Measuring Innovation and Entrepreneurship: C2ER Training Program
June 9, 2015
Portland, OR

9:00 AM Welcome and Introductions

9:15 AM Introduction: Why Innovation and Entrepreneurship?
- How do economies grow? Theory and Practice
- Why do innovation and entrepreneurship matter?
- Issues of measurement and practical applications

9:45 AM Benchmarking 101
- What is Benchmarking?
- Why should you do it?
- Existing Products in the Field
- Lessons from Abroad
- Other Issues

10:45 AM BREAK

11:00 AM New Trends in Measuring Entrepreneurship
-Arnobio Morelix, Kauffman Foundation

12:00 PM Lunch Break

1:00 PM What Can You Measure/What Should You Measure?
Review of key metrics in areas, such as:
- Business Dynamism
- Investment Inputs
- Ideas & Innovation
- Quality Human Capital & Productivity
- Digital Connectivity
- Cost of Doing Business
- Idiosyncratic Issues
- OTHERS?

2:30 Other Outstanding Issues
- Accessing data
- Creating an Index
- Scoring
- Communications: Effectively telling Your Story

4:00 Final Thoughts and Closing