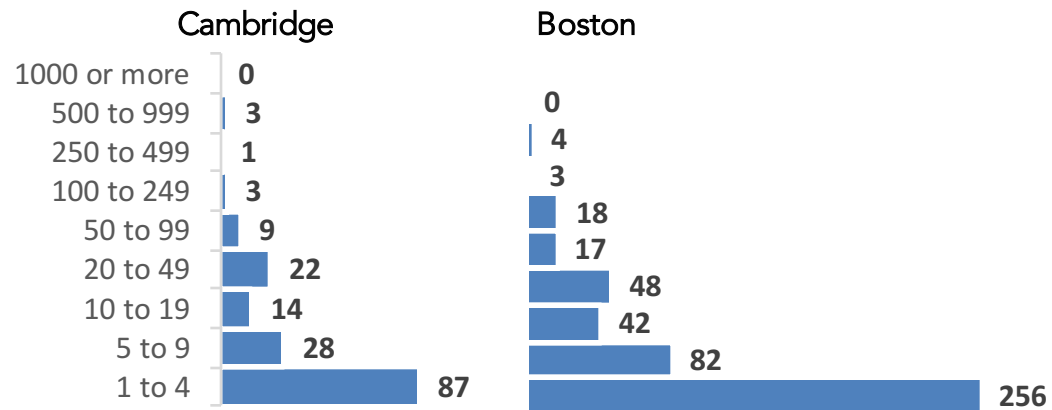


SubCluster Occurance in Boston and Cambridge

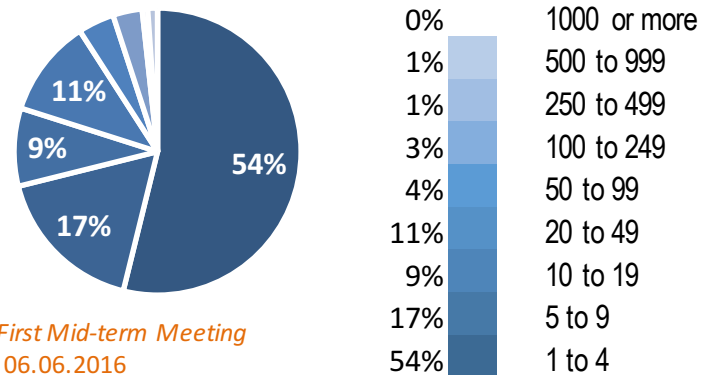


Firm Size

No. of Establishments by Size (No. of employees)



% Firm Size in Boston and Cambridge



Venture Café Foundation Localization

1

Cambridge Innovation Center

1 Broadway Cambridge, MA 02142

Cluster Occurrence:

Education, Marketing and Medical Devices

2

Roxbury Innovation Center

2300 Washington St, Boston, MA

02119 (Hosted in the Bruce C. Bolling
Municipal Building)

Cluster Occurrence: none

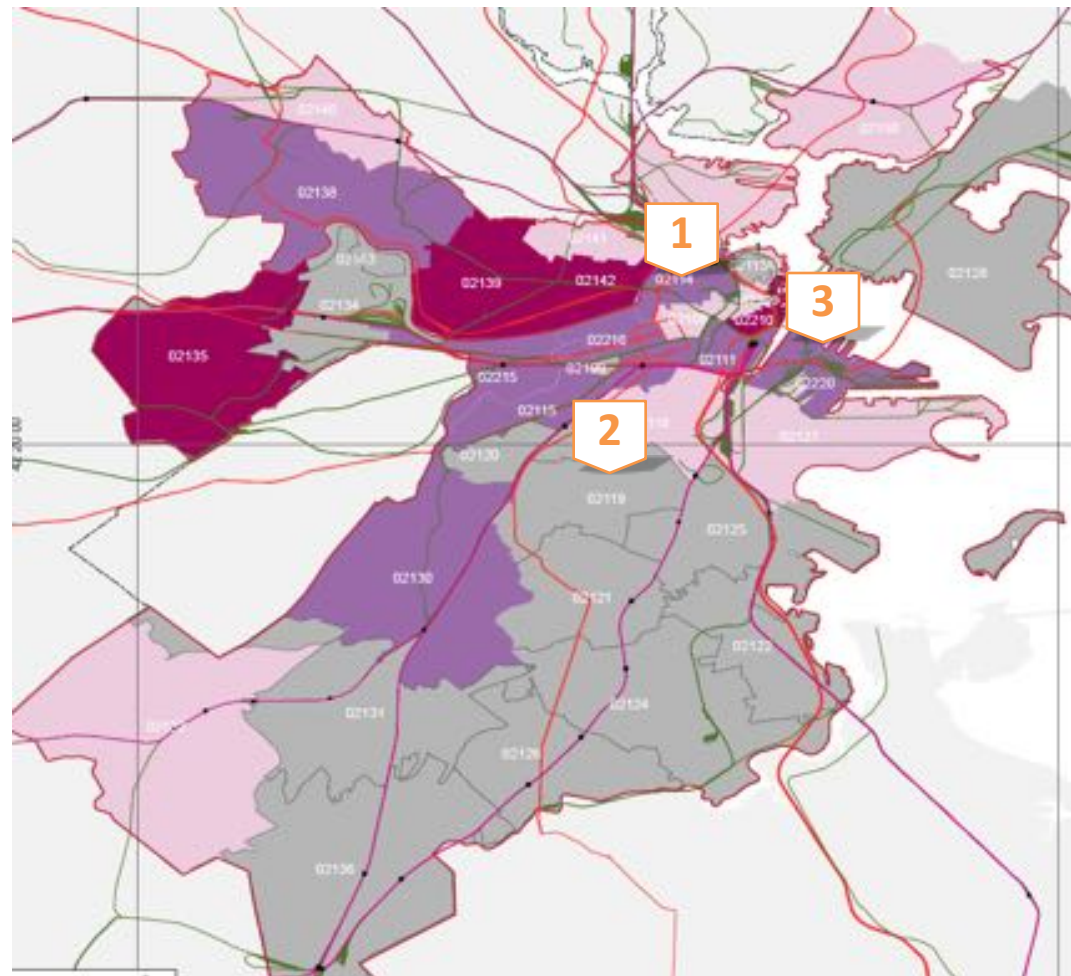
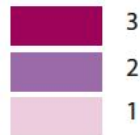
3

District Hall

75 Northern Ave, Boston, MA 02210

Cluster Occurrence: Marketing, Performing
Arts

Total Clusters Occurrence



Venture Café Foundation. Brief Description

Program Name	General Program Information					
	Typology*		Initiation*		Strategy [Description]	Start-up Year [Year]
	Public	Private	Public	Private		
Venture Café Cambridge Thursday Nights		X		X	A weekly gathering for the innovation community. The gathering includes office hours, information tables, workshops seminars and clinics to help entrepreneurs to start and grow their businesses.	2012
District Hall		X	X	X	A civic gathering space in Boston's Seaport Innovation District, where the innovation community can gather and exchange ideas.	2013
The Roxbury Innovation Center		X	X	X	An innovation center in the heart of Dudley Square, mission-driven around local economic development in Roxbury via innovation and entrepreneurship (also home of the FALUB).	2015
StartHub Boston		X	X	X	A comprehensive, centralized, online platform designed to connect, support, and grow Greater Boston's world-class technology and early-stage community.	2014
Innovation Visitors Bureau		X		X	Innovation Visitors Bureau (IVB) is a platform for educating and connecting innovation players worldwide to the Massachusetts innovation ecosystem. IVB provides information and resources to foreign and domestic individuals and businesses about the Massachusetts innovation ecosystem, facilitates opportunities to visit Greater Boston innovation-related institutions and helps them take part in local innovation-related activities to foster international linkages with the Massachusetts innovation economy.	2012
Captains of Innovation		X		X	The Captains of Innovation Program facilitates startup meetings to make connections between large companies to disruptive technologies and innovation markets.	2012



Venture Café Foundation. Brief Description

Objectives	Description	Location	Partnership
Café Nights <ul style="list-style-type: none"> - Enhance collaboration within the innovation community - Technical assistance for entrepreneurs 	Weekly/Monthly gatherings for the innovation community. During these events, participants can benefit from: Office hours, Workshops, Info Tables	<ul style="list-style-type: none"> - CIC, - RIC, - DH 	
District Hall <ul style="list-style-type: none"> - Catalyze events and business meeting towards the Innovation District 	Civic innovation center located in Boston's Innovation District. Basically it's an Event and Meeting Space.	<ul style="list-style-type: none"> - DH 	<ul style="list-style-type: none"> - City of Boston - BRA - BGI
Roxbury Innovation Center <ul style="list-style-type: none"> - Help local entrepreneurs 	It hosts events, trainings and workshops to promote local economic development in Roxbury.	<ul style="list-style-type: none"> - RIC 	<ul style="list-style-type: none"> - City of Boston
StartHub <ul style="list-style-type: none"> - Facilitate access to information about Boston Startup Ecosystem 	Online centralized source for information on the Startup community in Boston area. (startups, events, jobs, investors, resources, courses, workspaces, incubators)	<ul style="list-style-type: none"> - Web 	<ul style="list-style-type: none"> - City of Boston - IBM - Gust



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Thank you!

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PAU Unit

Marie Curie ER/ESR – MAPS_LED Project

MAPS-LED First Mid-term Meeting
30.05.2016
Northeastern University, Boston, MA, USA