

Sample Startup Ecosystem Audit Template

This tool is for assessing the health and readiness of your city's startup ecosystem

City/Region: _____

Date of Audit: _____

Lead Convening Organization(s): _____

Facilitator or Contact Person: _____

SECTION 1: **Entrepreneurial Community**

Indicator	Status	Notes
Founders and startups are visible and connected to each other	☐ Yes ☐ Somewhat ☐ No	
There is an informal or formal network of entrepreneurs	☐ Yes ☐ Somewhat ☐ No	
Underrepresented entrepreneurs are supported and engaged (e.g., women, BIPOC, veterans, rural)	☐ Yes ☐ Somewhat ☐ No	
Founders can access mentors and peer support	☐ Yes ☐ Somewhat ☐ No	
Local leaders actively celebrate and tell the stories of entrepreneurs	☐ Yes ☐ Somewhat ☐ No	

SECTION 2: Resource & Support Infrastructure

Indicator	Status	Notes
There is a physical space for startups to gather/work (e.g., coworking, innovation hub)	☐ Yes ☐ Somewhat ☐ No	
Incubators or accelerators are available (even if virtual or sector-specific)	☐ Yes ☐ Somewhat ☐ No	
Entrepreneurs have access to legal, accounting, marketing, and business planning help	☐ Yes ☐ Somewhat ☐ No	
Local colleges/universities offer entrepreneurship programming or support	☐ Yes ☐ Somewhat ☐ No	
Support organizations communicate and collaborate (not siloed)	☐ Yes ☐ Somewhat ☐ No	

SECTION 3: Access to Capital

Indicator	Status	Notes
Entrepreneurs know where to go for funding at different stages	☐ Yes ☐ Somewhat ☐ No	

Local banks or CDFIs actively lend to small/startup businesses ☐ Yes ☐ Somewhat ☐ No

Angel investors or informal funding networks are engaged locally ☐ Yes ☐ Somewhat ☐ No

Grant funding is available and accessible to new founders ☐ Yes ☐ Somewhat ☐ No

There is support for financial literacy and investor readiness ☐ Yes ☐ Somewhat ☐ No

SECTION 4: **Culture & Narrative**

Indicator	Status	Notes
Failure is accepted as part of the entrepreneurial journey	☐ Yes ☐ Somewhat ☐ No	
“Startup” is defined broadly (not just tech)	☐ Yes ☐ Somewhat ☐ No	
Local media covers new businesses and founder stories	☐ Yes ☐ Somewhat ☐ No	
Entrepreneurship is seen as a viable career path for youth	☐ Yes ☐ Somewhat ☐ No	
The city celebrates homegrown wins (of all sizes)	☐ Yes ☐ Somewhat ☐ No	

SECTION 5: Policy & Government Support

Indicator	Status	Notes
The city or county has an identified point person or office for entrepreneurship	☐ Yes ☐ Somewhat ☐ No	
Permitting, licensing, and zoning are startup-friendly	☐ Yes ☐ Somewhat ☐ No	
The city engages with entrepreneurs in policymaking or planning	☐ Yes ☐ Somewhat ☐ No	
Procurement policies are inclusive of small/local businesses	☐ Yes ☐ Somewhat ☐ No	
Local government helps convene ecosystem stakeholders	☐ Yes ☐ Somewhat ☐ No	

SECTION 6: Connectivity & Inclusion

Indicator	Status	Notes
Ecosystem stakeholders meet regularly and coordinate efforts	☐ Yes ☐ Somewhat ☐ No	

There are accessible entry points for new entrepreneurs ☐ Yes ☐ Somewhat ☐ No

Efforts are being made to reach historically excluded communities ☐ Yes ☐ Somewhat ☐ No

Translators/interpretation or multilingual materials are available (if needed) ☐ Yes ☐ Somewhat ☐ No

Ecosystem activities are geographically and socially inclusive ☐ Yes ☐ Somewhat ☐ No

SECTION 7: Key Metrics and Indicators (Optional)

You may not have all of these on hand—but start collecting what you can.

Metric	Most Recent Data	Notes
Number of new businesses started annually	_____	
Number of startups receiving local support or services	_____	
Funding awarded to local startups (last 12 months)	_____	

Number of active mentors or advisers _____

Demographic breakdown of entrepreneurs served _____

Priority Gaps & Opportunities

What 3–5 areas need the most immediate attention or investment?

1.

2.

3.

4.

5.

Next Steps & Action Commitments

What will you do in the next 60–90 days to advance your ecosystem?

- Host a stakeholder roundtable
- Build a local founder directory
- Launch a shared resource map

- Convene funders and banks for alignment
- Document and publish local success stories
- Other: _____

Facilitator Notes & Summary Observations

Use this space to reflect on patterns, tensions, and opportunities you heard during the audit.