KAUFFMAN FOUNDATION AND LAUNCH NY PARTNER ON FIRST CROSS REGIONAL ASSESSMENT
Endeavor Insight to study most influential entrepreneurs and ecosystem resources

Upstate New York, November 14, 2016 – Launch New York, Upstate New York's first and only venture development organization (VDO) focused on making the 27 counties of Upstate a thriving hub of start-up business activity, today announced that Buffalo and Rochester have been chosen as one of only three regions in the US to undergo a unique entrepreneurship ecosystem mapping assessment. The study, which includes an analysis of the advanced manufacturing sector as well as grass roots to high growth entrepreneurship resources, is being conducted by NYC-based Endeavor Insight and is being supported by funding and engagement from The Kauffman Foundation and Launch NY, who is leveraging its recently announced grant from the Ralph C. Wilson, Jr. Foundation. The Kauffman Foundation funding for this project is the first of its kind from the Foundation in the Western New York area and brings with it internationally-recognized survey methods developed by global leaders in entrepreneurship.

"Upstate NY is rapidly emerging from its rust belt reputation with visible signs of a new economy. It is so gratifying that our work with entrepreneurs and the support of the Ralph C. Wilson, Jr. Foundation led to selection of our region to work with this visionary group of world class organizations armed with priceless information and tools," said Marnie LaVigne, PhD, president and CEO of Launch NY.

Based on successful models implemented in other parts of the country and the world, this powerful regional assessment will map the presence of startups, spinoff rates, dealmaker networks, and entrepreneurship programs and resources. This information will also be used to compare the progress of the advanced manufacturing sector and resource networks in the Buffalo and Rochester metro areas to successful ecosystems of entrepreneurship around the world. The study will include data collection and analysis through early next year followed by reporting.

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"Our research has shown that young, high-growth companies are the single largest provider of net new jobs. However, high-growth companies are not created in a vacuum, but instead are forged in a community filled with other entrepreneurs, support organizations, and amenable government policy. Organizations like Endeavor Insight provide critical information as to what makes these ecosystems conducive to high-growth entrepreneurs and inclusive for all community members. Endeavor Insight has shown it truly takes a village," said Evan Absher, Program Officer at the Ewing Marion Kauffman Foundation.

Endeavor Insight is using an innovative methodology, which was developed by Endeavor with other leading international organizations and academic institutions under the umbrella of the Global Entrepreneurship Research Network through the support of the Kauffman Foundation. It will enable Endeavor to assess the relative influence of a number of the ecosystem indicators, policies and programs. "We have used this innovative approach in more than a dozen cities around the world," said Rhett Morris, the research director for Endeavor. "We are so pleased to be bringing to our own backyard in Upstate New York."

About Launch New York:
The mission of Launch New York, Inc. (Launch NY) is to identify, support, and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising Upstate New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development activities and uses best practices, proven activities of experienced business mentoring, and seed capital investing in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate's entrepreneurship education and programs to a pathway to success via unique proof-of-concept capital and high-quality mentoring support through eighteen experienced local entrepreneurs-in-residence and a national mentor network of 2000 industry, business and investment experts. Launch NY was formed as a result of a collaboration between private and public stakeholders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 600 companies comprising more than 1,500 jobs since starting operations in 2012. For more information, see www.launchny.org.

About The Kauffman Foundation:

The Kauffman Foundation is the most highly recognized philanthropic organization who provides educational resources for U.S. entrepreneurs, works to accelerate metro-area entrepreneurship hubs, and helps support organizations that assist entrepreneurs. The Foundation also works to advance entrepreneurship by providing research-based knowledge to entrepreneurs, policymakers and others. To learn more please visit www.kauffman.org.

About Endeavor and Endeavor Insight:

ENDEAVOR is leading the global high-impact entrepreneurship movement to catalyze long-term economic growth. Over the past fifteen years, Endeavor has selected, mentored, and accelerated the best high-impact entrepreneurs around the world.

ENDEAVOR INSIGHT, Endeavor's research arm, studies high-impact entrepreneurs and their contribution to job creation and economic growth. Its research educates policy makers and practitioners on how to accelerate entrepreneurs' success and support the development of strong entrepreneurship ecosystems. In 2013, Endeavor Insight joined with the Kauffman Foundation and the World Bank to co-found the Global Entrepreneurship Research Network (GERN).