Entrepreneurship Manifesto 2020
Version 1.0
To create a diverse and more resilient foundation for intergenerational economic prosperity, Aotearoa New Zealand needs more people creating new companies that use innovative processes, technologies, and business models. These people are entrepreneurs.
We believe the conditions to increase entrepreneurship in New Zealand can be improved.

We anchor this belief in our practice as entrepreneurs and champions of entrepreneurship.

We have come together to highlight themes and initiatives we know will help New Zealand realise the value entrepreneurship delivers, building on work that entrepreneurs and Government are already doing.

We invite Government and policymakers to consider these recommendations, and to engage with our community to work together efficiently to grow a cohesive, productive, inclusive and ever-strengthening innovation ecosystem that produces better entrepreneurial outcomes for all New Zealanders.

This manifesto sets out areas for development, and demonstrates our commitment to collaboration.

Now we need our Government to join us to lead change under the following themes:

1. Policymaking and Entrepreneur-Government Relationships
2. Entrepreneur Support and Networks
3. Founder Education and Capability Building
4. Venture Funding
5. Immigration
Collaborate with NZ entrepreneurs to create policies and structures that greatly increase the number and quality of new ventures solving social, environmental, and economic problems.

We can do this together by:

**Initiative 1:**
Creating a national entrepreneurship vision and roadmap.

**Initiative 2:**
Engaging and collaborating widely in the policymaking process.

**Initiative 3:**
Encouraging intrapreneurship within government to provide better, more innovative citizen-centred services.

**Initiative 4:**
Redesigning government procurement processes to provide greater access to local innovative businesses.
Entrepreneur Support and Networks

Support NZ entrepreneurs in all regions with strong, local community-building and educational activities that are well-resourced and led by their respective communities.

We can do this together by:

**Initiative 1:**
Enabling and resourcing local and regional entrepreneurship support organisations and their community leaders in each region.

**Initiative 2:**
Supporting the establishment of local entrepreneurship hubs and districts in cities and regions in collaboration with entrepreneurship support organisations.

**Initiative 3:**
Creating a toolkit of validated methods for building thriving entrepreneurial ecosystems and measuring impact using a community-driven set of metrics. This includes sharing data to inform collaboration between emerging ecosystem-building approaches and longstanding economic development strategies.
Provide NZ entrepreneurs with the skills that enable an “innovation nation”.

We can do this together by:

**Initiative 1:**
Prioritising the design of pathways to entrepreneurship by aligning initiatives between educational institutions, entrepreneur training programmes and the entrepreneurship community.

**Initiative 2:**
Supporting the development of an “entrepreneurial mindset” among students to sow the seeds for future innovation and coordinate the many entry points for growth opportunities.

**Initiative 3:**
Partnering the education system with the entrepreneurship ecosystem to co-design and deliver new entrepreneurial programmes.
Venture Funding

Back NZ entrepreneurs with the capital they need to grow and thrive on the world stage.

We can do this together by:

**Initiative 1:**
Tripling the amount of government funding available to very early-stage businesses.

**Initiative 2:**
Providing a greater diversity of funding options, along with easier access.

**Initiative 3:**
Providing in-market immersion funding to early-stage entrepreneurs.

**Initiative 4:**
Encouraging early input from experienced entrepreneurs and investors on academic research that has identifiable commercial outcomes.
Attract global entrepreneurs who have the capacity to grow our economy and make NZ more competitive.

We can do this together by:

**Initiative 1:**
Increasing the quality and quantity of entrepreneurs through improvements to visa policies.

**Initiative 2:**
Restructuring soft-landing programmes to be more integrated with the entrepreneurship ecosystem as a whole, and be more focused on economic return.

**Initiative 3:**
Developing programmes to attract and enable refugee and migrant entrepreneurs.
How can you support this manifesto?

For each of these themes, we have defined a big vision and clarified what needs to be addressed. We know what success looks like and have identified the potential collaborators who have started work on these initiatives.

Contact nz@genglobal.org for detailed information on either or all of the themes listed.

genglobal.org/new-zealand/manifesto · #EManifestoNZ

We’ve already started making change happen, but we need your help to extend this work further. It is urgent that we rebuild our economy for the prosperity of New Zealand. We've identified the priorities that will best support our entrepreneurs and we’d like to start by collaborating to create a national entrepreneurship vision and roadmap.

Now is our unique chance to grow entrepreneurial success as an engine for innovation, growth, and job creation. As these benefits spill over into the broader economy and society, entrepreneurship will help drive economic prosperity and vibrancy for entire communities.

By coming together as representatives of the grassroots entrepreneurship ecosystem, we have taken a first step.

By engaging with us we can make change happen faster.
Acknowledgements

We believe that active collaboration between ecosystem members is critical to the success of our endeavours. This document was compiled by members of the Global Entrepreneurship Network New Zealand (GEN NZ), which comprises a wide variety of organisations supporting entrepreneurship in Aotearoa New Zealand. Our members include representatives from incubators, accelerators, entrepreneurship support organisations, coworking spaces, economic development agencies, local government, central government agencies, investment syndicates, venture capital firms, academia, and entrepreneurs themselves. The full list of members can be found in Appendix 1.

About GEN NZ
GEN NZ is the New Zealand chapter of the Global Entrepreneurship Network.
The Global Entrepreneurship Network (GEN) operates a platform of projects and programs in 170 countries aimed at making it easier for anyone, anywhere to start and scale a business.

Founded in 2019 GEN NZ exists to:
- Connect ecosystem enablers in New Zealand with the talent and resources they need to thrive nationally and globally.
- Grow the Entrepreneurial Ecosystem in New Zealand through building long lasting partnerships with Ecosystem Enablers, Entrepreneurs, Government, Service Providers, Investors, and Academia.

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Appendix 1

GEN NZ participating organisation

AMY · Angel Association NZ · Angel HQ · Auckland Tourism, Events & Economic Development · Amazon Web Services · Blackbird Ventures · Canterbury Angels · Centre for Entrepreneurship, University of Canterbury · Cohr · Collectively · Creative HQ · Diversity Ltd · Enterprise Angels · GeniusNet Ltd · Hot Lime Labs · Humble Bee · Ideas Accelerator Ltd · Innovation Queenstown · Instinct · Manifold Coworking Space · Media Tectonics Ltd · Mindset Lab · Movac · Nelson Angels Inc · NTT · NZ Entrepreneur Magazine · NZ Rise · OptimalBI · Regional Business Solutions · Kindrik · Soda Inc. · Startmate · Startup Dunedin · Startup Genome · Startup Taranaki · Startup NZ Entrepreneurs Programme · Startup Weekend Wellington · Stratamap · Tonic Lab Marketing · Venture Centre · Viclink (Univentures) · WellingtonNZ · Whare Hauora · ZeroPoint Ventures