

GEN ATLAS: TEMPLATE AND GUIDANCE

Thank you for your interest in contributing to the GEN Atlas – the online compendium of entrepreneurship policies.

This template and tone of voice guidance document exists to help you produce the most effective case study in a format that will be easy for policymakers to digest. Moreover, it will keep our case studies consistent in style and content, making it possible for policymakers to easily compare similar policies from all over the world.

If you have any questions about this document contact Tom Hancock via email at tom@genglobal.org

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tone of voice guidance

1. Write objectively

Do	Don't
The goal of the 2023 digital strategy is to deliver economic growth and transform the living standards of Peruvian citizens.	The 2023 digital strategy is a transformational policy that will deliver economic growth for the people of Peru.

2. Only write in the third person

Do	Don't
The Peruvian government has not published official cost projections, however, reports indicate they are willing to spend at least \$40 million on this project over the next 5 years.	From what I can gather from the limited information available, the Peruvian government is spending at least \$40 million on this project over the next 5 years.

3. Avoid jargon where possible

Do	Don't
The Angel Investor scheme focuses primarily on Return on Investment.	The Angel Investor scheme focuses primarily on ROI.

4. Use active voice over passive voice

Do	Don't
The Peruvian government has eliminated grant funding for startups participating in the program.	A decision has been made by the government of Peru to eliminate the grant funding aspect of the program.

5. Introduce acronyms with their full title

Do	Don't
The Women's Economic Accelerator (WEA) for the first reference, followed by WEA for all subsequent references.	Don't mix and match throughout the text

6. Remember target audience

Do	Don't
Write with policymakers from other countries in mind. Explain anything specific to your national context or institutions. Embed links to anything that might require more context to understand.	Don't assume they will understand the context of your countries political system.

7. Try keep sentences shorter

Do	Don't
Consider breaking sentences over 25 words into two.	Don't make it harder for readers to digest information by over using commas.

8. Keep bullet point lists short

Do	Don't
Use bullet points to make information easier to digest for the reader	Don't overuse bullet points with lists longer than 5-6 bullet points

9. The simplest option is normally best

Do	Don't
Using the simplest possible language means you will be understood by the maximum number of people. The goal of Atlas is to spread ideas globally so, when possible, try and make it easier for people to read.	Don't use overly complicated words when a simpler option is available.

10. Default to what you would say out loud

Do	Don't
Read your writing out loud. If it makes sense spoken out loud, it will make sense to readers too.	Don't feel pressure to write like an academic.

Atlas Resource

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1. Title + one sentence summary
Please provide a public title for this entry (e.g. "Goa Startup Policy 2020" or "Scale-up Mentoring Program"). If the title of the program or policy is in a language other than English, please provide both the name in the native language and the English translation. Please provide a one sentence summary of the program.
<i>Write here.</i>

2. Policy/program aims and objectives (maximum 250 words)
• State concisely what the goal of the policy is and any additional objectives that have been cited by policy makers. • Explain further the specific situation or barriers to entrepreneurship that this policy is trying to overcome. You can include context specific to the country or city your case study relates to.
<i>Write here.</i>

3. How does the policy/program work? (approximately 350 words)

Describe exactly how this intervention is seeking to change aspects of the ecosystem? What are the core policies involved?

Please include/consider the following:

- Summarize the policy tools being employed
- Explain how the policy tool(s) will affect change e.g what support is being offered to startups and how will it solve challenges they face
- If the program has multiple strands, please outline the different parts separately
- If the policy relates to reform of an existing system please explain what the previous system was (for example if the policy is tax relief for startups, include what the tax rate was previously).
- Include information relating to who the policy applies to. For example, if it is for grant funding include eligibility and selection criteria.
- If the policy relates to training or mentoring, please include details of the courses available if possible.
- If the policy relates to funding, how much can startups typically apply for?

Write here.

4. How much does the policy/program cost? (maximum 100 words)

- If possible, please provide the overall cost of the program (annual cost and/or total since formation).
- Provide information about the funding source of the policy/program. Is it state funded, or privately funded? Do startups contribute to the cost through fees?
- If the policy is tax change have the government made any attempts to project how much the changes have cost or saved them?

Write here.

5. How was the policy/program implemented? (maximum 300 words)

- Provide information about how the policy was implemented
- Which agencies implemented the policy/program?
- Did implementation require extra staff or expertise to be implemented? If so, how were they trained?
- Which advisors or leaders have been key in introducing, designing, or implementing this intervention? (provide full name, position and organisation, and if possible, hyperlink to GEN profile or LinkedIn account)
- What year was the policy introduced?
- What was the timeline for the policy? Include bullet points with key dates relating to the policy/program's introduction, approval, adjustments, milestones, or ending

Write here.

6. What impact has the policy/program had? (maximum 300 words)

Please provide available information that demonstrates evidence of results. Remember to include dates associated with evidence and please consider the types of evidence listed below:

- **Level 1** (Participation/activity): at the very least the policymakers should track how many entrepreneurs/startups have participated in the program or benefited from the policy, also consider activity metrics such as events hosted, cohorts run, and training sessions held etc
- **Level 2** (Outcomes): Policymakers may have evidence that they hit specific goals that they had set such as number of course graduates going on to start a business, number of products successfully developed, number of relocations, costs saved for startups, number of new investors etc
- **Level 3** (wider impact): Policymakers may cite economic stats relating to the policy/program such as increased investment, GVA, job creation, survival rates, business creation, increased exports etc
- **Level 4** (proof of impact): can policymakers prove their policy directly impacted economic performance? Here we are looking for control groups and similar evaluation methods.
- If the policy/program is too recent to have impact data published, have policymakers provided information on how they plan to evaluate success?

Write here.

7. Limitations and lessons for the future (maximum 300 words)

This portal is a learning resource. Users learn as much from failures as successes. Please include here any negative feedback, issues with the policy/program that have been overcome and useful lessons for policymakers more broadly.

Write here.

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