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Strategies for the Development and Consolidation of Startups in the Colombian Entrepreneurial Ecosystem

Estrategias para el desarrollo y consolidación de startups en el ecosistema emprendedor colombiano

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Abstract

To foster economic development and innovation in Colombia, it is essential to strengthen its entrepreneurial ecosystem. In this context, startups play a key role in driving job creation, digital transformation, and business competitiveness; however, they face serious challenges related to managing their workforce, accessing financing, and ensuring the viability of their business models. The purpose of this study was to propose strategies for the development and consolidation of startups within Colombia's entrepreneurial ecosystem. Methodologically, a quantitative and cross-sectional approach was adopted, based on a survey of startups across various productive sectors in the country. The findings indicated that 60.4% of startups have participated in acceleration or incubation programs, demonstrating that they value specialized support. Furthermore, collaboration with support networks, talent development, financial management, and innovation were identified as strategic pillars. Based on these findings, a comprehensive model of strategies is proposed that promotes training, sustainability, cooperation among ecosystem participants, and digital transformation. The study sheds light on the dynamics of entrepreneurship in Colombia and provides a practical guide for designing policies and actions that foster the expansion of startups and their impact on the country's economic progress.

Keywords: startups, entrepreneurship, entrepreneurial ecosystem.

Resumen

Para el desarrollo de la economía y la innovación en Colombia, es fundamental potenciar su ecosistema emprendedor. En este contexto, las startups desempeñan un papel clave al impulsar la generación de empleo, la transformación digital y la competitividad empresarial; no obstante, afrontan serios retos vinculados con la administración de su talento humano, el acceso a financiamiento y la viabilidad de sus modelos de negocio. El propósito de este estudio fue proponer estrategias para el desarrollo y consolidación de startups en el ecosistema emprendedor colombiano. Metodológicamente, se adoptó un enfoque cuantitativo y transversal, desde la aplicación de una encuesta a startups de distintos sectores productivos del país. Los hallazgos indicaron que el 60,4 % de las startups ha tomado parte en programas destinados a la aceleración o incubación, lo cual demuestra que valoran el apoyo especializado. Además, la articulación con redes de apoyo, la capacitación del talento, la gestión financiera y la innovación se definieron como ejes estratégicos. A raíz de estos descubrimientos, se sugiere un modelo completo de estrategias que fomenta la capacitación, la sostenibilidad, la cooperación entre los participantes del ecosistema y la transformación digital. El estudio vislumbra las dinámicas del emprendimiento en Colombia y proporciona una guía práctica para diseñar políticas y acciones que potencien la expansión de las empresas emergentes y su efecto sobre el progreso económico del país.

Palabras clave: startups, emprendimiento, ecosistema emprendedor.

Introduction

In Colombia, the entrepreneurial ecosystem has experienced significant growth over the past ten years, driven by supportive public policies, the rise of the digital economy, and growing interest from domestic and foreign investors. However, during their first five years of operation, the country's startups faced a high business failure rate due to factors such as limited access to adequate financing, weaknesses in administrative management, a lack of sustainable business models, a lack of scaling strategies, and restrictions on entering foreign markets (Global Entrepreneurship Monitor [GEM] Colombia, 2024). Various studies by the Ministry of Commerce, Industry, and Tourism, as well as reports from entities such as Innpulsa Colombia, indicate that more than 70% of startups do not survive beyond five years, which constitutes an obstacle to strengthening the country's innovative economy (Innpulsa Colombia & EyS Soluciones, 2019).

A crucial factor in this problem is the difficulty startups face in accessing financing mechanisms that meet their specific needs. Compared to conventional companies,

startups require venture capital in their early stages, which means these are investments with a high degree of uncertainty and risk (Blank & Dorf, 2012). In Colombia, although venture capital funds and angel investor networks have emerged, the availability of these types of resources remains limited compared to other regional ecosystems, such as those in Mexico, Chile, or Brazil (CAF, 2021). As a result, many startups rely on their own resources or bank loans that are not intended to support high-risk companies, which limits their opportunities for expansion.

Many Colombian entrepreneurs possess extensive technical and creative skills; however, they lack training in fundamental areas such as financial management, team leadership, strategic planning, or digital marketing (Younes Velosa et al., 2023). This situation leads to poor decision-making and difficulties in developing sustainable business models capable of withstanding the competitive dynamics of the market. These limitations are exacerbated by the lack of specialized support during the acceleration and incubation phases, creating a gap that directly impacts startups' opportunities for consolidation.

The limited scalability of startups is another problem. A large number of Colombian startups focus on serving regional or local markets, without firm plans to expand to other parts of the country or to international markets. This is due, in part, to a lack of strategies for internationalization, a lack of ties to foreign entrepreneurial ecosystems, and the government's failure to provide support for companies to integrate into global value networks. This situation contrasts with what is happening in countries such as Chile, where programs like Start-Up Chile have helped the country become a regional model for attracting and fostering the growth of startups (Corfo, 2025).

Colombian startups also face a critical obstacle in the form of excessive red tape and regulatory hurdles. For entrepreneurs, the process of formalizing a business, incorporating a company, and complying with legal obligations can be complicated and costly, which often leads to business informality. Although regulatory progress has been made—such as Law 2069 of 2020 (the Entrepreneurship Law)—bureaucratic obstacles remain that limit the speed and efficiency with which new businesses can be established and benefit from government programs or tax incentives.

Despite the presence of accelerators, incubators, government programs, universities, and investment funds, coordination among these stakeholders remains weak. The lack of cooperation and a joint strategy leads to duplication of efforts, wasted resources, and limited synergy. This situation hinders the ability to create a

comprehensive and cohesive environment that supports entrepreneurs from the moment they conceive their project until their company is established and grows.

In Colombia, unlike other ecosystems such as those in Israel or the United States—where failure is considered part of the entrepreneurial learning process—a negative perspective prevails that stigmatizes those who fail to establish their companies. This diminishes entrepreneurs' resilience to persevere in the long term and discourages entrepreneurial renewal. The lack of access to international innovation and knowledge networks also restricts opportunities for growth. The lack of ties to international accelerators, multinational companies, or global technology hubs limits the innovation capacity and competitiveness of many startups in Colombia.

The gap between Colombia's entrepreneurial potential—reflected in the rise of innovative projects and initiatives—and the structural conditions that hinder their consolidation is the main problem. Despite efforts by the government and the private sector to foster entrepreneurship, many of these initiatives lack a comprehensive strategic vision that promotes not only the creation of startups but also their consolidation, growth, and long-term market viability. This reveals a disconnect between Colombia's entrepreneurial capacity and the success of the measures taken to ensure its long-term development and sustainability.

Given the above, this research aims to answer the following question: What strategies should be implemented for the development and consolidation of startups within the Colombian entrepreneurial ecosystem? In this regard, it is necessary to develop a conceptual framework for the entrepreneurial ecosystem and startups, identify the main difficulties, barriers, and limitations that startups face at different stages of their development, and evaluate the relevance and applicability of these strategies in the Colombian context.

The entrepreneurial ecosystem has been described as a complex network in which economic, political, social, and cultural elements interact, thereby facilitating the emergence and strengthening of new companies (Spigel, 2017). According to Isenberg (2011), this concept encompasses aspects such as culture, support networks, financing, public policies, and human capital, which together define the vitality of entrepreneurship in a region. Stam and van de Ven (2021) argue, in turn, that entrepreneurial ecosystems are open and dynamic systems in which interactions among actors are just as important as the amount of available resources.

As for startups, they have been designed as temporary entities focused on creating business models that are scalable, replicable, and innovative (Blank & Dorf, 2012). Blank (2022) argues that the defining characteristic of a startup is not based solely on its size, but also on its ability to validate market hypotheses and adapt quickly to demand. Audretsch et al. (2020) also note that startups foster social and technological innovation, making them strategic participants in any entrepreneurial ecosystem.

According to Spigel (2017), this approach combines a systemic perspective on innovation with frameworks for local economic development. Likewise, Cavallo et al. (2019) note that understanding entrepreneurship from an ecosystem perspective helps overcome linear views that limited it to the individual actions of the entrepreneur; therefore, ecosystem theory provides a comprehensive perspective that identifies the interdependence among various actors and contextual factors (López-Rodríguez et al., 2022).

Tactics for the growth and consolidation of startups are understood as deliberate arrangements that facilitate the establishment of adaptive advantages in highly uncertain scenarios, combining internal resources with external conditions. According to the dynamic capabilities perspective, the primary focus is on identifying opportunities, coordinating resources, and constantly reconfiguring them in order to maintain competitive performance (Teece, 2007). From a systemic perspective, strategic success depends on internal design and adaptation to the institutions and actors within the entrepreneurial ecosystem (López-Rodríguez et al., 2021).

According to Ries (2011), strategy—from a lean perspective—is an iterative process that involves formulating hypotheses, testing them, and pivoting until product-market and problem-solution fit are achieved. Furthermore, the logic of effectuation suggests starting with available resources, collaborating with stakeholders, and managing acceptable losses rather than expected profits (Sarasvathy, 2001). During the discovery and market launch phase, customer development positions customer validation as the central pillar of strategic design (Minola et al., 2021), in line with approaches that emphasize the co-evolution of technology and entrepreneurship (Eisenman et al., 2020).

Open innovation has established itself as a strategic pathway for gaining knowledge, accelerating learning cycles, and sharing development risks. From this perspective, cooperation with universities, companies, and other ecosystem actors enables the exploration of opportunities that extend beyond the boundaries of the company (Chesbrough, 2020). According to Weiblen & Krogh (2020), collaborations between

startups and corporations are valuable if they enable the activation of complementary capabilities, access to customers, and the potential for scaling. Furthermore, it has been observed that the orchestration of entrepreneurial networks and communities strengthens reputational and relational resources that are vital during growth stages (Cavallo et al., 2019).

In the realm of strategic financing, the literature distinguishes hybrid approaches that combine corporate venture capital (CVC), venture capital, seed capital, and bootstrapping, based on validation milestones and risk (Kerr et al., 2014). The stage-based approach (milestone-based financing) aims to align the cost of capital with progress in development, thereby reducing the information asymmetries typical of startups (Cumming & Johan, 2017). To transform funding into sustainable development, it is recommended to diversify sources (competitive grants, venture debt, and public-private co-investment) and strengthen internal financial capacities in emerging ecosystems (Eisenman et al., 2020).

The literature highlights the shift from “search” to “execution” through the inclusion of actionable metrics, cycles of continuous improvement, and portfolio design that maintains a balance between exploitation and exploration (Blank & Dorf, 2012). Sustainable growth is also contingent on alignment among the revenue model, channels, customer acquisition and retention costs, as well as platform governance and complementarities when required by strategy (Minola et al., 2021).

Entrepreneurial human capital and leadership serve as strategic pillars of consolidation, given that experience, cognitive diversity, and learning abilities influence the quality of decisions made under ambiguity. From a resource-based view, talent and organizational routines constitute resources that are difficult to imitate and underpin persistent advantages (Spigel, 2017). Evidence suggests that teams with complementary capabilities, clear governance, and a culture of feedback support better scaling processes (Cavallo et al., 2019). These considerations align with the role of universities and intermediary organizations in developing competencies and networks (Teece, 2007).

Methodology

This research was conducted with a descriptive scope, which, according to Creswell and Creswell (2021), is an appropriate approach when it is necessary to “obtain

quantifiable information about the behaviors or perceptions of a population at a specific point in time” (p. 147). A quantitative approach was used, as it aims to collect, analyze, and systematize numerical data in order to precisely determine the main factors and obstacles affecting the growth and consolidation of startups in Colombia.

The study population consisted of Colombian entrepreneurs who have launched startups within their companies and who are actively involved in the country’s entrepreneurial ecosystem. The sample was selected through non-probabilistic convenience sampling, taking into account the possibility of reaching entrepreneurs involved in incubation or acceleration programs, or those registered on support platforms such as Innpulsa and chambers of commerce. The parameters considered in determining the sample were as follows: a 5% margin of error, a 95% confidence level, and a 50% coefficient of positive and negative variability. This resulted in a sample of 385 data points.

The data collection instrument for this analysis was a survey, which was divided into three components: informed consent, company profiling, and questions to develop the proposed strategies. The research took into account compliance with essential ethical principles that ensure the protection, transparency, and respect of participants.

Results

Thirty-two percent of the companies have been in operation for between 1 and 3 years, indicating that there is a significant number of startups in an early phase of consolidation within the Colombian entrepreneurial ecosystem. Startups that have been in operation for more than five years account for 31%, indicating a significant number of companies that have managed to sustain themselves and expand over time. These results show a balanced ratio between established and emerging startups, pointing to an ecosystem with a variety of levels of business maturity and experience.

Twenty-eight percent of the companies—the majority—secure funding through angel investors. This highlights the importance of this type of support in the early stages of business growth. Second, 27% of startups reported obtaining funding through bank loans, indicating a tendency to seek traditional financial resources. In contrast, only 13% obtain venture capital, while 16% benefit from government programs and 17% use their own resources to sustain their operations. Despite the existence of various

financing options, the results indicate that Colombian startups continue to rely heavily on private capital and credit, with venture capital and institutional support still making a limited contribution.

The results show that 56.5% of the companies reported having created or implemented innovation strategies. Meanwhile, the remaining 43.5% indicated they had not done so thus far. These data show that more than half of the participating businesses focus on innovation as a way to differentiate themselves and remain competitive. However, the fact that a significant portion of startups has not yet implemented innovative strategies highlights the urgent need to strengthen research, development, and continuous improvement capabilities within Colombia's entrepreneurial ecosystem.

The data indicates that 71.5% of companies have used external resources for financing, in contrast to the 28.5% that reported not having implemented this type of strategy. It is evident that most Colombian startups view external financing as an essential tool for fostering their growth, scaling their operations, and consolidating their market position. However, the percentage of companies that have not yet accessed these types of resources indicates that there are limitations or barriers to accessing capital, which underscores the importance of promoting policies and procedures that enable the financing of innovative entrepreneurship in the country.

According to the data collected, 73.7% of startups report agreeing or strongly agreeing that they develop innovative processes; meanwhile, 15.9% remain neutral, and 10.4% disagree. This result shows that most startups identify innovation as a key driver for improving their value proposition and standing out in the market. The ongoing implementation of procedures aimed at optimizing or improving products and services facilitates a more effective response to customer demands, in addition to increasing competitiveness compared to other industry players. However, the group that has not yet established these processes could increase its growth potential by implementing procedures that foster applied research, creativity, and continuous improvement—essential components for adapting to changes in the business environment and maintaining their position over time.

Evidence shows that most startups recognize how important it is to incorporate technological solutions to improve internal planning, control, and decision-making. The use of digital tools enables task automation, real-time data analysis, and improved internal communication. This results in more effective and adaptable management that is in line with current trends in the business environment. However,

the group that has not yet fully integrated these tools could increase its competitiveness by advancing the implementation of digital systems that help optimize productivity, operational efficiency, and the ability to respond to market challenges.

According to the data, 72.7% of startups agree or strongly agree with this statement; 22.7% are neutral, and only 4.7% disagree. Overall, these figures demonstrate that most startups understand the strategic importance of allocating resources to technological solutions, tools, and infrastructure, as these help increase productivity, streamline processes, and strengthen competitive advantages in highly competitive markets.

83.3% of startups believe that investors are essential to their development, as they agree with this statement to some extent; in contrast, only a small proportion disagree. These findings indicate that external financial support is considered a key factor in accelerating progress, expanding operations, and capitalizing on new market opportunities, particularly during the early stages when internal resources are scarce.

The findings of the study make it possible to identify a series of strategic dimensions that explain how startups develop and establish themselves within Colombia's entrepreneurial ecosystem. Analysis of the collected data reveals five key areas of action: access to financing, forming strategic alliances, sustainability and social responsibility, talent management, and digital transformation. The ability of startups to grow is determined, collectively, by these technological, human, financial, and managerial factors.

Talent management emerges as the most crucial aspect, as 88.5% of the surveyed startups reported that they implement strategies aimed at hiring, retaining, and training their teams. This finding indicates that entrepreneurs view human capital not only as an operational resource but also as a key element for fostering innovation, productivity, and the sustainability of their companies. In this context, suggested strategies include ongoing training programs, incentive structures, and professional development, as well as fostering a collaborative organizational culture. Metrics such as the number of hours each employee receives training, talent retention rates, and job satisfaction levels can be used to measure their impact.

Second, digital transformation is a fundamental element for remaining competitive, particularly in areas such as e-commerce (26%), professional services (27%), and technology/software (31%). In these sectors, the adoption of technological tools and

the digitization of processes are crucial for optimizing operational efficiency. The use of management software, cloud platforms, and data-driven solutions enhances startups' ability to adapt to market changes. Among the most important indicators related to this dimension are the degree of process digitization, the ratio of technology investment to revenue, and the reduction in operational lead times. The goals are focused on achieving 70% automation of essential processes and a 20% increase in efficiency.

The findings indicate that, from a financial standpoint, challenges remain in ensuring economic sustainability and access to capital. Although startups are aware of the importance of securing funding, access to venture capital, and external investors, a lack of liquidity and the absence of specialized investment channels pose ongoing barriers. Therefore, strategies are suggested to diversify funding sources, including public funds, private investment, and crowdfunding, as well as strict financial planning. In this regard, key indicators include revenue growth rate, total capital raised, and current ratio. The targets for these are a current ratio greater than 1.2 and an annual increase of 25%.

Fourth, corporate social responsibility (CSR) and sustainability are becoming an increasingly important aspect of Colombian startups. The findings indicate a growing awareness of the urgency to implement sustainable projects and practices with social impact—not only in response to environmental demands but also as an opportunity to differentiate themselves competitively. Corporate reputation is strengthened, and more responsible business practices are fostered through strategies such as waste reduction, effective resource management, and the inclusion of goals that have a direct impact on society. Progress can be tracked using indicators such as reduced energy consumption, the number of sustainable initiatives launched, and the number of people benefiting from social or environmental programs.

Forming strategic alliances is considered an emerging growth strategy. Although the results show that 50.5% of companies have not formed alliances, the difference from the percentage of those that have (49.5%) is minimal. This points to a positive trend toward integration and collaboration with other participants in the entrepreneurial ecosystem. Startups that partner with educational institutions, companies in their sector, mentoring programs, and accelerators (60.4% of the total) have access to opportunities for international expansion, resources, and knowledge.

The indicators used to assess the impact of this aspect include the number of formal partnerships, participation in events or networks related to the entrepreneurship, and

the percentage of sales in foreign markets, with targets aimed at achieving a minimum of five active partnerships and a 15% international share of sales.

Taken together, these five dimensions constitute a comprehensive strategic model for the consolidation of startups in Colombia. In this model, human talent serves as the central pillar; technology acts as a catalyst for competitiveness; sustainability is regarded as a core value; financing is viewed as a driver of growth; and partnerships are seen as a platform for expansion. Coherent coordination forms the foundation for strengthening the maturity of emerging companies and their continued presence in the national entrepreneurial ecosystem.

Table 1

Key Strategies for Strengthening Startups in the Colombian Entrepreneurial Ecosystem.

Strategic Dimension	General Description	Main Objective/Approach
Human Capital Management	Fosters entrepreneurial leadership, employee retention, and ongoing training	Drive innovation at the organizational level and enhance team skills
Digital Transformation	Promotes the implementation of technological tools and the digitization of internal processes.	Increase competitiveness and operational efficiency in digital contexts.
Financial Management and Access to Capital	Incorporates strategies for accessing public funding, venture capital, and private investment.	Ensure economic sustainability and support business growth.
Sustainability and Strategic Alliances	Promotes the formation of collaborative networks, sustainability— , and environmental—and social responsibility.	Foster collaboration among ecosystem stakeholders, the company' reputation, and its international expansion.

Source: Prepared by the author

Conclusions

The empirical findings of this study are largely aligned with theoretical perspectives on strengthening startups within entrepreneurial ecosystems. According to Eisenmann et al. (2020), the results show that the maturity of the Colombian ecosystem is determined by the interaction between economic, technological, and human elements. The resource-based view, as proposed by Isenberg (2011), holds that human capital is a driver of innovation and growth. In this regard, the fact that a large majority of startups (88.5%) implement strategies to manage human talent supports this idea. In this context, the results show that startups in Colombia view their workforce as a strategic resource rather than merely an operational one. This is consistent with Obi & Uche's (2020) observations regarding the importance of strengthening entrepreneurial competencies and learning networks, including continuous training, employee retention, and a collaborative culture.

Ries's (2011) perspective—that digitization, experimentation, and validated learning are essential for agile growth—is confirmed by the technological dimension observed, particularly in the areas of e-commerce, professional services, and technology. The tendency of the surveyed startups toward modernizing procedures and implementing digital tools aligns with the argument put forward by Teece (2007), who asserts that not only does the product provide a competitive advantage, but so does the ability to adapt the business model in terms of technology and design. Therefore, the empirical findings confirm that digital transformation is a crucial strategy for scalability, sustainability, and positioning within Colombia's entrepreneurial ecosystem.

The findings on sustainability, access to financing, and strategic partnerships partially align with what the literature has indicated; however, the findings show that 50.5% of startups have not yet formed formal partnerships, which points to a lack of coordination within the ecosystem. Nevertheless, the growing interest among Colombian startups in implementing policies related to sustainability and social responsibility aligns with the trends mentioned by Cavallo et al. (2019), demonstrating a shift toward more resilient, cooperative, and responsible business models.

Overall, the results suggest that Colombia's entrepreneurship ecosystem is making gradual progress toward consolidation, based on coordination among stakeholders in the public, private, and academic sectors. The analysis demonstrated that the

strengthening of startups depends on a combination of technological, human, financial, and sustainability factors, which confirms the relevance of the proposed strategies. These dimensions are consistent with the theoretical frameworks analyzed, particularly the perspectives of entrepreneurial ecosystems and dynamic capabilities, which emphasize adaptability, organizational learning, and collaboration as pillars of business growth.

With regard to the national ecosystem, it can be stated that Colombia has conditions conducive to the formation of startups in the service and technology sectors, which are driven by increasing access to mentoring programs and incubators. However, structural challenges related to human talent management, financing, and limited interaction among regional stakeholders persist.

Furthermore, it is confirmed that a shortage of financial resources, limited managerial experience, and instability within work teams are the most significant barriers to establishing startups. Therefore, the most effective strategies involve ongoing training, the adoption of digital technologies, and expanding sources of financing.

The suggested strategies are relevant and feasible in the Colombian context, as they combine international knowledge with local specificities. Cooperation among institutions, sustainability, technological innovation, and talent management stand out as strategic foundations that have the potential to increase the competitiveness of the national ecosystem if they are sustained and expanded. Overall, the findings show that startups depend not only on their environment to grow stronger but also on their ability to develop internal capabilities aligned with a collaborative and sustainable approach to growth.

It is recommended that future research analyze in greater depth the role of artificial intelligence (AI) as a factor that is transforming business management and entrepreneurship models. Advances in these technologies are changing the way decisions are made, products are created, and interactions with customers take place, which raises new challenges related to ethics, labor, and sustainability. Examining how artificial intelligence transforms innovation, leadership, and organizational learning processes will help us understand the skills needed by startups in the near future.

Furthermore, by analyzing its impact on job creation, productivity, and competitiveness, it will be possible to establish a more appropriate direction for policies and training programs in line with the demands of the digital environment.

The data collection process via the survey was one of the main obstacles encountered in this research. Although all the responses necessary for the analysis were successfully collected, securing the participation of entrepreneurs proved to be a demanding process due to the geographic dispersion of the startups, the participants' time constraints, and the need for coordination to ensure their cooperation. These situations highlight the operational challenges that often arise in research focused on the entrepreneurial ecosystem.

It is essential that the university, the faculty, and the academic program continue to promote research on the entrepreneurial ecosystem and how startups contribute to national economic progress. It is crucial to consolidate this field of study to understand the dynamics of innovation, financing, and sustainability that characterize the current business landscape.

Likewise, colleagues and future researchers are invited to continue exploring this topic from novel perspectives and using innovative methods, including technological, social, and environmental aspects that contribute to a better understanding of the phenomenon. If these studies continue, university research will establish itself as a bridge linking the productive sector and society with the academic world, which in turn will strengthen the shared commitment to the country's sustainable development and innovation.

Based on the findings, it is recommended that strategies for supporting and monitoring startups in the Colombian business environment be strengthened, particularly with regard to human talent management and access to resources for funding. It is crucial that academic, public, and private institutions continue to promote mentoring, training, and advisory programs that support the long-term sustainability of projects and the development of entrepreneurial skills. Likewise, it is recommended to promote initiatives that enable startups to progress toward consolidation and growth phases by facilitating access to investment networks and seed capital.

It is advisable to strengthen coordination among ecosystem participants—government, companies, universities, incubators, and accelerators—to foster a collaborative environment that drives business growth and innovation. Creating stable spaces for entrepreneurs to exchange experiences and knowledge would facilitate the transfer of best practices and the creation of synergies that strengthen the sector's competitiveness. These measures would help startups establish

themselves as agents of economic and social change in the country, while also improving the conditions of the current ecosystem.

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