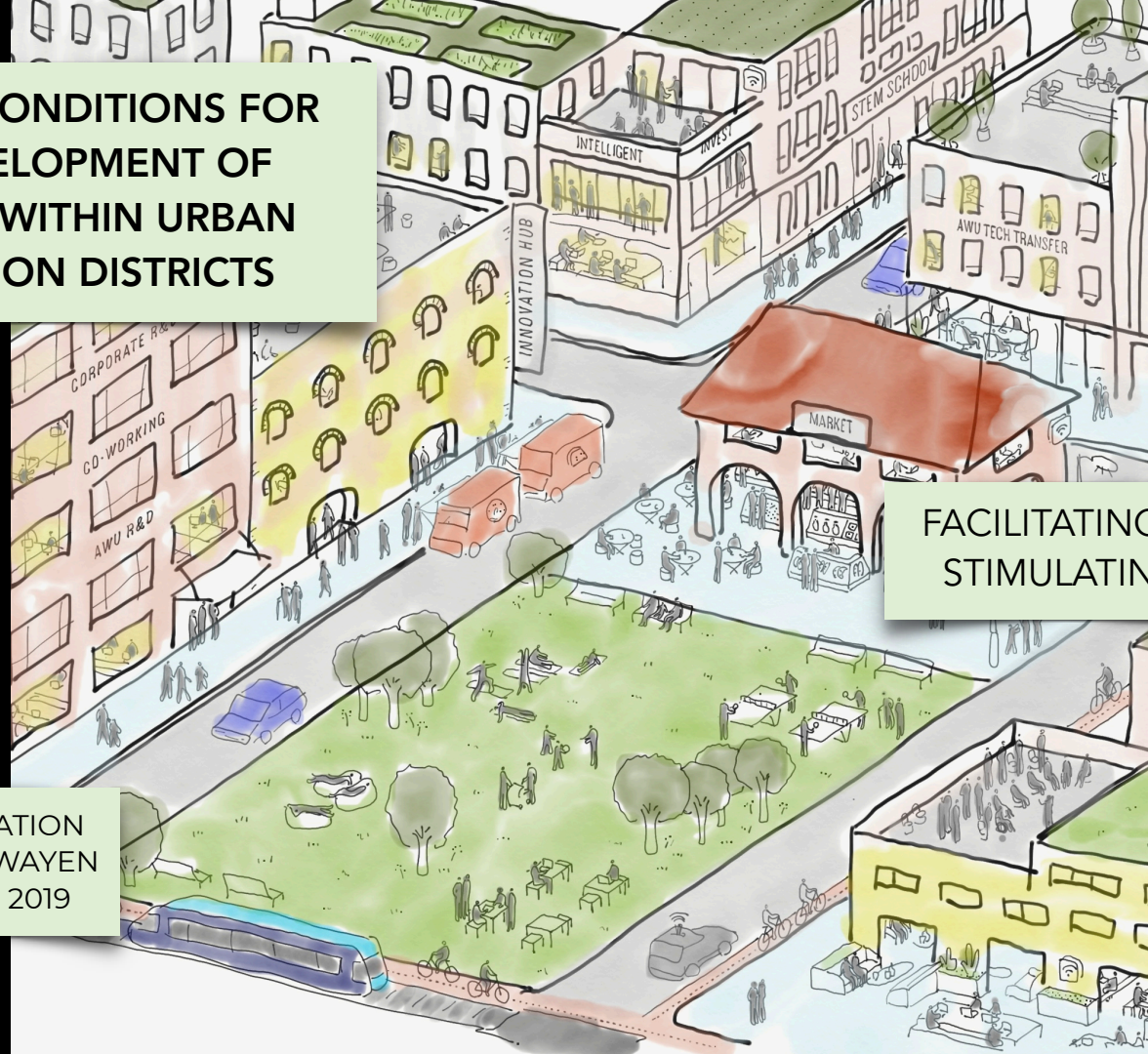


**PHYSICAL CONDITIONS FOR
THE DEVELOPMENT OF
STARTUPS WITHIN URBAN
INNOVATION DISTRICTS**

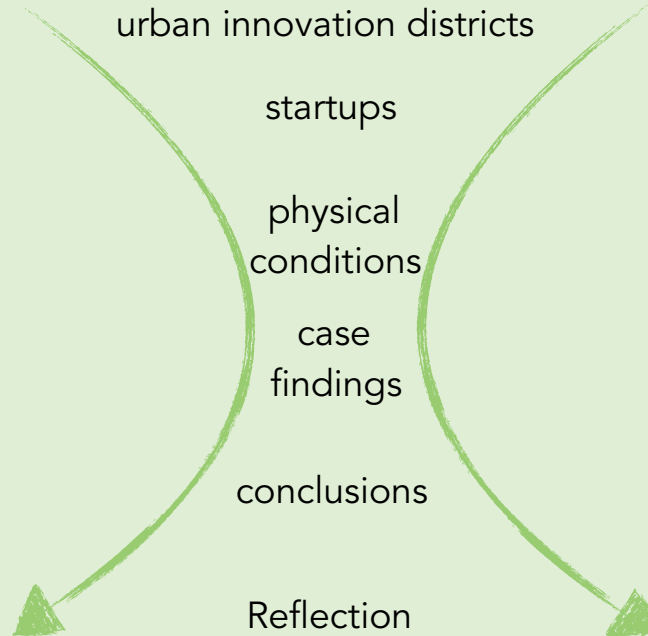


**FACILITATING OR
STIMULATING?**

**P5 PRESENTATION
ARTHUR VERWAYEN
NOVEMBER 2019**

CONTENT

- ▶ introduction
- ▶ methods
- ▶ concepts
- ▶ cases
- ▶ conclusions



URBAN INNOVATION DISTRICTS

▶ definition

geographic areas where leading-edge anchor institutions and companies cluster and connect with *start-ups*, business incubators, and accelerators (Katz & Wagner, 2014)

- ▶ evolved from shift from the industrial economy to knowledge economy
- ▶ altering preferences of where people want to work, live and play



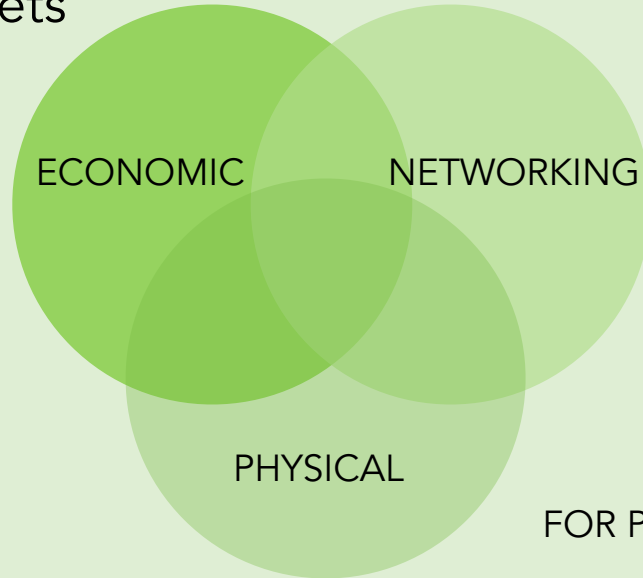
URBAN INNOVATION DISTRICTS

- ▶ physically compact, transit accessible, integrating office, housing and retail
- ▶ answer to ever changing economy
- ▶ used as urban strategy to stimulate economic development and job growth

URBAN INNOVATION DISTRICTS

► consist of three assets

DRIVERS, CULTIVATORS,
NEIGHBOURHOOD
BUILDING AMENITIES



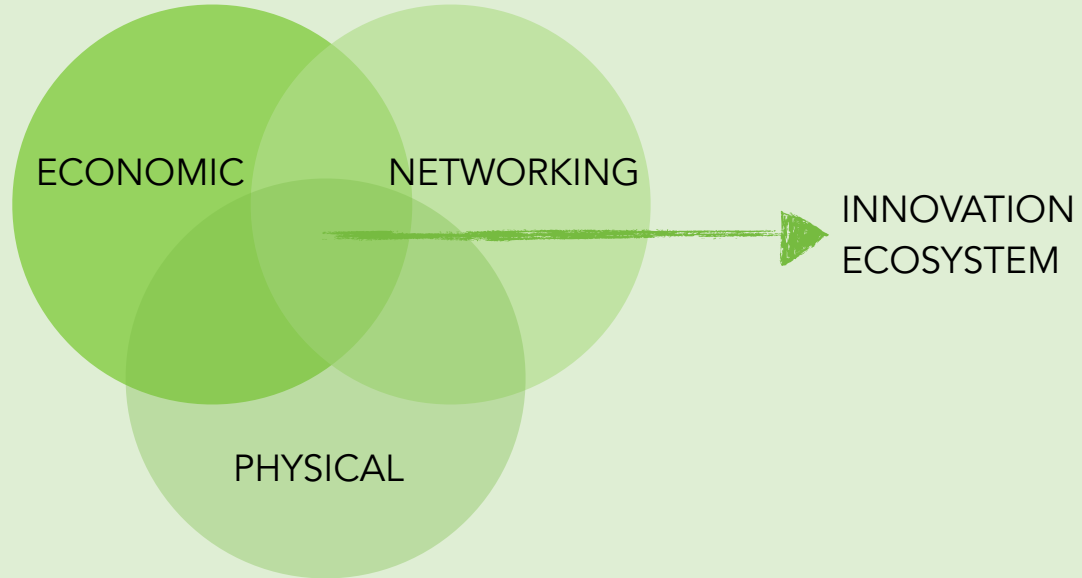
THAT BUILD WEAK TIES &
STRONG TIES

FOR PUBLIC AND PRIVATE REALM

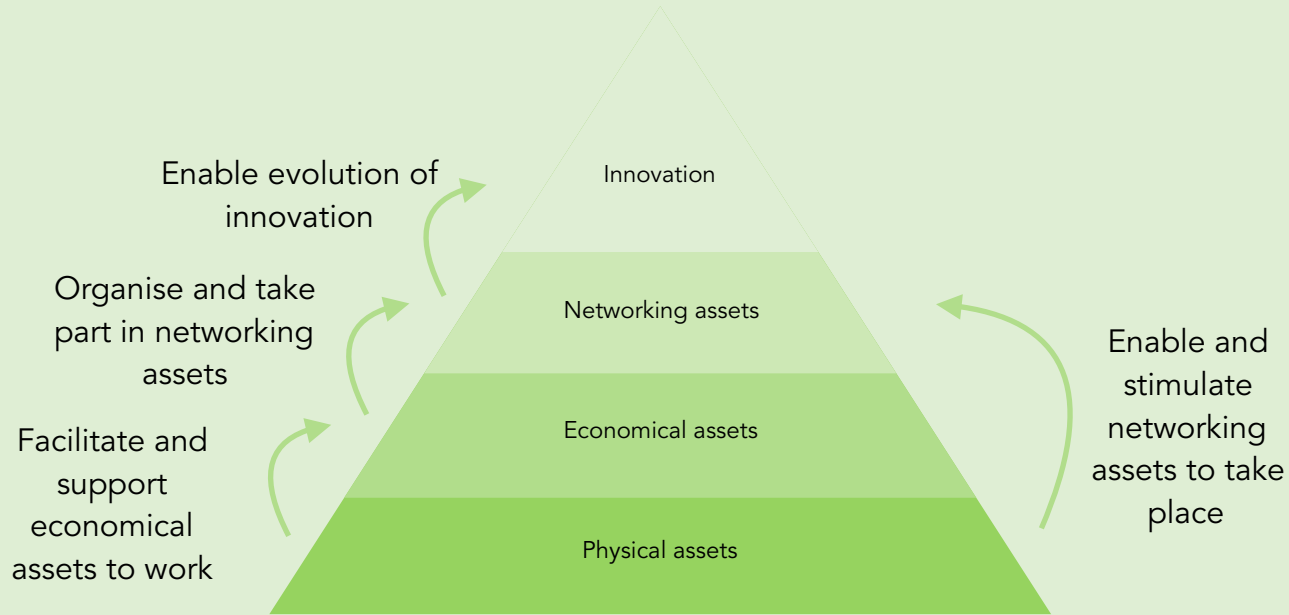
URBAN INNOVATION DISTRICTS

- ▶ **a synergistic relationship between people, firms and place**

(Katz & Wagner, 2014)



URBAN INNOVATION DISTRICTS



FOCUS ON STARTUPS. WHY?

- ▶ drivers of innovation district
- ▶ importance of startups for economic development and job growth
- ▶ often weak and lack resources to do the job

RESEARCH QUESTION

- ▶ how can the physical environment facilitate and stimulate the development of startups within urban innovation districts?

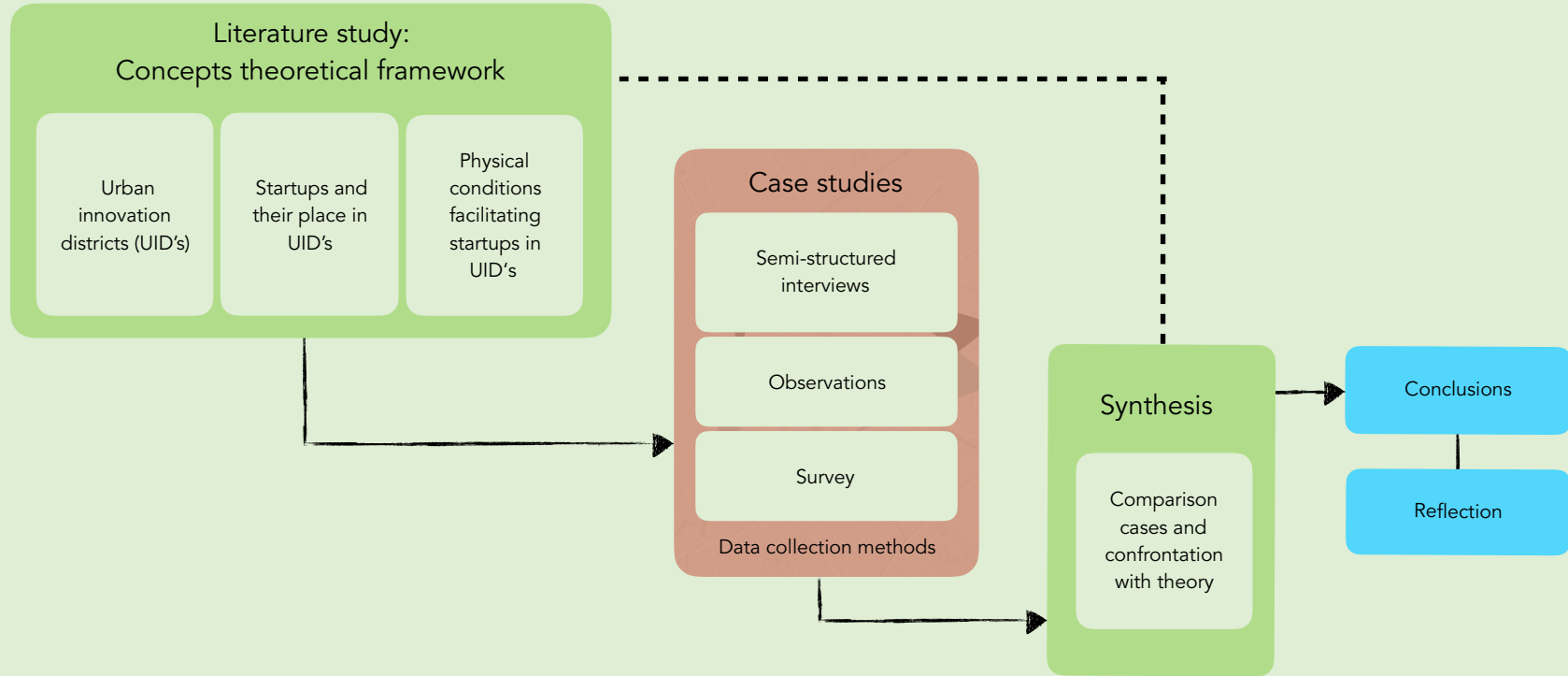
METHODOLOGY

Startup
before you
scaleup

But first
let's
go up!

Equipe
Félicitas

METHODOLOGY



THEORETICAL CONCEPTS



STARTUPS

- ▶ defined as temporary, new, active and independent organisation in search for (scalable) business model (Luger & Koo, 2005; Blank, 2010)



- ▶ three phases: startup-transition-scaling

STARTUPS

► types

Goal / Scalability



(Blank, 2010)

Activity



(Libert, Beck & Wind, 2016)

STARTUPS PLACE IN URBAN INNOVATION DISTRICT

- ▶ needs: physical infrastructure, business support and networking
- ▶ place in district: increasingly organisations having the resources to support in these needs are incubators, accelerators, co-working spaces, multi-tenant office buildings

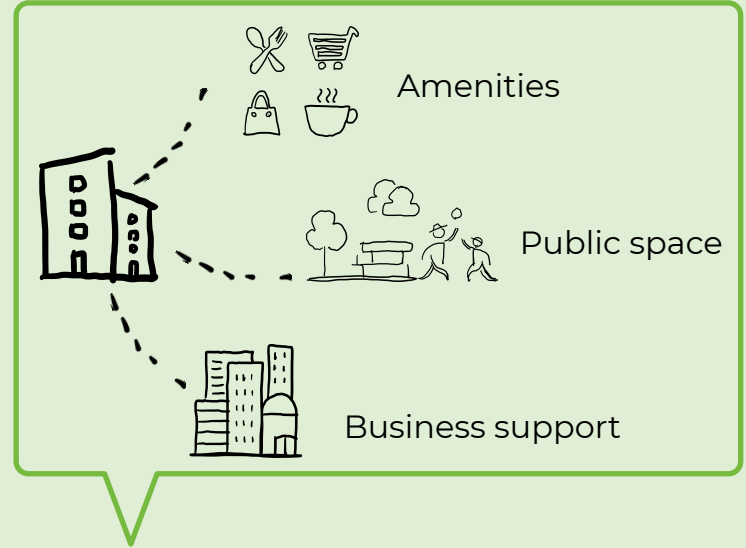
PHYSICAL CONDITIONS



Area level



Accessibility



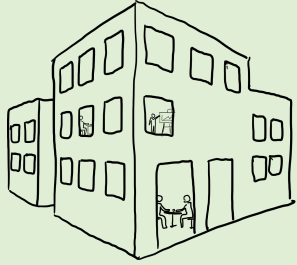
Proximity to

Amenities

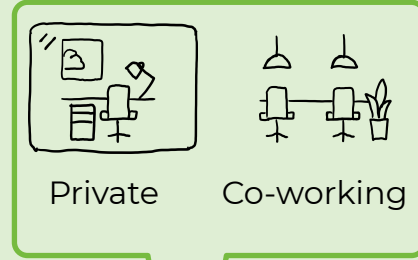
Public space

Business support

PHYSICAL CONDITIONS



Building level



Workspace



Shared facilities
and (social)
spaces



Design for
interaction
floorplan

CASES



THE HAGUE

- ▶ planned central innovation district
- ▶ very good connected national as international
- ▶ potential triple helix
- ▶ enhance competitive position and contribute to safer and fairer world



The Hague Tech, in Beatrixkwartier

- ▶ for profit
- ▶ fee driven



- ▶ IT/TECH focused tenant mix
- ▶ objective: creating community that wants to accelerate adoption of technology in society

Bink36, in Binckhorst

- ▶ for profit
- ▶ fee driven



- ▶ DIVERSE tenant mix
- ▶ objective: profitably rent out office space

QUESTIONS ASKED

- ▶ to what extent are the physical conditions present in the cases?
- ▶ how do these conditions facilitate and stimulate the development of startups?

CONDITIONS AT AREA LEVEL



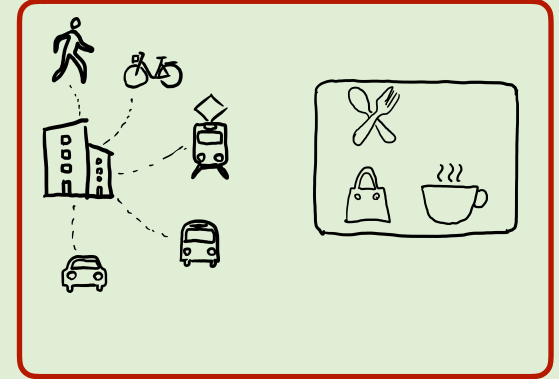
Area level

The Hague Tech



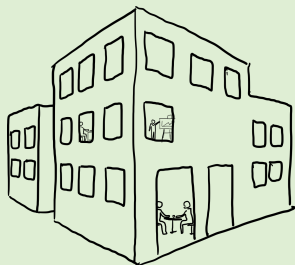
excellent accessibility and proximity to amenities

Bink36

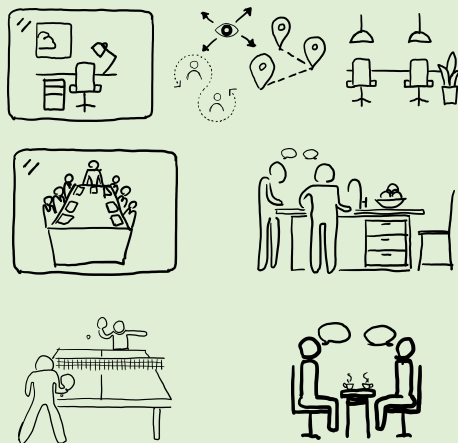
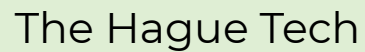


fair accessibility and some amenities in building

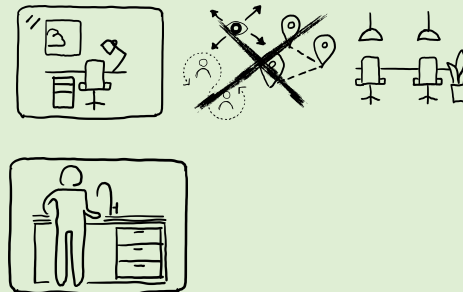
CONDITIONS AT BUILDING LEVEL

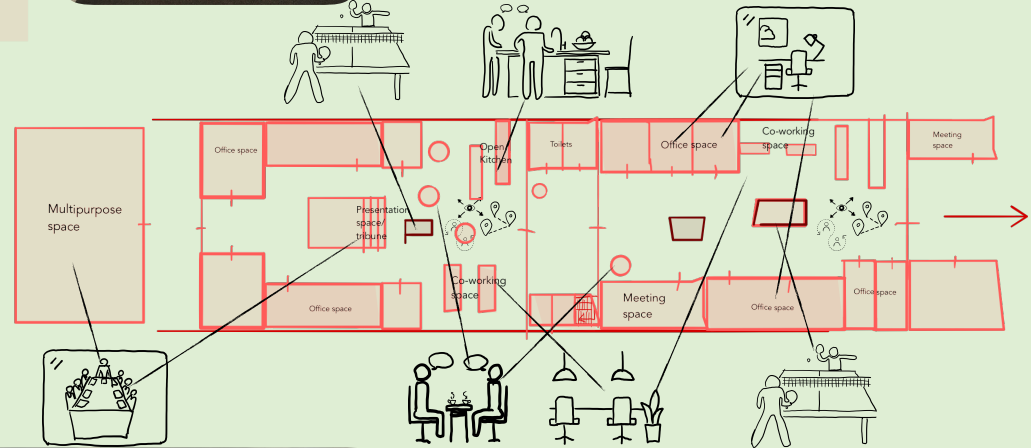
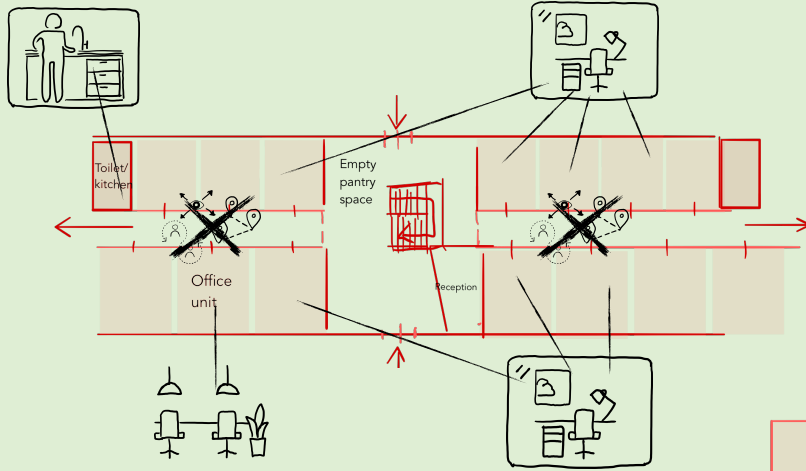


Building level



Bink36





repetitive floorlevel,
blinded walls,
gloomy atmosphere
no interaction



design for interaction
all is shared
open and lively atmosphere
interaction stimulated



CONCLUSIONS

CONCLUSION

- ▶ how can the physical environment facilitate and stimulate the development of startups within urban innovation districts?
- ▶ accessibility
- ▶ affordable and flexible workspaces and basic shared facilities
- ▶ shared spaces for social interaction and events can both facilitate and stimulate if there is a balanced tenant mix
- ▶ design for interaction creates open and welcome atmosphere that stimulates strong and weak ties networking

REFLECTION

- ▶ should we facilitate or stimulate?
- ▶ is the CID actually playing a role?
- ▶ proximity in perspective
- ▶ importance of building level

THANK YOU

QUESTIONS AND
DISCUSSION



-
- ▶ To area managers
 - ▶ In general, focus on generating communities of innovation where office complexes facilitate place for not only startups but also medium sized firms and entrepreneurs and people that have affinity or may have a relevant contribution to the community challenges/field of innovation.
 - ▶ Enhance, when needed, accessibility to these places and between relevant institutions and businesses for optimal connection.
 - ▶ Invest in ecosystem community management at area level to stimulate interconnections between people, businesses and institutions that are working on similar challenges and the joining of events at these communities of innovation.
 - ▶ To multi-tenant building managers
 - ▶ Provide in affordable and flexible contracts for both flex/coworking office spaces and private spaces, but provide them mixed up surrounding common space, so-that common space is always lively.
 - ▶ Design for interaction and shared entertainment/relaxation facilities throughout the building: thus good visibility and transparency, but moreover, work to a welcome and lively atmosphere for the specific tenants.
 - ▶ Provide in shared multipurpose rooms/ presentation/workshops etc where weak and strong ties building events can be hosted and attract and invite startups/ people from various institutions or firms to make use of this spaces.
 - ▶ Manage the tenant mix to be complementary (service providers that can facilitate in startups development) to each other and condition/select them to be open to share knowledge, or have the same goal/ ambition or common ground to contribute to community building.
 - ▶ Provide in a community manager that can facilitate and when needed be adaptive to the needs and opportunities for interaction and knowledge exchange to create synergy and let these be connected with community managers at area level.