To ‘hatch’ is to materialise. In biological terms hatching is simply part of a process where, after a period of nurturing and cultivation, there surfaces this thing, living and breathing; existing. Literally, it refers to a small opening in a floor, a wall or roof allowing people to move from one space to another. To the layman, hatching happens as if by some unknown, obscure force of nature.

You can hatch a plan, scheme on ideas, meditate on a problem; all these things really serve to describe the bedrock of our venture.
Hatch Enterprise

3 YEARS

400+ ENTREPRENEURS

100+ MENTORS

"Since 2014, Hatch has piloted a unique approach to enterprise incubation in the London boroughs of Lambeth and Southwark and today is one of the UK’s leading community enterprise charities.

We strive to nurture, support and inspire hundreds of budding entrepreneurs, often from difficult or disadvantaged communities, to help them realize their potential, and to create resilient enterprises in their local communities where sustainable livelihoods are difficult to come by.

As a young and enterprising charity we have worked with over 400 entrepreneurs in South London to bring new products to market, realise ambitions and also support people in need in our local community. Our social entrepreneurs have reached many more people though their work and many of our entrepreneurs are winning awards, contracts and the hearts and minds of people in our local community.

Our entrepreneurs go from strength to strength and friendships flourish over locally brewed coffee and organic cakes. All made in South London."

Dirk Bischof
CEO/ Founder

7500+ People engaged by Hatch Creative Enterprises

3800+ People supported by Hatch Social Enterprises

150+ Volunteering opportunities created

One of the things that makes Hatch so exciting and unique is that many of the entrepreneurs and social businesses we support go on to play an important role in developing and improving the social and economic fabric of their community.

We particularly support social enterprises and mission-driven businesses because they have an even harder time getting off the ground and becoming sustainable.

"Early stage entrepreneurs need to be inspired, challenged, supported to grow their skills, and connect to a range of next opportunities. Hatch does all that - with passion, expert knowledge, huge integrity, infectious energy and a healthy dose of humour. Every London Borough should have a Hatch team!"

Joost Beunderman
Co-Founder,
Impact Hub Brixton

"There are so many incredible ideas out there and that’s lucky because we face a number of challenges right now - so why would we ignore half our brainpower? We need to support female founders urgently and Hatch’s Female Founders Accelerator is one great way we can super-charge this support!"

Martha Lane Fox CBE
Co-founder,
lastminute.com
What’s The Problem?

Lack of local support

There is a distinct lack of support offered by our local authorities and the few programmes that are available rarely cater to the specific needs of our entrepreneurs. To get a new business off the ground without a safe testing ground and the necessary handholding in the initial months is really hard.

Isolation - the lone entrepreneur

Speaking to entrepreneurs, we often hear that they ‘have to make it on their own’ as their personal and peer network cannot provide the much needed support. Add to that the circumstantial stress an entrepreneur faces, the world of business looms like a menacing beast.

Limited start-up spaces

Free or affordable start-up spaces to get entrepreneurs off the ground are scarce. These spaces should be available to experiment and to ‘fail safely’, yet they do not exist locally. The few subsidised spaces that do exist are really hard to come by, are often over-subscribed or only available for a short time.

Lack of start-up finance

The finance available for entrepreneurs are often loans with terms that make it too risky without having a proven business model. In addition, not having enough money in the first place or managing the transition period from unemployment or from part-time work has prevented many entrepreneurs from setting up in business.

Lack of business skills

Almost all our entrepreneurs cited a lack of business skills such as marketing knowledge, project management skills and financial literacy. On a practical level, entrepreneurs often struggle with budgeting, business and financial planning. On a personal level, grit, resilience and confidence are common challenges that have to be addressed.

Access to networks

Entrepreneurs starting out often lack access to professional support networks to enable them to address business challenges successfully.
Our Purpose
To provide community-based entrepreneurship programmes to emerging entrepreneurs, through an eco-system of support that includes the provision of knowledge, mentorship and workspace.

Our Mission
To support 1000 mission-driven entrepreneurs in South London by 2020!

What we do
We help entrepreneurs develop the knowledge and skills needed to access meaningful self-employment opportunities, including starting or growing a business or social enterprise. It is easier said than done. It’s like a painting on a wall. More often than not, that painting came from a simple sketch, some lines in a scrapbook.

Our Work
For Young Entrepreneurs
One of our target groups are young entrepreneurs aged 18 – 30 in very disadvantaged communities. Often their challenges are not just economic, be it matters of social housing, mental health, domestic or substance abuse recovery.

For Social Entrepreneurs
Social entrepreneurs face all the regular startup challenges in addition to a whole other set, such as measuring and evaluating impact or legal and regulatory hurdles. By working in partnership with specialist providers Hatch can support these entrepreneurs in establishing and growing high impact ventures.

For Female Founders
We have worked with many women in business over the last few years. Many find it difficult to get their business off the ground as they often face additional challenges not typically shared by their male counterparts.

With our new Female Founders Programme we want to help female entrepreneurs scale their ventures into successful businesses.
The Hatch Enterprise Programmes

Over 400 entrepreneurs took part in our flagship Hatch Programme. 85 tested their business models via Hatch Launchpad, 107 went through Hatch Incubator and we hosted over 200 entrepreneurs at our events. They all come from our doorstep communities here in Lambeth and Southwark and over 80% come from within a 2-mile radius around Brixton.

We believe that supporting people from a specific locality helps build social capital close to home. It increases the resilience and grit among those we work with, thanks to stronger, more accessible support networks.

1. Hatch Launchpad
Our early stage, 6-week programme delivering personal coaching, business workshops and a testing ground for early stage business ideas. Our Launchpad is ideal for those seeking a supportive enterprise community to get their business off the ground.

2. Hatch Incubator
An immersive 12-week programme providing workshops, 1-2-1 business coaching, mentoring, and access to work space. It is exclusively for entrepreneurs who have been running their business for some time and want to grow it now. We offer awards to outstanding entrepreneurs on our Demo Day, which concludes the programme.

3. Hatch Female Founders Accelerator
An innovative business and leadership programme for women entrepreneurs to scale an existing social enterprise. The accelerator delivers specialist knowledge through workshops and 1-2-1 coaching. We really understand the challenges women in enterprise are facing and know what super-powers they can employ to grow their business successfully.

4. Hatch Community
We are stronger together. We now have a growing community of 200+ businesses, mentors and business experts. To nurture our community, we offer seminars, leadership training and dedicated events.
Hatch Southwark

Since 2015 we have partnered with Deutsche Bank to deliver our Hatch Southwark programme. This supports the Bank’s global enterprise programme ‘Made for Good’, enabling the success of pioneering ideas and business models to help drive positive change in society.

Social businesses have a much harder time getting off the ground as they don’t just focus on generating profit, they also address social or environmental issues.

With Deutsche Bank as partner, we deliver our Hatch Southwark 6-week Launchpad and 12-week Incubator to 70 budding entrepreneurs, to scale and grow their social ventures as well as continuing to support our ever-growing number of Hatch Alumni. Deutsche Bank employees mentor Hatch’s mission driven entrepreneurs, providing financial and business experience to give them the best possible chance of success.

“Deutsche Bank has supported enterprises generating social value in the UK for over 28 years.

We believe models like Hatch provide innovative solutions to create positive change and contribute to vibrant and diverse communities. As part of this commitment our partnership with Hatch Southwark enables these pioneering entrepreneurs to advance their ideas and take their next steps towards investment readiness.

Our employees help mentor and support the social entrepreneurs through business advice and support.”

Nicole Lovett
Head of Corporate Citizenship UK, Deutsche Bank
Hatch Mentoring

Mentoring with Hatch offers a unique opportunity for larger businesses to engage their staff in working with a community that appreciates their skills, expertise and networks.

Benefits of mentoring an entrepreneur for staff and partners:

- Increases job satisfaction and localised peer recognition.
- Develops professional relationships with peers and new networks and provides an opportunity to practice interpersonal skills with a targeted audience.
- Enhances professional development opportunities such as becoming a non-executive director, trustee or being an advisor to a fledging business.
- Offers access to additional activities (e.g. Entrepreneurship Events, Dragon Den-style investment pitches, Hackathons for staff and entrepreneurs alike).
- Provides a clear take on entrepreneurial thinking to cultivate an “ownership” culture at your company.

MENTORING STATS

1104 Mentor hours x2 from last year
37% Female Mentors engaged
104 Mentors engaged to date
45 Mentors on active programmes
8 Current peer mentors

Mentoring Impact

Lauren Turner set up Good Vibe Canyon, a social media agency supporting start-ups and social enterprises to communicate their stories via new media channels. Lauren’s main struggle was how to transition from freelancing into a business.

“One of the best parts about being on Hatch was the mentoring. My mentor and I mostly met up for sessions every three weeks. In these sessions, we would simply talk about different problems or challenges that I was having, and set goals for the next time we met. Robert was incredible at asking the right questions, guiding me when I was stuck, and getting me to go back to the beginning and do targeted market research.”

Lauren Turner
Founder, Good Vibe Canyon

“Being a mentor was a highly enjoyable experience, I felt that the time I contributed to being a mentor was mutually beneficial and I felt that I learnt almost as much from the process. The main highlight was seeing how far Lauren’s confidence and ideas developed throughout the 12-week programme.”

Robert Von-Kaufmann
IT Director, Deutsche Bank
Lee Danny runs two successful festivals, LeeFest and Wildfire Adventure Camp. However, the main challenges he faced were around raising investment, company structure and managing two growing festivals. He was matched with Darrel Sheinman, a music producer and technology entrepreneur with commodity trading background.

“I asked Darrel to look over fundraising, investment proposals and financial spreadsheets that I’d put together. I really valued his industry experience and expertise in putting investment proposals together. We’ve now gone and secured investment in Leefest, which was greatly helped by having Darrel go over our projects and financial model.”

Lee Danny
Founder,
Wildfire Adventure Camp

“Working with Lee was great; he’s young, ambitious and listened to the advice given. It’s essential that the mentor/mentee relationship is built on trust and understanding to make the most of it. Lee benefited from my experience raising finance on a professional level. The most rewarding part of being a mentor is to help.”

Darrel Sheinman
Director,
Gearbox Records

Solomon Smith and Mohammad Hashi are running Brixton Soup Kitchen, a one-stop shop in the heart of their community for people who are homeless, most vulnerable, and affected by food poverty.

“Going through the Hatch programme helped us a lot because we’ve just been focused on doing good in our community. We are not business people, but we had to start running BSK like a business, managing 20+ volunteers, managing the daily intake of donated food, and making food to feed homeless people in Brixton. What dropped off the radar was our financial management. Our mentor really helped us in getting our accounts sorted and helped us develop a Cash Flow forecast. We became more aware of this part of our work and how to manage it.”

Mohammad Hashi
Co-founder,
Brixton Soup Kitchen

“Mentoring Solomon and Hashi from BSK was quite an adventure. Initially, they had all their receipts in a brown bag when we met. We then had to figure out how to build a historic profit and loss statement from it. For the first time, they could see how much their venture turned over and how much it cost them to run it.

Giving back to a society where possible is very important to me. What Hatch does (‘teach a man to fish’) is very different from what I normally get involved in (‘give a man a fish’) and I’m very excited to be involved.”

Pramatha Nair
Business Manager,
J.P.Morgan
Hatch prides itself on being one of the most diverse incubator programmes, with a majority of entrepreneurs coming from minority ethnic backgrounds (over 65%). Many of these entrepreneurs went through prolonged periods of unemployment, were underemployed or came from low-income backgrounds. Our programmes are also being attended in growing numbers by female entrepreneurs (54%), which is between 5–6 times more than comparable initiatives. Over 80% of our participants are under 30 years old, enabling us to provide support to a target group that is desperately under-served.

During the Hatch Incubator 2014-2016:
- **107** Total ventures supported
- **1.8** Average employees per business
- **65%** Founders from minority ethnic backgrounds
- **54%** Female entrepreneurs
- **62%** Are under 30 years old

**EMPLLOYMENT**

**BUSINESS SURVIVAL RATE**
Businesses still trading after:
- 6 months: 90%
- 24 months: 82%
- 36 months: 68%

**REVENUE & GROWTH**
- **3,250,000** All ventures combined turnover
- **35%** Turnover growth over previous year

**PERSONAL DEVELOPMENT**
- **100%** Feel they obtained new skills through the programme
- **95%** Feel Hatch helped increase their professional network

**INCLUSIVE ENTREPRENEURSHIP**

**FUNDING**
Our startups raised funding from trusts & foundations, social investors & angel investors
- **+ £1.14M** Social Investment
- **+ £615K** Grants
- **+ £350K** Investment Raised in total

**COMMUNITY SUPPORT**
- **3,800** People supported by social businesses
- **7,500** People engaged by creative businesses

The social enterprises graduated from the Hatch Incubator support over 3,800 people in the local community. If we added the creative enterprises to this figure, the support climbs to well over 11,300 people per year. (e.g. people attending events)

Entrepreneurs often start their business being underemployed or unemployed. On average, all startups now employ the founder plus another person totalling 192 people employed.

Some of our start-ups grew from operating with a single founder to employing between two and three staff members, therefore creating additional employment opportunities in our local community.

Note: All figures are as of 2014-2016.
Hatch Community

Start-Up Brixton

Start Up Brixton was the largest start up event in South London, with over 650 people attending. The event allowed us to celebrate new ideas by running a start-up and grow-up pitch competition.

Over 120 people applied and 24 got through to pitch. We were looking for mission driven business with transformational impact to those it seeks to serve.

Four people got through to the live pitches and the audience voted for the 4 winners of prizes, cash and business support worth over £10,000.

Naomi Jane (A Life Less Ordinary) shared the winnings with 3 amazing entrepreneurs, supporting women into construction, helping young people get jobs in media, or supporting youth with mental health challenges through art.

Start-Up Britain

StartUp Britain is a national campaign by entrepreneurs for entrepreneurs, harnessing the expertise and passion of Britain’s leading businesspeople to unleash entrepreneurship across the UK. We got to be a part of this story and launched the campaign in Brixton.

Hatch DIY Weekender

The first Hatch DIY Weekender took place in the Oxfordshire countryside, bringing together entrepreneurs and innovators for a fantastic experience. The Hatch Weekender sought to combine the ingredients required to launch and grow a business successfully, allowing the campers to “Dream, Learn and Play”. With a range of activities and sessions on offer, the campers were given a chance to explore and let loose from their hectic day-to-day routines. Over 30 entrepreneurs and staff celebrated entrepreneurship and shared stories of their journeys at the campfire. Heart-warming arts & crafts workshops brought people together to chart their future plans in an artistic creative way.
Hatch Social Club

In 2016 we launched The Hatch Social Club, a monthly get-together for entrepreneurs in South London where they can reflect, set goals and meet like-minded individuals. We are currently running the club at the amazing Café Van Gogh, a social enterprise that took part in the Hatch Incubator programme and has now scaled its operations.

Hatch Ambassadors

Our Hatch Ambassadors are a new addition to our community. They play a vital role in helping us to grow and develop the awareness of what we do. This exclusive group of professionals helps Hatch to be the best version of ourselves, enabling us to grow and scale while ensuring we have the resources we need to do so.

Case Studies

Brunch

From pop-up to permanent Noemi was part of Hatch Incubator Cohort #3 back in 2015. We could immediately see her passion and love for what she does. Her Berlin Brunch concept resonated not only with us but with many others. Since launching her concept, she’s gone from pop-up stalls and residencies at various locations to opening London’s first Berlin brunch Cafe in London Fields!

Noemi has gone from testing to validating her concept, whilst at the same time improving her operations, deepening relationships with local suppliers and building her brand.

“In 2017 I’ll continue to focus on bringing Berlin vibes to London, grow our lovely brunch family and spread the brunchlove. I want to make our new brunch cafe the go-to place in London and host more events, pop-ups and collaborations in partnership with our friends, local craftsmen and independent businesses in London and Berlin.”

Noemi Dulischewski
Founder, Brunch

Café Van Gogh
Big Mouth Gets

Maria was unemployed for over a year after completing university in 2013. She had no previous business experience, but was a strong graphic designer with a few years of informal work.

Maria joined our first incubator programme in 2014 with her business idea for Big Mouth Gets (BMG), a London-based creative agency, specialising in branding and infographics.

During the 12-week programme she built the business model for Big Mouth Gets, earned vital business skills, increased her professional network and managed to turn it into a sustainable, self-sufficient enterprise, employing herself and a team of 5-6 freelancers.

The Journey

In late 2014 we introduced Maria to the political social media platform ‘GovFaces’ and together they collaborated on creating an infographic on the House of Common’s Digital Democracy Commission Report (published in January 2015).

The commissioners of the report were pleased with the work, choosing to publish the infographic on the UK Parliament’s website with a feature on Big Mouth Gets.

After this success, we encouraged her to continue networking. After attending a Starbucks event, where she met the UK Youth CEO, the connections she made led to Bite The Ballot seeing her work and becoming a full-time client.

Maria asked for our advice on the new opportunity and we counselled her against taking a full-time position, as it would not build her business. Instead, we advised her to start a partnership agreement with Bite The Ballot, meaning Big Mouth Gets could work with other clients too. This approach helped the team work on amazing projects, leading to major clients, including UK Youth and recently the World Health Organisation. Big Mouth Gets has also had the opportunity to work, through Bite The Ballot, on projects for Twitter UK, Starbucks UK, UNILAD and LEGO. The team’s work has been exhibited by London councils on advertising boards across London, and has been projected on the Welsh Assembly.

Two years on we continue to support Maria, and believe that it was crucial for us to be there on her journey and to be at hand when she came up against challenges or major decisions.

Big Mouth Gets is now a growing self-sustaining business with a diverse client base, employing regular freelance staff and turning over 50k. With this growth, the business’s support needs are changing and Hatch continues to support Big Mouth Gets on its journey.

“Through Hatch we are constantly connecting with experienced professionals, getting involved with great opportunities and receiving invaluable advice on maintaining a lucrative, scalable business.

Most importantly, the programme gave me more confidence, and a great group of mentors and friends who constantly support our venture every step of the way. Being able to seek advice on an ongoing basis has made all the difference.”

Maria Christophi
Founder,
Big Mouth Gets
Community Impact
Small is Beautiful

‘Small is Beautiful’ is a festival that explores positive responses to our future through low carbon technology, social justice and the arts. The festival brings together experts, enthusiasts and creators from around the world. In 2015, over 300 people attended the festival at the new location in Wales.

“Small is Beautiful’ is a festival that explores positive responses to our future through low carbon technology, social justice and the arts. The festival brings together experts, enthusiasts and creators from around the world. In 2015, over 300 people attended the festival at the new location in Wales.

“The skills we learned during the Hatch process meant we were able to revisit our budgets and create a realistic event on a smaller budget. Marketing and using our networks meant that we broke even over the course of the festival when we were initially looking at a loss. We’ve now raised significant funds for the 2016 festival to be even more amazing than last years!”

George Bell
Co-founder,
Small is Beautiful

SNACT

The problem is food waste. More than a third of the food we grow globally is thrown away, even though the majority is still edible. It’s not just a food issue. When food is wasted, so are all the resources that have gone into growing, packing, and transporting it like water, energy, and labour.

At SNACT we collect food surplus from wholesale markets, restaurants and supermarkets and turn them into tasty snacks. What we love about food is that even small changes in the supply chain can lead to big impacts and that is why we founded the company, to positively impact the world around us.

Small numbers become large when multiplied by a few million - collecting surplus fruit at London’s wholesale markets, making snacks in a kitchen in Hackney, and selling them at markets and events across London, that’s SNACT!

“We joined the Hatch incubator in 2014 and the programme really helped us to get to grips with our business model and to understand how to leverage external support to help us grow and become sustainable. We have now raised investment and are bringing our ‘SNACTS’ into shops and supermarkets. In 2016, we now save fruit by the tonne (rather than by the kilo) and our dehydrator is so big that you could get lost in it. And so, here we are today: making the world a better place, one bite at a time!”

Ilana Taub and Michael Midge-Dixon
Co-founders,
SNACT
From 1279 to 1855, Camberwell Fair was held every August. A local Committee for the Abolition of Camberwell Fair was set up by prominent residents who pressurised the parish authorities into buying the Green and closing down the fair with the help of the police.

When Andre came to Hatch with Wormfood Music, he also came with a special project: To revive the Camberwell Fair.

We worked with him to assess his funding options and helped structure funding proposals to Southwark Council and the Arts Council. We went through the economic planning of the fair, establishing a business case for it and what the provided funding would return to Camberwell in terms of a social return on investment. Hatch also helped plan the evaluation of the fair, ensuring that funding reports and impact measurements were incorporated from the onset.

With the approval of the funding and securing additional private sponsors, 2015 saw the revival of Camberwell Fair and 2016 its continuation.

Over 3,500 people joined on the day, with over 70% of them being from the local community. Over 80% of people who were surveyed said they enjoyed the fair because "something was happening again in Camberwell and it brought the community together." The fair also involved many local organisations such as the Camberwell School of Arts, The Remakery, local designers and artists.

“Working with Dirk has been amazing because he understood what we wanted to do and applied his knowledge around fundraising, impact measurement and evaluation to ensure we’re doing the right things when it came to raising money and reporting on our outcomes. We secured over £100,000 in the last 3 years and we are excited to continue our work.”

Andre Marmout
Founder,
Camberwell Fair/ Wormfood Music
Hatch into the future

Hatch has been active now for just over three years. We have supported over 400 entrepreneurs in that time through much needed practical support.

Moving forward, Hatch will work with a further 300 entrepreneurs via our Launchpad, Incubator, Accelerator and Alumni programme this year. We will support over 60 people to launch their businesses, 40 entrepreneurs will get the support they need to grow their businesses and we’re super-charging 30 female founders. We will also engage over 200 entrepreneurs attending special events like Beyond Good Business and the Hatch DIY Weekender.

Hatch will continue our support for our Alumni who are working hard to make their businesses successful. This journey is a marathon and not a sprint, which is why we facilitate a range of events, training sessions and further engagement opportunities for our Alumni.

We are using this year to broaden our reach in South London further by establishing an exclusive Female Founders Accelerator programme for enabling female entrepreneurs to assess and refine their business models and further their knowledge in areas such as Leadership, HR and Finance.

Our long-term ambition is to make Hatch a nationwide programme by 2025, with a Hatch programme in many more communities across the country.

| 2025 | 3000 Entrepreneurs |
|      | 1000 Thriving Community enterprises |
|      | £100 Million in turnover |
“J.P. Morgan through the JPMorgan Chase Foundation supported Hatch to create a community-based enterprise incubator in South London. We have been thrilled to see that the programme has been enormously successful, working with 46 young entrepreneurs over 2 years, creating jobs and leveraging more support into the area.

We are particularly proud that our employees have also been volunteering through the Hatch Mentoring Programme to support the startups to become more sustainable as they grow their business models and look forward to seeing these businesses thrive.”

Aman Johal
Senior Associate - Corporate Responsibility,
JPMorgan Chase Foundation

Get involved!

How might your business or employees engage with Hatch?

There are many ways to get involved in our programme:

1. Become a Mentoring Partner to support a budding entrepreneur or start-up to launch or grow their business via our Hatch Mentoring Programme.

2. Become a Hackathon Partner to directly support a group of budding entrepreneurs or start-ups to engage them either in a corporate challenge or help them achieve a specific business goal.

3. Sponsor a Hatch Award to support the next generation of entrepreneurs going through Hatch Launchpad or Hatch Incubator.

We want to make a lasting impact through our programmes and believe that supporting the next generation of entrepreneurs is a great way to give back to the local community.

To come along on our journey or to find out more about what we do, get in touch with us!
Our Alumni
Our Funders & Supporters

Microsoft  Rothschild & Co  Clyde & Co  J.P. Morgan

amazon  Lifelong Learning Programme  THE DISPOSSESSED FUND

Help us launch and grow more businesses in South London!

For more about Hatch, make sure you visit us at: www.hatchenterprise.org

For more about our events such as Startup Brixton: www.startupbrixton.co.uk

Or to contact us to find out how you can get involved: hello@hatchenterprise.org 0207 9930074
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