

ANDE Ecosystem Snapshots Project: Print Design

Summary

ANDE is seeking proposals to design 6 printable PDFs of 10 – 15 pages each available for download to visualize the ecosystem of support for entrepreneurs in specific cities and countries. The PDFs will be standardized and will alter only with the data that varies per location. Proposals are due by April 23, but we will consider submissions on a rolling basis up until the deadline.

Background

The Aspen Network of Development Entrepreneurs, a program of the Aspen Institute, is a network of over 275 organizations that support entrepreneurs in emerging markets.

In the past two years, ANDE has created nearly a dozen “ecosystem snapshots” that identify organizations that support entrepreneurs in specific cities and countries around the world. These snapshots were developed to represent a moment in time for each geography. They provide local actors insight into the strengths and weaknesses of a given market, help those actors identify potential partners or business opportunities, and improve the support available to entrepreneurs.

To date, ANDE has typically stored this data in excel spreadsheets and created the maps using power point. With funding from DFID’s Impact Programme, ANDE now aims to standardize and professionalize our approach by creating one consistent data collection and display methodology via a custom website which will also host these PDF documents. These documents are the more static, downloadable version of the dynamic visualization of our database via a website that is currently in beta testing. We will share this beta site with the designer for brand consistency.

See examples of current ecosystem snapshots [here](#) (the ones noted “ANDE” are the ones we have created). Some maps were created in a standard PowerPoint template (like this [one](#)), while others were produced with a graphic designer (like this [one](#)).

Objective

A core goal for the Ecosystem Snapshot project is to gain a clear understanding of the actors in each city or country via clearly visualized data with a new front end online display in addition to these downloadable PDFs that can be printed and handed out at in person events. The design of each snapshot should make the data easy to understand, allow users to hone in on the data most relevant to them, and provide useful insights to practitioners. For example, we want funders to allocate their resources to the gaps in the ecosystem that are most clearly identified with these snapshots.

We hope that this design can be used for all of ANDE’s ongoing mapping projects globally going forward to standardize our look and feel and allow more comparison across snapshots. Finally, the maps should be in one central location (they will be hosted on our site that is currently being designed separately), easy to replicate in new markets, and comparable.

Intended Audience

Our priority is for the data to be useful and accessible primarily for organizations who support or are looking to support entrepreneurs in emerging markets.

The document will include information on the project, sponsors of the project, and show user friendly visualizations of data snapshots. ANDE members, and target users, work at corporations, foundations, investment firms, nonprofits, universities, government agencies, or consulting firms. They can access the data to understand general trends, understand their own role in the ecosystem, and assess where need is greatest.

The Data

ANDE is developing a standard data framework that we plan to implement in snapshots across multiple countries and cities. Each snapshot may include data from between 100-400 programs with basic information like HQ country and website, plus more in-depth information based on survey responses from approximately half of those organizations. This in-depth information includes fields like Sector, Stage, Impact Focus, and Program Duration and is the information we would like visualized. The data and type of visualizations we’d like to include are similar to some of those in these examples both from ANDE and other mappings.

Currently, we are conducting six snapshot surveys (City or region level: Johannesburg/Gauteng Region, South Africa, Port Harcourt and Ibadan, Nigeria; Country level: Ghana, Ethiopia, and Rwanda). Ghana and Ethiopia will be completed first and ready for launch in June and the additional four locations will be ready for launch in October.

Based on our past experience with “mapping” projects, we do not intend to use a network map to display data since we find the learning curve for users is challenging, and our data is not structured for network analysis. We prefer the design to enable users to quickly grasp relevant highlights or key take-aways, and then dig deeper to identify specific trends by sector, organization type, etc using the PDFs and the dynamic website being separately created.

While we haven’t seen a site that displays data in the way we are intending to, some of the inspiration for the website portion of this project comes from others’ visualizations, including the following. We will share the beta site with the winner of this bid for PDF production and alignment:

- The Case Foundation’s [Impact Investing Network Map](#)
- Endeavor’s work mapping entrepreneurship networks, for example in [Cairo](#) and [NYC](#)
- The Kauffman Foundation’s work on [data for entrepreneurship](#) at a city and state level

- Startup Genome – although they haven’t created a dynamic display, their [city level](#) research is relevant
- Halcyon Incubator’s [ranking of social enterprise ecosystems](#) in the US

Timeline

Estimated Timeline

- April 23: Proposals due
- April 30: Firm selected and contract signed
- May 1: Project Kickoff
- May 15: First draft of 2 snapshots available for review
- June 1: Final PDF of 2 snapshots complete
- Sept 3: First draft of additional 4 snapshots available for review
- Sept 21: Final PDF of additional 4 snapshots complete

Proposal Requirements

Please submit a brief, 2-3 page proposal that includes:

- An introduction to you or your firm
- A description of your proposed approach
- Estimated cost
- Estimated timeline
- Please also include as an appendix a portfolio of past projects/clients

Email to susannah.ware.eastham@aspeninst.org with the subject line “Ecosystem Snapshots Design Proposal” by April 23.