



Hatch Enterprise

Impact Report

2021-22

Charity Registration No. 1161801
Company Registration No. 08648338
(England and Wales)



Hatch 



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Recognition for our work



The Problem

We recognise that talent is equally distributed across society but opportunities are not. Too many people are unfairly prevented from realising their entrepreneurial potential to positively impact their own lives, the lives of others in their community and wider society. We're working to change that.

Our Vision

To create an inclusive ecosystem where everyone has access to the power of entrepreneurship to create a fair economy, strong communities, and a better world

Our Mission

We support underrepresented entrepreneurs to imagine, launch and grow sustainable and impactful businesses through tailored support, community and partnerships.

Our Values



We are inherently experimental



We believe in human potential



We create meaningful connections



We are committed to achieving equity

Since 2014, we've supported close to 8,000 UK entrepreneurs to flourish, building a vibrant network of partners, funders and investors who share our vision in the process.

What we do

We're committed to building a fairer society by helping develop entrepreneurs' skills, knowledge and confidence through our unique programmes designed by entrepreneurs for entrepreneurs. We're not typical of the third sector. Although we're a charity, we think and act like a business.

Hatch's strategic objectives through to 2025-26

Increasing reach:

Delivering more enterprise support to more founders.

Deepening impact:

Delivering targeted new programmes & initiatives leveraging our partners' support to meet our founders' needs, and increase our impact.

Strategic partnerships that keep Hatch founders at the heart:

More engaged, strategic, multi-year funding partnerships that are highly aligned to Hatch's mission and deliver maximum benefit to our founders.

Prove and improve:

Invest in Hatch's internal systems, data and knowledge building to better manage, communicate and increase the impact of Hatch's work.

Prioritising people:

An inclusive culture that supports, values and celebrates every team member's personal and professional contribution, development and success.

Our Theory of Change

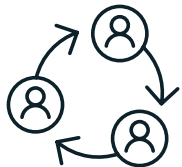
Our Mission

Empower underrepresented entrepreneurs to imagine, launch and grow sustainable and impactful businesses through tailored support, community and partnerships.

Inputs



Funding and Partnerships



Community and Networks



Expertise

Activities



Cohort Programmes

- Hackathons
- Launchpads
- Incubators
- Accelerators



Community Support

- Mentoring and expert consulting
- Peer networking
- Events
- One-to-one Skilled volunteering
- Clinics
- Creation and sharing of resources

Outcomes



Entrepreneur

- Strengthened business and management skills
- Confidence in the future, resilience and self-care
- Improved connections and access to resources and support



Enterprise

- Business growth and sustainability
- Increase in impactful businesses
- Improved employment opportunities
- Increase in representation, diversity and inclusion



Eco-system

- Increased understanding of community needs
- Increase in accessible and effective enterprise support
- Change in policies, attitudes and behaviours across wider network

Our Vision



An inclusive ecosystem where everyone has access to the power of entrepreneurship to create a fair economy, strong communities, and a better world.



Welcome

With a global pandemic still in full swing and the early signs of the cost of living crisis rearing its head at the start of 2022, the second full year of our five year strategy saw us, like many others, working to a challenging set of social, economic and environmental circumstances.

Our efforts to support underrepresented UK entrepreneurs to imagine, launch and grow sustainable and impactful businesses proved to be as vital as ever. In 2021-22, we delivered enterprise support to 744 underrepresented founders, more than 500 through our community programme alone, with more people than ever (230) taking part in our Launchpad, Incubator and Accelerator programmes. In all, there were 19 cohorts of founders, almost 50% more than in 2020-21.

It means that since 2014, Hatch has now supported more than 6,700 founders through our support programmes, of which 1,079 through our longer-term cohort based programmes alone.

What's become clear is that it's better when enterprise support organisations like ourselves come together, talk with one voice, share best practice and do more to support founders collectively. We're fortunate to have helped bring together more than 40 such organisations to form the Collective Leadership Group. Elsewhere, we continued to build strong partnerships with our strategic partners and excitingly, we will be launching the Hatch Fund in autumn 2022 as a response to the ongoing challenge of accessing finance for so many of our founders.

Hatch doubled its income over the year, a feat made possible thanks to the generous support of our partners and funders, and we invested in our team, becoming one of the busiest enterprise support organisations in the country.

We hope entrepreneurship can continue to help address some of the biggest societal challenges and believe in the mentality that 'If you want to go fast, go alone, if you want to go far, go together'. We'd love to hear from you if you'd like to join us on our journey.

Dirk Bischof,

Founder and Chief Executive of Hatch Enterprise

Since Hatch started:



6700+

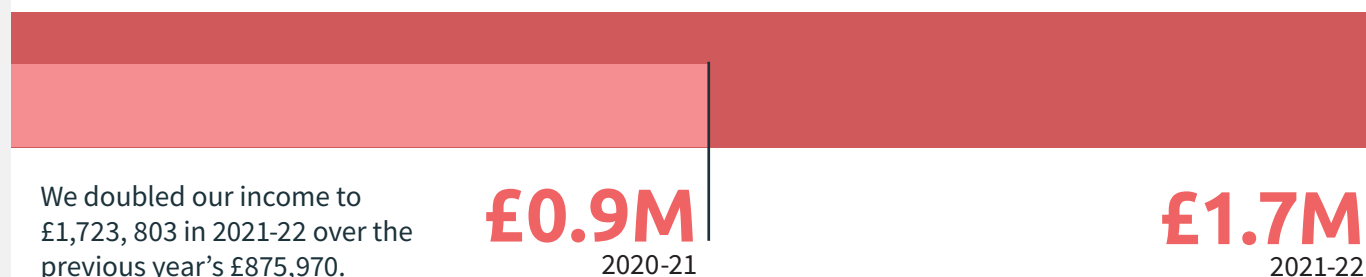
The number of UK founders we've supported through our cohort and community programmes to date.



1070+

Total number of founders supported through our cohort programmes.

Year at a glance



Community Events and Activities

514

Number of founders supported through our community events and activities.



120+

The number of founders who received peer-to-peer mentoring or one-to-one skilled volunteering from an expert.



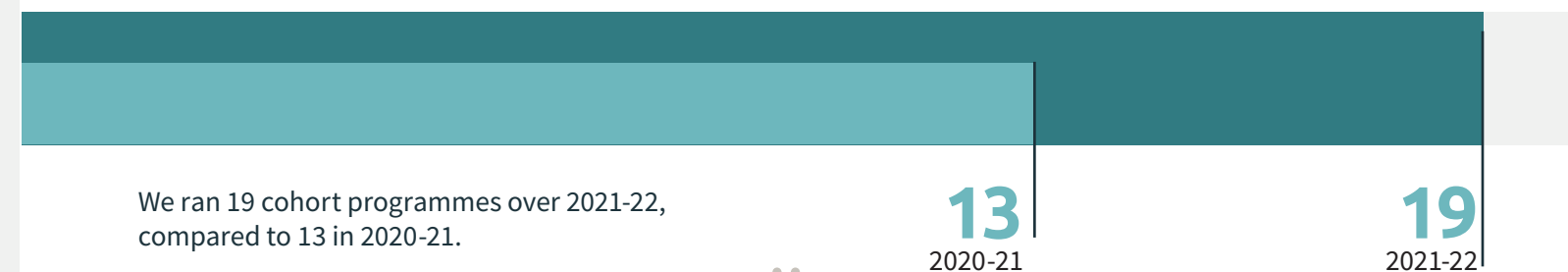
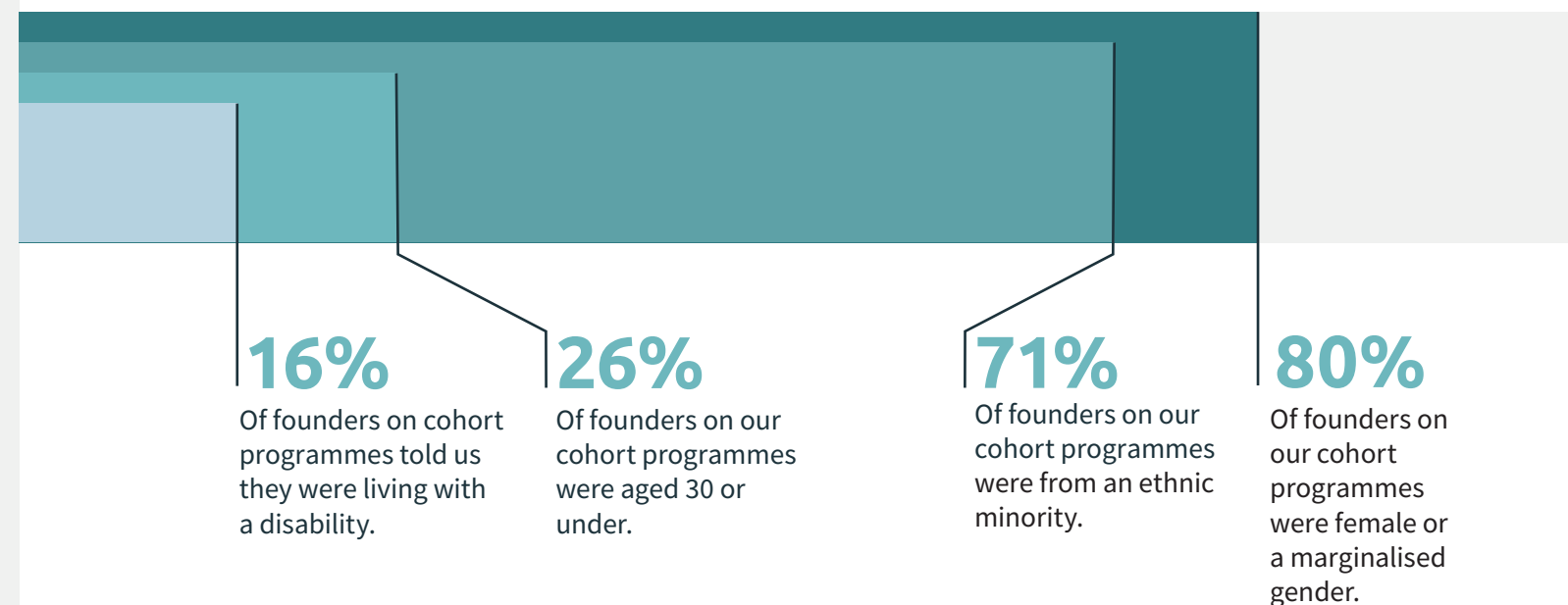
30

The number of community events we ran for founders.

Cohort Programmes

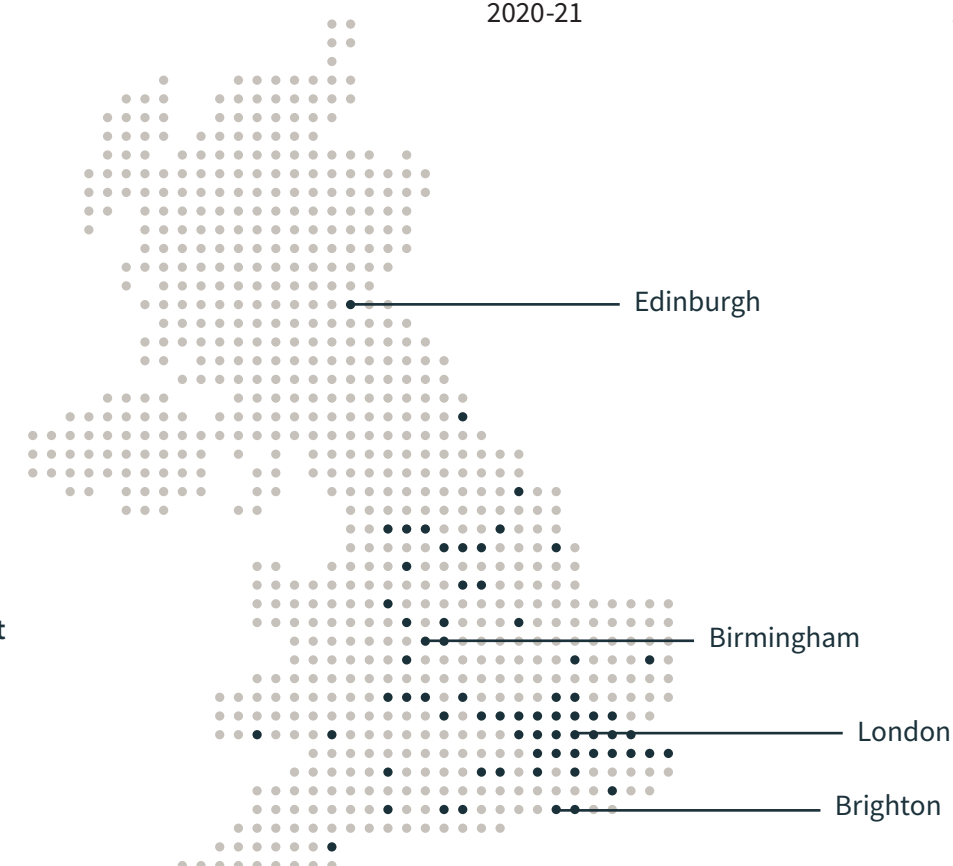
230

The number of founders supported through our cohort programmes.



27%

Of founders on our cohort programmes were based outside of London.



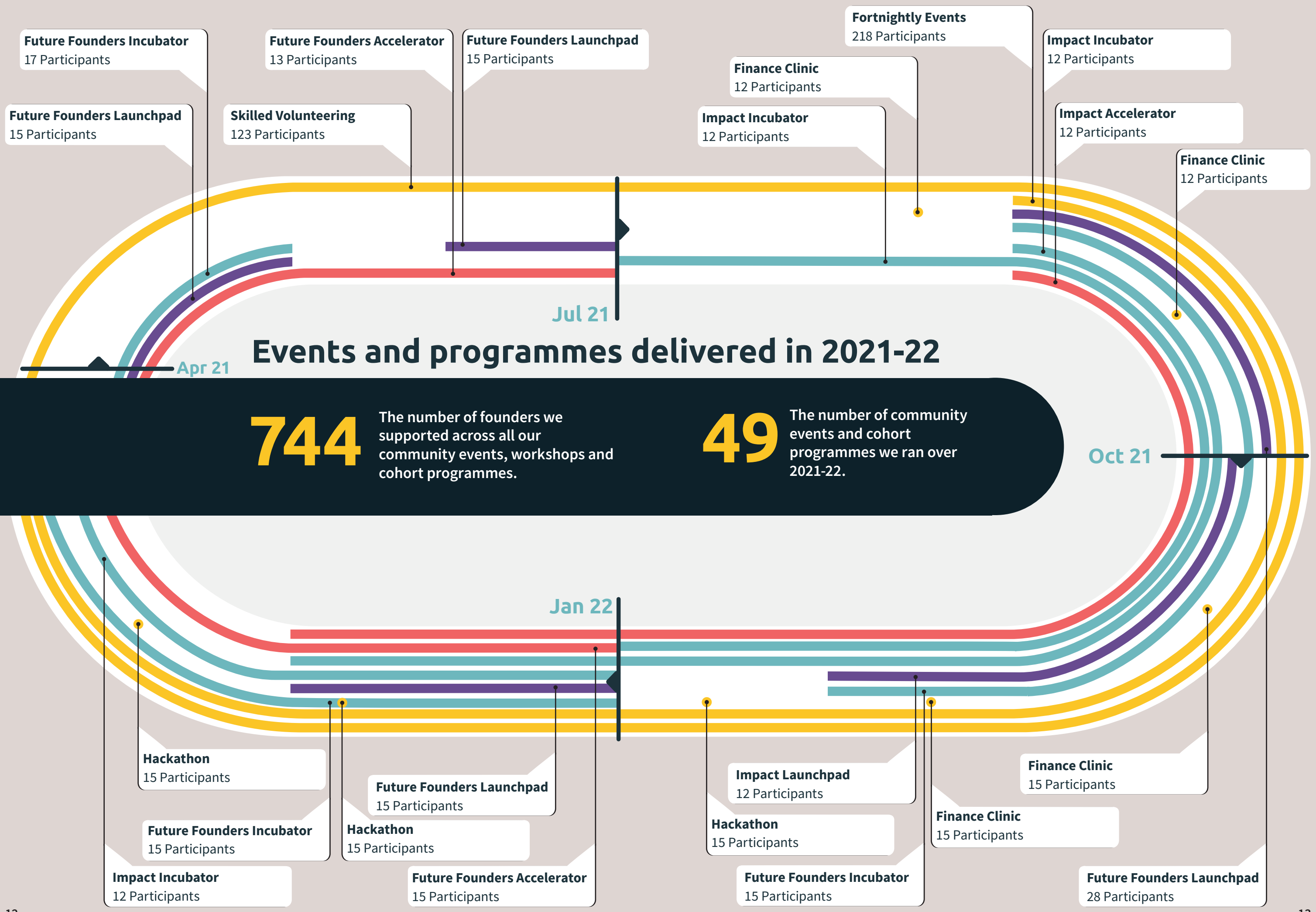
Events and programmes delivered in 2021-22

744

The number of founders we supported across all our community events, workshops and cohort programmes.

49

The number of community events and cohort programmes we ran over 2021-22.



How we support underrepresented founders in the UK

We support founders in the UK through two main ways:

Cohort programmes

Hackathon, Launchpad, Incubator and Accelerator programmes which provide tailored support for founders at every stage of their entrepreneurship journey, from the idea stage (Hackathons and Launchpads), to start-up stage (Incubators), through to growing and scaling an organisation or business (Accelerators).

Increasingly our support prioritises founders from all parts of society, which very much includes those from underrepresented backgrounds, such as women and other marginalised genders, disabled entrepreneurs or founders who are Black, Asian or from an ethnic minority. The majority of founders we support run a business that has some form of social or environmental mission, and every programme is co-designed with the founders who are on it, meaning every cohort is tailored to allow them to tackle their most pressing business challenges.

Community programmes

An ever evolving and broad range of support for founders alongside an annual programme of public events that are open to everyone.

This includes our one-to-one skilled volunteering programme, now known as our one-to-one consultations programme, where entrepreneurs share a business challenge and receive expert advice and support from a specialist volunteer, masterclasses, networking events, panel discussions and talks, pitch practice days and a successful peer mentoring programme, where early-stage impact founders are paired with more experienced entrepreneurs for tailored advice for their businesses.



Section 1:

Cohort programmes

Over the course of 2021-22, we supported a total of 230 founders through our Hackathons, Launchpads, Incubators and Accelerators, with more founders than ever going through Hatch's longer-term support programmes.

That wasn't the only difference. In light of the ongoing pandemic, we continued to deliver our support digitally to founders right across the UK, building on the foundations set in 2020-21. The changes in accessibility further extended our reach to support people who previously may have been restricted by geography, cost, time or had caring responsibilities or physical access needs. We're proud that founders on our cohort programmes joined us from the length and breadth of the UK, from Edinburgh and Kingston upon Hull to Didworthy in South Devon and Bognor Regis.

Nearly eight in 10 founders on our cohort programmes were women or from a marginalised gender, with over two thirds (71%) coming from an ethnic minority background. One in four founders (27%) supported through cohort programmes were based outside of London.

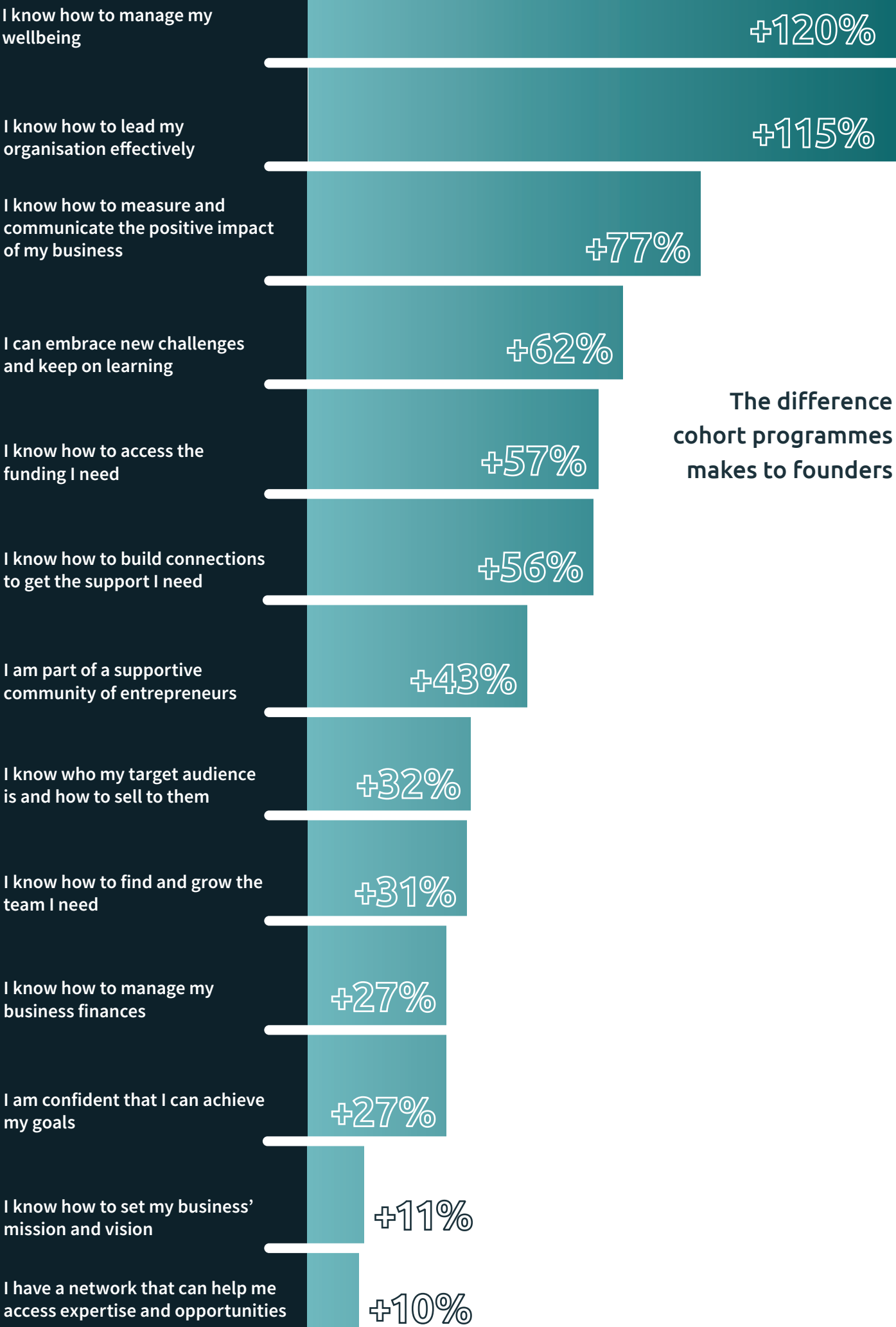
Across all of our support programmes, when we asked founders about the areas of knowledge and expertise that they felt had seen the biggest improvements before and after completing a Hatch programme, these were:

- The founder having the ability to manage their wellbeing, up by 120%
- The founder feeling they now had the skills and ability to lead their organisation effectively, up by 115%
- Having the skills and knowledge to measure and communicate their organisation's impact, which saw an increase of 77%

“ Change and improvement were at the heart of our team's activities last year, ensuring that we continued to evolve our offer of support in line with our programme principles. We focused on increasing the accessibility of our programmes, deepening our impact, and continuing to ensure our delivery was led by our founders' needs by co-designing the content with participants in each cohort.

Joanna Hamer,

Head of Cohort Programmes at Hatch



In all, we delivered 19 cohort programmes to founders, a sizeable increase from the 13 we delivered in 2020-21.

We also merged the two streams of support we previously had - Future Founders (for underrepresented entrepreneurs) and Impact (for those businesses with a social or environmental mission) programmes - realising that the majority of entrepreneurs we support are both underrepresented and working on an idea or business that aims to have a positive impact in the world. Now all of Hatch's programmes support founders who face structural barriers to starting and growing their business, and/or have a social or environmental mission.

By streamlining the two programmes in this way, not only is it a clearer support offering to founders, we believe it helps make sure all our programmes are working towards the same Hatch mission of building a better world through entrepreneurship.

The businesses that we were able to support included a company using the power of play to diversify health and wellness, a mobile pop-up bar serving alcohol-free drinks to sober and sober curious people in a safe location, a platform that connects tailors and seamstresses to local customers, and a provider of workshops on Black British female history for schools.

The year also saw us actively seek out and work with a broader range of experts and facilitators to broaden and deepen the expert content we deliver to founders. We launched our first ever Hackathons, new pre-Launchpad 'taster sessions' for people to shape and help define what their business idea could be.

These programmes are now firmly established and a part of the Hatch offering to founders. Growing our offering to early-stage founders through peer mentoring also meant the chance to talk to and learn from our more experienced entrepreneurs who are further down the line and happy to share their knowledge and give back. In all, we were able to support more than 120 founders through our peer mentoring and one-to-one Skilled Volunteering programmes.

Supporting founders during the early stages of their business

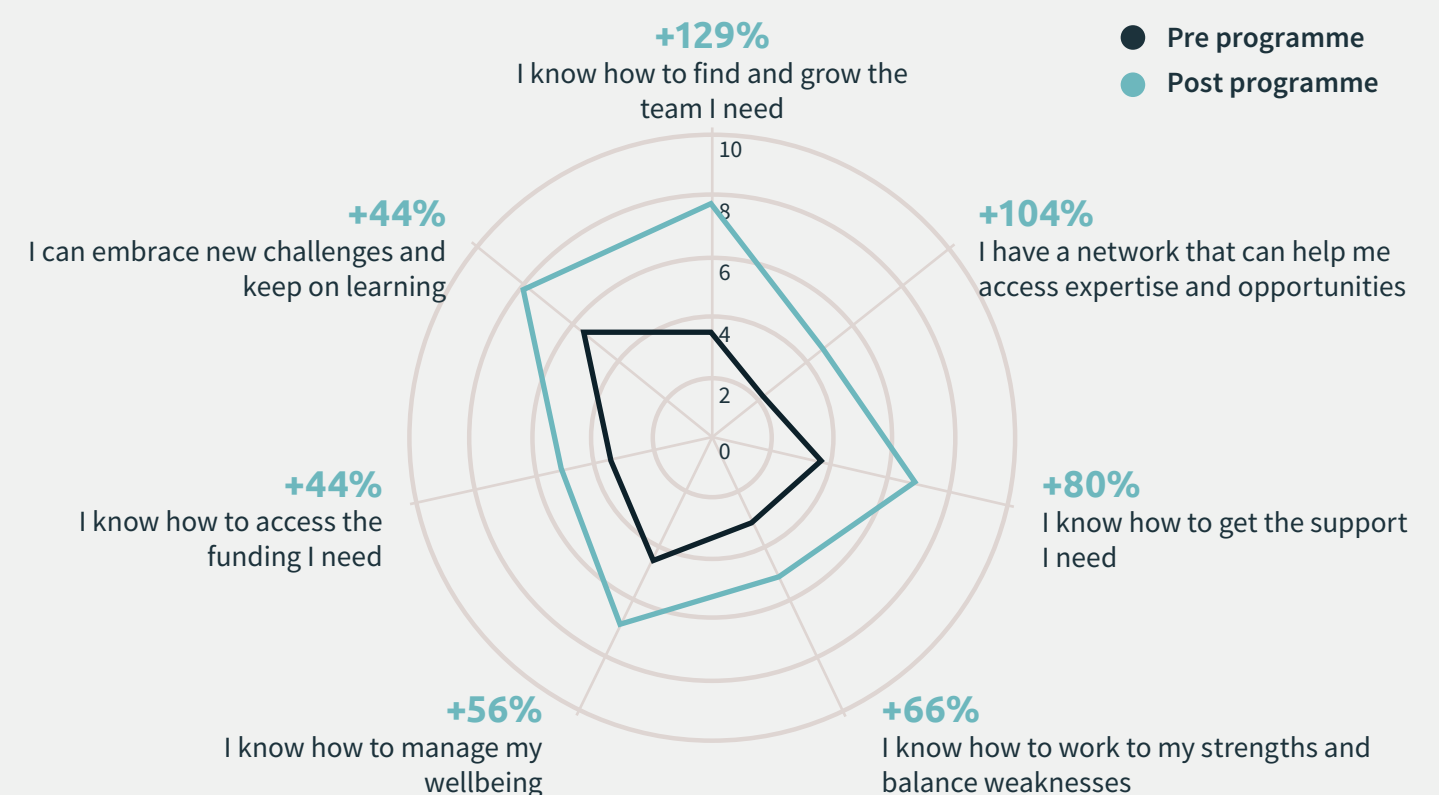
Over the course of the year, we supported 119 founders in the UK through our Hackathons and Launchpads, helping businesses to take shape and make those crucial opening steps to get off the ground.

Starting a business is hard, made even more so when there is little access to expertise, funding and networks. With the launch of our first Hackathon in 2021, founders had a new safe space to bounce ideas off other people, test them, learn, fail and try again, building those practical business skills in the process. Over the year, we saw how having this support was benefitting founders who were still very early on in their journeys.

For the founders who completed a Launchpad programme at Hatch, they told us that:

- They felt more able to find and grow a team (up 129%)
- They had improved their ability to build connections to find and get support (up 80%) for them and their business.
- Their ability to embrace challenges and keep on learning improved (up 40%).

What difference did we make to early stage founders who took part in our Launchpads? The following outcomes star shows the self-reported scores from founders across business areas before and after taking part in a Launchpad:





“ I loved being on the Launchpad so much and I’m so grateful that it gave me both a huge amount of business knowledge and the practical energy boost to do what I needed to.

Basia Giezek is an intuitive energy healer, founder and coach who would like to help women who have experienced traumatic childbirth. She’s also keen to create a platform that brings together healers and practitioners who could help refugee women. In January 2022, she joined one of Hatch’s Launchpad programmes.

‘My weakest elements before I started was around business knowledge, finance and law. I remember that first launchpad session and that feeling of being so overwhelmed and intimidated, but sharing my thoughts and feelings really helped. Simply knowing I wasn’t the only one in that position was very reassuring, and I was able to relax after that.

I came to realise that starting a business can’t all be done in one day, that you need yin and yang. I had the qualifications and the idea, but needed practical business support. I’m an introvert, so I naturally want to do things by myself. But having that community of people around you to learn from and be inspired by was amazing.

I don’t like public speaking, but I decided to challenge myself when it came to the demo day at the end of the Launchpad. It was a great exercise, and I’m grateful to the panel of friendly dragons for coming in and giving their expertise, knowledge and time to support us in that group. I’d done public speaking before, but this was very different and now I know what to focus on and how to approach it.

I met an incredible community of kind and supportive people and our group of founders is still very much in touch through an active WhatsApp group. What’s more, I now have a business buddy, who I meet every Friday, talk about work and say what we’re going to do next week. It’s a good push and a way to hold ourselves accountable for what we want to do.

Since the Launchpad finished, I’ve been signing up to Hatch’s events and making some new contacts to add to my network. I’ve managed to find people to test my service on, and that’s down to the knowledge I got and the connections I made from being on the Launchpad.

After Hatch’s grant writing workshop, I booked a one-to-one volunteering session with the expert Fabricio, and got some really useful guidance on the application process. It meant I was able to submit a business plan and finance spreadsheets and apply for a grant that supports women, ethnic minorities and young people to start their businesses. If I get it I’m going to use it to cover the basics that I need to get my project off the ground and allow me to start trading.

I’d describe Hatch as being very welcoming and warm, it’s just a great space to learn and be included. I’ve got so much respect for the team at Hatch who are juggling the organisation of the programme and just making sure founders get everything they need.’

Basia Giezek,
founder of Basia G

Launchpad, January 2022

“ Hatch has got a real family feel to it. The expert-led sessions were amazing, really valuable stuff and I always came away from weekend group discussions feeling energised and glad I’d done them.

Creative Kin is a creative production company where we make podcasts that punch above their weight for small and mid-sized brands with big ambitions. Our mission is to level the playing field for smaller brands. What often happens is a brand or a company has something to say, they’ve got good people and content, but just need a bit of help with their production and editorial standards to create something that’s going to punch through and talk to their target audience.

‘In October 2021, I left the BBC after a very long career at a senior level at BBC World Service. When I encountered Hatch at the end of 2021, I’d left my job and taken the studio space and I was getting myself set up. But there was just this avalanche of ‘stuff’ - needing a CRM, social media, spreadsheets, a business plan, it was completely overwhelming. I came across Hatch because I was exploring business incubators as potential markets for Creative Kin.

I saw the programme and I thought to myself, actually this is what I need. Hatch’s Launchpad programme jumped out at me because it was perfectly pitched for where I was. I had a clear idea of what I wanted to do, but needed to somehow wrestle down all of the priorities into something that made sense. I had that kind of classic early stage enthusiasm that powered me through the first couple of sessions, before hitting a bump when some of the sessions coincided with my children’s bedtime and that knocked me off course a bit. But I recovered and really got stuck back into it for the latter half of the programme.

Through the one-to-one mentoring sessions, I spoke with two different founders and came away from both feeling that I’m not in this on my own, because honestly, it can feel lonely being a founder.

When I first spoke to Letisha and Joanna [at Hatch], they asked me why I’d set up Creative Kin, which took me by surprise. Although I had the pieces of an answer floating around in my head, I’d never actually pinned it down. I came away from that call and I thought about that question for weeks. Right from that first exchange, Hatch was focusing me on the key things that I needed to be applying myself to.

I think the thing I really needed and I definitely got was the focus, so that I could just confidently push some things aside and know that I could go with the set of priorities that Hatch had helped me clarify. There are days when I feel like a founder, I know what I’m doing, and there are others where frankly, I feel like I’m failing. They call it a rollercoaster, but I feel that I’m now definitely better equipped when faced with a challenge to ask myself ‘how do I navigate that successfully?’

Longer-term I want Creative Kin to become the go-to production company for those small and mid-sized brands, arts organisations and non-profits who want to move into the podcast space. We know that podcasts listeners choose to engage in a way that they don’t with radio by simply selecting which shows they’re listening to. If the content is well-produced and engaging, they stay with it, and that’s brand loyalty, which is very hard to build on a lot of other platforms.’

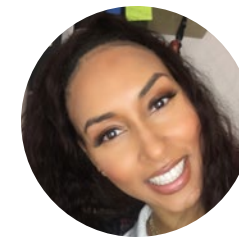


Jason Caffrey,
founder of Creative Kin

Launchpad, January 2022

“ Being on the Launchpad was really effective because I actually ended up pivoting to a different business idea, one that is now 100% aligned with me, and I couldn’t have got there without Hatch. That first session was so important in teasing out of me what I actually wanted my business to do.

I’d say I’ve definitely gained confidence and belief in myself having gone through this process. I didn’t think I could do it. I didn’t have a support network, people helping me, and some amazing mentors who were pushing me at the same time.



Yasmin Spark,
founder of Align Events

Launchpad, January 2022

“ Just wanted to say thank you so much for creating a great community of us and facilitating such strong peer-to-peer support. Entrepreneurship can be a lonely journey and it was amazing to connect with others who are treading the same path.



Alexandra Birtles,
founder of In Good Company

Launchpad, September 2021

“ The session around vision, mission and purpose was the most useful task and actually it was going through that session that prompted me to think through and change what it was I actually wanted to do as a business.

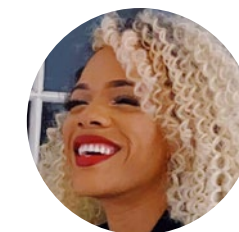
There was a really broad group of founders in my cohort, some had very clear ideas and had started their businesses, whilst others hadn’t fully fleshed it out. That was useful for me, as it made me feel okay that I wasn’t fully there yet and there were others in the same situation.



Hollie Andrews,
founder of Rewired

Launchpad, January 2022

“ I’m so happy I was able to be a part of this. The gravitas of this opportunity only hit me when I saw David [Gibbs] and his incredible CEO-level Zoom backdrop! It really was a pinch-me moment when I realised I was talking to the chief executive of all of these mega brands. I had the opportunity to pitch my business idea that was just living in my head a few months ago to David Gibbs. What an opportunity and thank you for letting me be part of it. Hatch truly feels like the gift that just keeps on giving.



Amarie Cassidy,
founder of Volleyball

Launchpad, June 2021

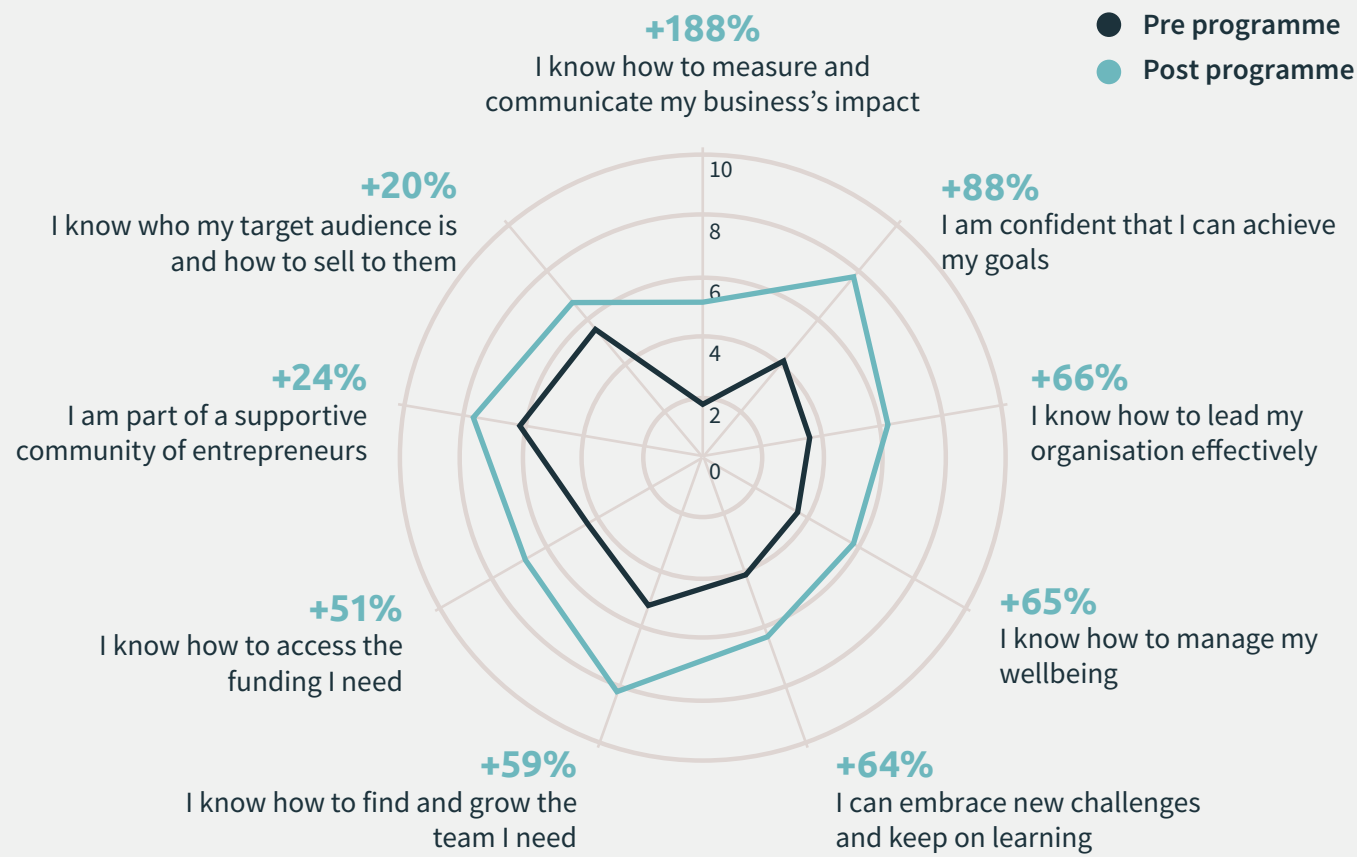
Supporting founders looking to grow their businesses

Over the course of the year, we supported 83 founders on our Incubator programme. Setting a clear business vision and mission and understanding how to best market your product to the right people were just some of the things founders explored on a deeper level.

Growing a business is not an easy task. Knowing how and where to access funding, how to market your business, navigating legal issues, whilst staying true to your mission, whilst likely still holding down a full time job, it's a lot.

For the founders who completed a Incubator programme at Hatch, they told us that they:

- Felt they were far better able to measure and communicate their businesses' impact (up by 182%).
- Felt far more confident achieving their goals (an increase of 88%).
- Had increased their ability to lead their organisation effectively (up by 66%).



“ Hatch has been an incredibly valuable resource which has given me a lot of confidence and helped clarify my road map forward, and having the opportunity to pitch to a panel of professionals at the end was so helpful. As a teacher we talk about scaffolding children so they can safely rise. Hatch felt like it provided that scaffolding so I could take the necessary steps that I was feeling nervous about.

Rebecca Farmer,
founder of Telling Our Stories

Incubator, September 2021

“ My challenge was structuring and managing my time, and knowing how much to put into the business and my mental wellbeing. The wellbeing session was really helpful in re-evaluating where you are. Now I step away more and know that it is okay to manage your time realistically. It's okay for things to not be 100 percent, it's okay for things not to be perfect.

Tess Padmore,
founder of The Recruit

Incubator, September 2021



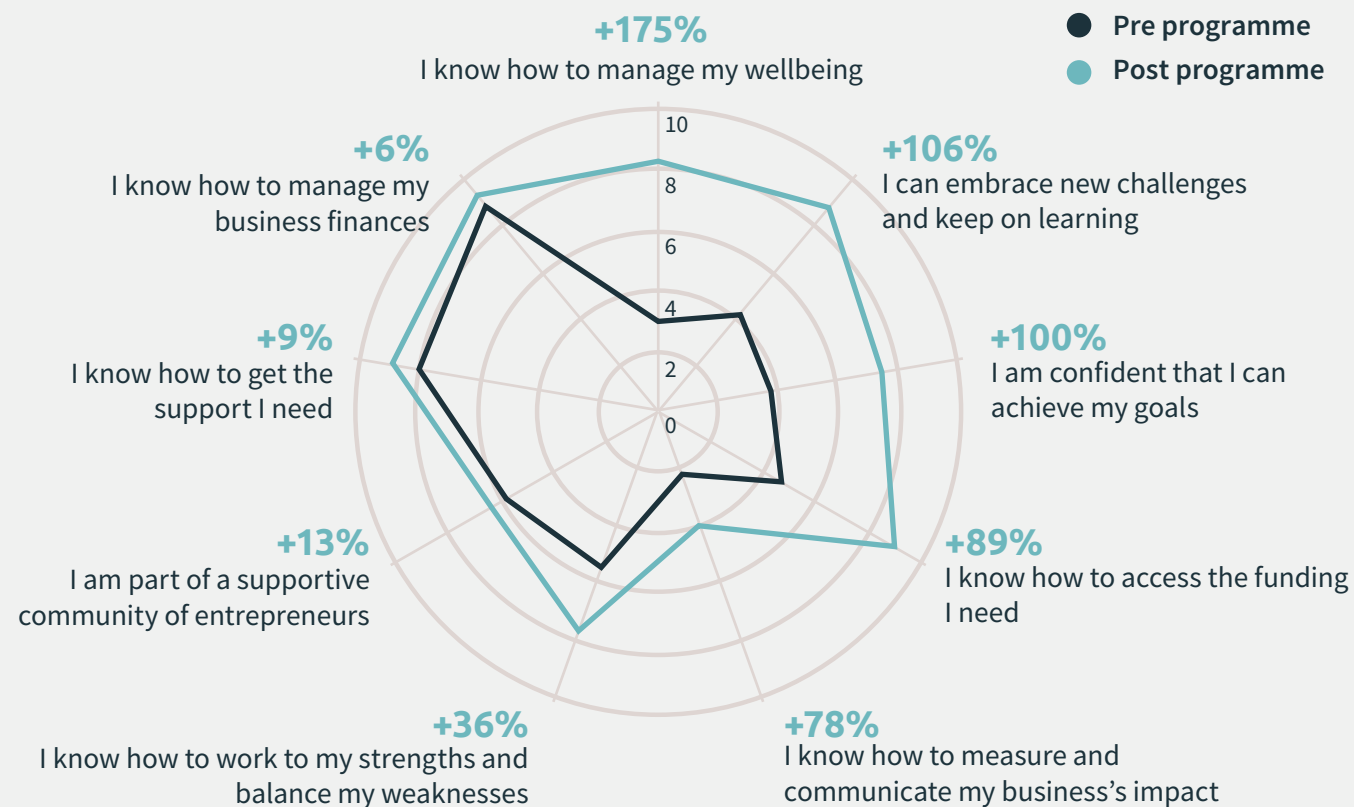
Supporting established founders and businesses to scale up

Over the year, we worked with and supported 40 amazing founders from all backgrounds and genders to scale their businesses. From coaching to organisations that help people from underrepresented backgrounds to work in digital, these founders are doing some incredible (and incredibly exciting) things.

Finding the time to take yourself away from the driving seat and the day-to-day of running a business can be really tricky. Through expert consultations, developing your leadership skills and growing that all-important network of peers, partners and investors and learning how to measure and communicate your impact, scaling a business through an Accelerator at Hatch doesn't have to be as scary as it sounds.

By the end of the programme, some of the key things our founders on the Accelerator programme told us included:

- They felt far more confident about managing their wellbeing (an increase of 175%) .
- They felt they were now far better equipped on how they could access funding for their business (up 89%).
- They were now much better at measuring and communicating their organisation's impact (up by 78%)



“ Being on the Accelerator has introduced me to some amazing founders, stories and perspectives I would never have found alone and really got me thinking about parts of the business I was running on autopilot, or simply not addressing at all. I tend to sit on the sidelines for programmes like this, and wait to see how it progresses before I go all in. Because of the way it was structured and facilitated, I wasn't able to hide and the sessions were so much better for me because of that. I'd say be open to learning, asking questions, sharing your experiences and learning from others. 50% of the value comes from the rest of the cohort.

I'd say the session about negotiation was a highlight, because it's something that I wasn't very good at. Equally, the breakout room sessions were amazing, as they really helped us to bond, relook at the questions and reflect. There's something about having just three people on a Zoom call that forces you to interact and give something your full attention. With my newfound pitching confidence, I'm going to be looking at how I raise investment and also how we can create more automations and systems within the business.



Khalia Ismain,
founder of Jamii

Accelerator, June 2021

“ I was worried my business wasn't 'impressive' enough for me to be considered and was nervous about the interview during the application process, but Joanna (who interviewed me and is Hatch's Head of Cohort Programmes) was incredibly supportive, open and kind. I'd say being on the programme has really helped build my confidence and gave me the clarity and tools I needed to grow my business. Meeting the other founders has been one of the most helpful aspects of the programme. It's been so inspiring to meet a group of women who are achieving such fantastic things. Hearing their stories has made me braver about investing in my business and pushing it forwards.

The opportunity of having one-to-one support from a team of experts has also been incredible. With such a huge range of experts to choose from, all of the ones I have approached have been able to help me untangle any thoughts or plans about the business I've been trying to work through. As a facilitator, coach and trainer myself, I've learnt a lot from Sharan, and I've started incorporating some of her techniques when running workshops and know that these have enriched them.



Fay Wallis,
founder of Bright Sky
Career Coaching

Accelerator, June 2021

“I just loved the community feel of the programme, the learning and being able to share best practice with peers who were also on the same programme. I genuinely feel that what I've learnt on the Accelerator has been invaluable to me and my business which will now be able to continue to grow and flourish.

Tameeka Smith is the founder of Trimenco, a Community Interest Company that offers training, mentoring and coaching that supports its clients to overcome barriers to progress and success. A former teacher of 15 years and director of a youth charity, she talks about her Hatch experience being on a Hatch Accelerator.

‘I started my own business as I was unhappy with my job and career. I needed a change, I needed freedom and I needed flexibility. Trimenco was born when I felt the need to live without limitations. Whilst I knew I had the ability to run my own business, I'd say I didn't quite know how to run a successful business. I had lots of fears, doubts and insecurities about how I was going to do that, and joining Hatch has really helped me overcome some of those.

I'd say the networking has been amazing, invaluable. I learned so much over the course of the programme, and most importantly I've gained confidence in my ability to run a successful business. My goal now is to become a leader in my field and continue to support positive change in the clients we work with.

In many ways I see Hatch almost like that family friend that you don't see all the time. You're not around them too often, but when you see them, it's all love. I did a Hatch programme last year and that was brilliant, and when that finished I immediately signed up for the next one. If I were to offer one piece of advice to someone who was considering joining one of Hatch's support programmes, I'd say do it. It's the most useful thing I've done to transition from founder to CEO.’

Tameeka Smith,

founder of Trimenco

Accelerator, June 2021



Section 2:

Community programmes and events

Through Hatch’s community programme, we were able to support 514 founders across the 2021-22 year. More than 120 founders received guidance and tailored advice for their business through both our peer mentoring and one-to-one skilled volunteers schemes.

Our community programme is almost unrecognisable from its beginnings as a direct response to the first national lockdown in 2020. Led by the challenges faced by underrepresented founders in the UK, ranging from making a business more sustainable to how best to access finance and equitable business practices, the community programme ensures that those learning opportunities and meaningful connections don’t stop when the cohort programmes end.

What we’ve seen over the year is that our community programme is increasingly a support ‘wraparound’ for founders, whether they’re mid-programme at Hatch, recently graduated from one of our programmes or completely new to Hatch. Our offering, including one-to-one skilled volunteering and mentoring, networking events, panel discussions and talks and masterclasses and pitch practice days, means regardless of a founder’s stage of business, founders can come to the community team for a broad range of support for both themselves and their businesses. Crucially, it’s all free to access.



“ This year was about listening to our founders’ needs and expanding the depth and reach of our community programmes. It’s exciting to have built a busy annual programme of events, talks as well as one-on-one support through our mentoring and skilled volunteering programmes.

Like our corporate partners, the founders we work with have such a wealth of knowledge and experience to share, and we’re proud that we’ve been able to provide more opportunities for them to share that expertise back with our community through panel discussions and through the peer mentoring programme.

Meredith Greey,
Head of Community Programmes

45

The number of founders supported through our clinics

56

The number of founders supported through our masterclasses

123

The number of founders supported through our peer mentoring and one-to-one skilled volunteers scheme

340

The number of founders we supported through our events

514

The number of founders we supported through the community programme

“ It was great to hear from so many inspirational women and all about their businesses and ideas! Being a friendly dragon allowed me to step back and see where I could add value to their pitches from my personal work experience. I also got to work with people from different businesses and functions, which was great for seeing things from a different perspective. I would love to do it again.

Flora Osei,
Internal Communications Executive,
Howdens Group

The year brought with it a number of firsts as well as challenges. We expanded our offering of events and clinics and introduced a new workshop series for Hatch graduates in the form of our masterclasses, which provide practical support for founders on key subjects not fully covered in Hatch's cohort programmes, such as grant writing, commerce or branding.

We ran our first virtual Black Business Fair in October 2021 as part of Black History Month which proved a huge learning experience in terms of delivering an event like that completely online given that covid restrictions were still at play, whilst bringing together multiple groups of the public, founders and our corporate supporters. As

we grew both the community programme and our team, we naturally had so many new ideas. One of our biggest learnings was that we couldn't do everything we wanted to, at least not all at once!

There's been a huge focus to make sure we're getting the feedback and insights from both founders new to Hatch and founders who have graduated from a Hatch cohort programme to understand exactly what type of support, and in what key areas, they need. A good example of this is our masterclasses - we recently adapted this model to enable founders to be matched with the expert for a one-on-one session after, in order to dive deeper into any areas where they need further support.

“ The personal highlight for me has to be running our first virtual Black Business Fair. We invited eight female-owned Black businesses to showcase their products and services to an audience that ranged from our corporate partners like Howdens, Skadden and Morgan & Stanley, to other founders and the general public.

It was so good to see the discussions and experiences that came out of the different stands, from founders conscious about wanting to improve their wellbeing to the hardships of fundraising as a Black female founder. That and the fact that as the vast majority of our content is being delivered virtually, we're connecting with founders from all over the UK.

Cecília Veríssimo,
Community Manager at Hatch Enterprise

Community: Our range of public events in 2021-22

Below are some examples of our range of free events open to both founders who are new to Hatch, graduates as well as the general public that took place over 2021-22.

Hatch Presents

These online sessions led by expert speakers are a one hour deep dive into specific topics relevant to founders. Experts provide in-depth explanations and teachings as well as provide a space for questions from attendees.

- **Hatch Presents: How to Get your Voice Heard as an Entrepreneur**
- **Hatch Presents: Understanding SEO Strategy**

Hatch Learns

Online and in-person workshops led by expert speakers. These 60-90 minute workshops explore specific topics and are split into theoretical teaching and practical exercises. Attendees have a chance to put the knowledge they learn into practice with guidance from the experts.

- **Hatch Learns: Wellbeing Choices and Practicises for Founders**
- **Hatch Learns: How to Create a Website that Converts**

Hatch Talks

Online panel discussions with founder and industry experts and leaders. The discussions are on key topics raised by Hatch's community of founders and that are relevant to the time of year or related to a monthly theme. These discussions aim to help develop thought leadership pieces.

- **Hatch Talks: Challenges in Building Sustainable Businesses**
- **Hatch Talks: Gender Equity Today for a Sustainable Tomorrow**

Founders Talk

A one hour online conversation between Eleanor Mills, founder of Noon, or Timi Merriman-Johnson, founder of Mr Moneyjar, interviewing a well established entrepreneur. It is an aspirational storytelling event where both entrepreneurs can discuss challenges and how they overcome these obstacles and give founders tips and advice on how to grow and develop their business.

- **Hatch Founders Talk: Creativity in the Age of Coronavirus with Kelly & Kai**
- **Hatch Founders Talk: Championing Entrepreneurship as a Black Founder**
- **Hatch Founders Talk: How to be a Disruptive Entrepreneur**

Peer mentoring and one-to-one skilled volunteering

Hatch's peer mentoring programme is available to founders through Hatch's Launchpad and Incubator programmes, with expert consulting available to founders on Hatch's Accelerators.

It's where founders, mostly those who have a particular area of expertise and are typically further down the line in terms of their business, offer their time, advice and guidance to people whose businesses are at an earlier stage. Among the 123 founders supported through peer

mentoring and one-to-one skilled volunteering, were Hatch graduates Kate Stewart (mentee) and Catherine Erdly (mentor), who talked to us about their respective experiences and the value that being a mentor can bring to any role.



Catherine Erdly,
founder of Resilient Retail Club



Kate Stewart,
founder of I Know This Girl

“ Tell us about your businesses and what they do

Kate Stewart: I run a business called I Know This Girl which started in September 2021 and specialises in sound meditation. There's three strands to my business - selling products online, tools that help to aid meditation and events where I share sound. This means playing the singing bowls and the tools that I use for others, normally in tandem with yoga teachers for a two to three hour event in London. I also set up a not-for-profit side to the business where some events are either free or heavily discounted for people who may not be able to afford what we consider a luxury, whereas I feel they should be necessities for people.

Catherine Erdly: I've been running the Resilient Retail Club which is a membership group for product businesses since 2018. I also work as a one-to-one consultant for product businesses, focusing very much on the numbers side of business, sales strategy and profitability. In January 2021, I did Hatch's Accelerator programme and very much enjoyed it, and it was through that, that I became aware of the Hatch community and the chance to be a peer-to-peer mentor.

“ Kate, where were you at with the business when you came across Hatch and mentoring?

Kate Stewart: When I started the Hatch Incubator, I was just in the process of launching my business. I love Hatch, having been on a previous accelerator as well and I love just working with other people. As a solo entrepreneur, it's really hard to get inspired and bounce ideas off people, so I get a lot from Hatch's programmes, from both the experts and the cohort you're a part of.

Wanting a mentor was about understanding I'm not skilled in every single area that's required in running a business, and I'm good at my specialism, but there's so many other areas of running a business where I felt like I needed extra support or advice. Mentoring appealed to me, so I had a look and chose Catherine.

“ How do you decide what areas to cover in your mentoring sessions?

Catherine Erdly: When we've met, it's always focussed on a specific question.

Kate Stewart: I think the second mentoring session specifically, the focus was very specifically on profit margins. I'd chosen Catherine as she specialises in helping product-based businesses, and after some time on her website, what she offered really resonated with me.

There was a lot of discussion in that first session about what I do, bouncing ideas around and being more conversational. Because I knew Catherine supported people looking at profit, the second session we looked at a break-even analysis.

“ What's been the value to you Kate, both as an individual but also to your business?

Kate Stewart: The sessions have been massively helpful and insightful. Just having another person to brainstorm and act as a soundboard really helps, as they might ask questions that you haven't thought about.

Catherine shared a couple of spreadsheets that I now use, and talking with her has really helped me look at my profit margins in a much simpler way and work out if I can pay myself, so really important stuff!

“ Catherine, what was your motivation to be a mentor?

Catherine Erdly: It just felt like a really great opportunity to give back as I know how useful I found it having a mentor when I was on the Hatch Accelerator. As a founder you're 'in it' too much and it's hard to look at your own business from an external perspective. So when I spoke to other people, I got both the benefit of their expertise and the benefit of talking it through which is enormously helpful.

“What advice would you give to someone about how they might approach being a mentor and a mentee?”

Kate Stewart: I guess researching a mentor that has experience in your field. Have a challenge or area that you know you're struggling with or would like to soundboard and have a discussion about. I had those thoughts in mind when I looked through the list of Hatch mentors and I knew I was product based and trying to grow that side of my business. When I saw Catherine, she just ticked all the boxes of what I was doing and looking for, which is great. I went on her website, read some pages and watched some videos and she just felt like a good fit.

Catherine Erdly: I agree. One of the nice things is it's less pressured because people are coming to you with a particular question. It's better if the mentee leads, or starts the conversation with the seed of what they want to talk about. As a mentor, when you give your feedback, you're talking about someone else's business and ideas, so you have to treat it like an egg and hold it gently. I've had it when I was a mentee where somebody steamrolled me a bit, and you have to acknowledge that their view is only one perspective. So fit is definitely important because you're trusting them with your business ideas and aspirations.

“Would you recommend mentoring to others?”

Catherine Erdly: Yes, honestly it's a really amazing thing that Hatch does, I think it's really admirable and personally I've found it valuable.

Kate Stewart: I agree, I'm less than a year in and I'm learning so much on the way. If I knew what I know now back then, I would've got to where I am much quicker. When I feel like I'm at that stage, I'd love to offer newer founders support as well.

“Do you think being a mentor helps to make you a better founder?”

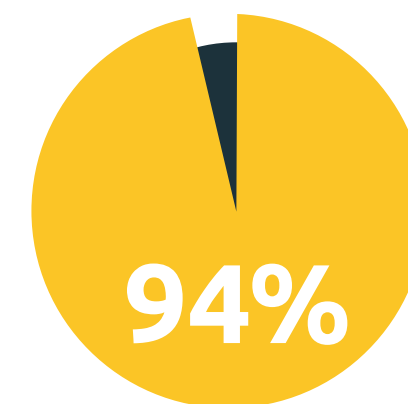
Catherine Erdly: I'm in a slightly unique position in that I'm a service business that helps product businesses, so the challenges are sometimes different, sometimes the same. Sometimes I do think to myself, 'I don't think you're very good at taking your own advice'. So pricing is a good example, I have whole courses, I run workshops where I talk to people about pricing all day long because it's so much easier to be objective about pricing. But when it comes to my own pricing, I always find it way harder and that makes me laugh.



Ellie and Muna from BlackRock

“Hatch has been a valued charity partner for BlackRock's Women's Network (WIN) for the past few years and participating in volunteering sessions as a friendly dragon in their demo days has been a great way to share some of my skills and experiences, hear some innovative business ideas and was really enjoyable! I came away with a renewed sense of purpose and inspiration after interacting with so many creative female entrepreneurs.”

Ellie Tinto,
Head of Corporate Access EMEA,
BlackRock



More than nine in ten founders who took part in our one-to-one skilled volunteering programme told us it had increased their skills, knowledge and confidence.

Section 3:

Our wider work with peers and partners in the ecosystem to support businesses

The pandemic made us increasingly aware that to make a bigger impact, and to truly be able to do all that we can for underrepresented founders and entrepreneurs across the UK, we needed to do more with our partners and peers working in social enterprise support.

It was this that led to Hatch, along with other capacity-building organisations in the UK, setting up the Collective Leadership Group (CLG). Bringing together more than 45 UK social enterprise and leader support organisations including Acumen Academy, Unltd, The School for Social Entrepreneurs and TERN, the aim is to have a collective where we can openly share best practice, common challenges and act as a group voice when it comes to speaking out about issues that jointly affect UK founders and entrepreneurs. The potential of this network is huge, and momentum and engagement has been steadily growing over the course of this first full year of the CLGs existence, thanks to the efforts of a dedicated CLG Lead role who is steadily unearthing ways the members can work together more.

Among the topics that the collective has been focussing on, one has been around how to make the recruitment for founders to our respective support programmes more inclusive, and ensuring that the net for getting the right founders to the

right forms of support is as wide as possible. From asking the right questions at the application stage, to clear communications and good data collection, the collective also looked at opportunities and ways that the individual organisations could do more for each other when it comes to founder recruitment.

The CLG also launched its first Benchmark Report, a first for the sector, collecting top level data regarding our organisations, diversity practices, programmes and beneficiaries which will allow the collective to better understand the social impact capacity building sector as well as the gaps that need addressing. In all, more than 100 members of staff from across the CLG's membership took part in 22 learning and engagement opportunities and events. Among the good things that have been taking place was a new peer leadership support group set up to strengthen leaders' capacities and strategies, and co-creating a project that will help CLG members align the metrics and impact they measure and report in the sector.

“ We're now starting to move beyond conversation to ambition, which is exciting. The CLG membership is becoming more representative of the UK as a whole, and modelling this is our ambition. It's important we keep up this momentum.

Benjamin Lane,

Programme Director, UK Acumen Academy

and Founding Member of The Collective Leadership Group



Nohelia Rambal,

Collective Leadership Group Lead

Offering opportunities for Hatch's partner organisations to engage in skilled volunteering has increased engagement with funders and connected corporate businesses directly to the work that we are doing and the needs of those we support.

Hatch funders over the last year include the YUM! Foundation, BlackRock, UBS, NatWest, Postcode Innovation Trust and Bloomberg. All have employee engagement and community at the heart of their giving and we are able to meet that need through the remote delivery of our programmes and opportunities for direct involvement in our community programme.



“ Volunteering is not only a way for our colleagues to try to use their experience and skills to benefit others, but it is also a way to learn about the barriers and challenges facing different communities and know that for some, the access to networks that can really help propel business ideas is a privilege that sadly not everyone has. So what can we do to help as many people as we can to access them?

Working with Hatch has really helped more and more of our colleagues enjoy these vibrant opportunities through working with such diverse founders. At NatWest, we undertake staff opinion surveys every year and we see that those teams that are engaged in skills based volunteering will also be more engaged in most other sentiments about their role, which means they are more productive and happier.

Nick Howe,

Enterprise and Climate Engagement and Partnerships, Natwest

Another milestone during the year was our first retail partnership, joining forces with beauty brand Glossier as charity partner of their flagship store in central London. Not only did we benefit from the sales of certain products, but strong social media and press coverage across national and consumer publications meant exposing Hatch to new audiences, helping to drive new interest to our brand and to our support programmes.

The leveraging of partnerships like this one will be something that the fundraising and partnerships team continues to pursue in the coming years.



It was a response to the Black Lives Matter movement and the lack of diversity in the outdoors that brought together seven of the most recognisable outdoor brands, including Patagonia, The North Face and Vivobarefoot to Hatch. Working together as the The Opening Up The Outdoors (OUTO) partnership, we supported the first group of changemakers through our enterprise support programme with a grant funding offering at the end. In turn, these outdoor changemakers are

looking to increase the number of people from different backgrounds who access the great outdoors, whether that's supporting more girls and women to go surfing, or making sure everyone has equal opportunities to experience and gain from the many benefits of climbing as two examples. The ambition of the OUTO group is to grow this from a £100,000 partnership as it stands to a £500,000 partnership over the coming year.



“ The OUTO group in partnership with Hatch is working towards creating an outdoor community where everyone, regardless of ethnicity, sexual identity or physical ability is welcomed and included. By supporting these amazing outdoor changemakers, we're hopeful the programme will help to accelerate the amazing work already happening across the UK in making the outdoors an inclusive, safe, and joyous space for everyone.

Keme Nzerem,

Chair of and speaking for the OUTO Group



Similarly our joint campaign with disability lifestyle brand Parallel raised nearly £15,000 last year from selling 10,000 pairs of purple socks, forming the basis of a new fund to support disabled founders in the UK. The fundraising team is looking to build on this successful campaign and double the money raised in the 2022-23 year, helping to make entrepreneurship more accessible to those currently facing the most barriers.

The Hatch Fund

Looking ahead, one major development taking place in 2022-23 is the launch of the Hatch Fund. In the previous twelve months, we've been bringing together the right people, partners and funders and infrastructure that will allow us to launch the fund in autumn 2022.

Offering financial support for founders marks a major turning point for Hatch, as we know one of the biggest and most consistent challenges facing so many of our founders is around accessing finance to invest in their business. The pilot phase of the fund takes the form of grants and loans to Hatch graduates, alongside our partner-investors.

By partnering with CAF and community action charity Groundwork, we're aiming to deliver £1m of grants and patient loans to our founders in the first year, with the longer term ambition to grow the fund with our partners to £10m by 2025-26. In short, this means more founders being able to access early-stage, patient finance to improve their resilience, build their capacity and grow their impact.



Thank You

It's down to the generous support of time, money and resources of the following organisations and their staff that we're able to deliver our mission and support to more underrepresented founders into business:

Current funders and Partners April 2021 - March 2022



Previous funders and Partners 2014 – 2020



We're working towards a fairer society. Join us.

This impact report is only a snippet of what we'd like to achieve year in, year out. We've got big plans over the next few years, supporting even more underrepresented founders across the UK, whatever their background, to launch and grow their businesses and have that lasting impact on their lives and communities.

But we can't do it alone. We'd love to hear from you, whether that's around a partnership, working collaboratively or funding our work so we can continue to have an impact for years to come.

Contact **hello@hatchenterprise.org**, call **020 7993 0074** or visit **hatchenterprise.org** to find out more.



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