Hatch Impact Report

2014 - 2015
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Our mission is to develop and support young entrepreneurs, especially those from disadvantaged communities, to realise their potential through enterprise. We know that there are many talented, creative, and enterprising young people who are looking for opportunities to both start their own businesses and give back to their local communities.

However, isolation, fear of failure, and lack of support can prevent the next generation of young entrepreneurs from achieving their aspirations. A widely cited statistic shows that without support, 9 out of 10 start-ups will fail within the first 3 years. With our Hatch Incubator programme we aim to reverse this statistic and find new ways to support young entrepreneurs into sustainable livelihoods.

I am delighted to share the first year of Hatch Incubator achievements. The social and economic impact could hardly be more significant, with a business survival rate of 95% after their first year, the startups that go through the Hatch Incubator are an example of what is possible when support is provided at the right time and at the right level. Our start-ups have shown an average increase in turnover by 30% after 6 months and an increase in their customer base of over 56%. Our start-ups are diverse and work in various sectors ranging from environmental education, food & beverage, entertainment, manufacturing & crafts and many more.

Hatch has facilitated opportunities of involvement for all those enthusiastic about entrepreneurship. We have created a platform to engage corporate partners and local communities. With 44 mentors assigned from corporate sponsors such as J.P. Morgan to LBS graduates, who have given 273 hours of support over the 12 months. We thank all those that have been a part of the Hatch Incubator journey so far.

We value each commitment and seek supporters to ensure we can continue to reach hundreds of young entrepreneurs in Lambeth and beyond.

Karen Pepper
Chair of Trustees
Executive Summary

One Planet Ventures is a Brixton based charity and social enterprise. Our mission is to support young people from disadvantaged communities to achieve their potential through enterprise.

We do this by delivering Hatch, our dedicated Youth Enterprise Incubator Programme. Through providing an ecosystem of support to 18-30 year-olds we help them to realise their business idea or become self-employed.

Setting up in business is not easy. Generally, only 20% of small businesses actually make it past the first 18 months. We aim to reverse the failure rate so that 80% of those we have supported will be able to sustain their businesses beyond the initial year. Currently we are on target with a **95% business survival rate 6 months post programme**.

In the last 18 months we have supported 37 **startups** via Hatch, our incubator programme, and 50 **idea stage entrepreneurs**, providing 1,605 hours of support.

Hatch supports young people from the initial entrepreneurial spark to those that need tailored help but have been trading for many years, they are split into the following categories:

- **Idea stage entrepreneurs**: Supporting an initial idea via one-to-one’s and tailored support to build skills and confidence.
- **Startup phase**: Enterprises that go through the incubator programme and have been operational from 6 months to 3 years, they are usually still defining their business case.
- **Trading phase**: Up and running and have validated their business model and require more tailored support through our alumni support services.
Introduction

One Planet Ventures is a Brixton based social enterprise and charity that supports start-ups to become sustainable enterprises. Our mission is to develop and support young entrepreneurs to realise their potential through enterprise. We do this by delivering Hatch, our dedicated Enterprise Incubator Programme. Through Hatch we engage, empower and enable young adults to go into self-employment or start their own business or social enterprise.

Purpose

It’s estimated that London was home to around 185,000 start-ups. Sadly though, 9 out of 10 start-ups will fail within 3 years and only 20% will make it past the first 18 months. Starting up a business is not easy. We know that the biggest challenges young entrepreneurs face are isolation and being unable to afford a space to start, the fear of failure, lack of support to test out ideas and a lack of professional support locally. There are also personal and professional skills gaps that prevent many from starting-up or going into self-employment.

Hatch is based in South London. We predominantly work in Lambeth and Southwark. Both boroughs have above average youth unemployment and young people face more inequalities accessing support here than elsewhere. Lambeth for example is the 4th most deprived borough in the country. The borough is a hot spot for youth unemployment, with certain wards reaching close to 45% unemployment and especially affecting young people from black and ethnic minority communities.

This demographic is very much reflected in our Hatch cohorts, with 65% of entrepreneurs originating from black and minority ethnic groups. Attracting women to enterprise has also been a challenge nationally, with women only half as likely to set up an enterprise. However Hatch attracts predominantly female entrepreneurs with 60% women enrolled on our programme, surpassing the national average women starting their own enterprise of 17%. 92% of our enterprises have a strong social impact.

“Hatch provides that crucial support to early stage businesses that is so often missing. It grows their confidence, stimulates ideas and challenges the concepts of entrepreneurs, in order to help them move forward effectively. It fosters that crucial network of peers and specialists in the various fields of starting out in business. Hatch provides a positive community and helps entrepreneurs avoid the pitfalls of setting out alone.”

Keith John Lewis (Deputy Editor, Brixton Bugle)
Methodology

One of key reasons why start-ups fail is premature scaling, the process in which entrepreneurs channel their efforts on one aspect of the business at the expense of the rest of the business. 70% of start-ups that fail within their first three years do so, because of rapid expansion with weak foundations. This manifests itself in entrepreneurs spending precious revenue on keeping up appearances, before finding the right product-market fit.

At Hatch we endeavour to support enterprises become sustainable in the long run. The first step is getting to know the businesses/social enterprises. We do this through the Lean Methodology. Getting entrepreneurs direct their processes and scarce resources to create more value for customers.

The Lean Start-up builds on three fundamental concepts:

- **Build**: Drastically shorten each phase of the product development cycle, allowing the product to gain more feedback from customers and the market, and gain it more often.
- **Measure**: Gain feedback from customers in each product development cycle using both qualitative and quantitative techniques.
- **Learn**: Derive learning from each product development cycle through actionable metrics.
Hatch has supported **87 entrepreneurs** in the last 12 months, 50 with 1-2-1 support or light touch mentoring and 37 via our intensive Hatch Incubator Programme, receiving the full support we offer. Through constant consultation, feedback and working very closely with the entrepreneurs, we coach the entrepreneurs one to one, test their ideas and eventually help them apply for the programme. We have curated an intensive 12-week programme and only 37 of 87 young entrepreneurs we’ve worked with in the last 12 months have been selected to take part.
What we offer

The incubator is a dedicated programme of workshops, mentoring, one-to-one’s, space provision and back office support, enabling our start-ups to be successful and to become sustainable in the longer term.

1. **Workshops:** Our 12-week incubator programme is built around the lean methodology, with the first half of the programme focussing on business modelling and the second half focussing on growth. The 22 workshops take place weekly.

2. **Mentoring:** Each entrepreneur is matched with a mentor based on their challenges and the skill sets of the mentors. Entrepreneurs are entitled to a minimum of 10 hours support.

3. **Support:** Local experts and service providers are booked to provide one to one support to individual entrepreneurs. These support sessions can range from accounting, to pricing, to branding and presentation. Office support also includes check ins and one to one’s with Hatch staff.

4. **Workspace:** We provide free space for those in need, by collaborating with our partners. This can vary from office space at the Impact Hub Brixton, workshop space at the Remakery, or retail testing space at Meanwhile Space.

5. **Resources:** We provide free resources to entrepreneurs on our website and also provide entrepreneurs with resources relevant to the workshops. We provide one-to-one support in implementing these resources, such as the Javelin Board, Lean Canvas or Business Model Canvas, which help communicate and structure business ideas.

6. **Financial Guidance:** We provide guidance on potential revenue streams and help entrepreneurs access finance in the form of grants and loans, where feasible, we also help with crafting and reviewing applications. We work with accountants and facilitate introductions to professionals early on, enabling the startups to make informed decisions about their finances. We provide prize money for the winner of our Hatch Demo Day.

We support entrepreneurs aged 18 - 30 who want to grow their own startup.

Resulting in transformed lives and regenerated communities.

We offer tailored support to build sustainable enterprises.
Tiers of Impact Beneficiaries:

**Entrepreneurs themselves:** reap the direct benefits of being involved in the programme, service provision is tailored on an individual basis. They are able to achieve the challenges they set themselves at the beginning of the programme, all resources all pooled to skill up, resource and enable entrepreneurs to achieve their ambitions.

**Mentors:** also progress their advisory capacity. Our mentors typically have corporate backgrounds, they receive exposure to early stage start-ups and have heavy involvement in the business. Mentors receive training at the beginning of the programme and receive ongoing support in formal communications and at informal socials. Mentors gain the advisory experience, with some of our mentors being appointed to the board of the enterprises they work with. Mentors have expressed their satisfaction of working with social enterprises and volunteering more efficiently by lending their expertise.

**Local communities:** Hatch by its very nature is a community based, local incubator programme. We strive to keep our clientele local and involved. From the workshop facilitators, to experts that provide surgeries we involve local businesses to give back to the community. We also provide office and work space in the local area, put on and promote local events such as Mission Possible or Your Big Idea. Additionally as the enterprises grow they tend to recruit local young people.
Key Facts 2014-2015

- **1,605** Hours of support in total
- **50** Idea Stage Entrepreneurs Supported
- **37** Startups Completed Hatch
- **36** Workshop Facilitators
- **44** Mentors
- **134** Hours of space provision
- **982** Hours of workshops
- **273** Hours of mentoring
- **106** Hours of one-to-ones
- **105hrs** Expert Surgeries Provided
- **30%** Increase in turnover on average (6 months post programme)
- **127%** Increase in customers on average
- **100%** Gained business confidence
- **100%** Gained new business skills
- **£97,200** In grants secured for our entrepreneurs
- **4,207** Visitors accessed our online resources
- **£12,000** Worth of local services commissioned

On average startups went from 2 to 5 employees
Results & Evidence

Idea Phase:

At Hatch we support anyone who requires help, whether that be a young person who is formulating a business idea, or someone who already has an operational business. We engage with our audience using social media and newsletters to share updates, opportunities, resources, and events. We also feature a resources section on our website which was been accessed by 4207 unique visitors in the last 12 months. Entrepreneurs approach us for support directly through social media and are also referred by our partners. So far we have supported 50 idea stage entrepreneurs in intensive one to one support. We also deliver events such as the Your Big Idea, to help entrepreneurs at the early stages of their entrepreneurial journey. Typically we provide a sounding board for entrepreneurs who want to begin their entrepreneurial journey, test their ideas and ready them for the programme through regular check-ins.

“Young people have an incredible spirit of enterprise and innovation and the support that the winners of this event will receive may just help them to take the kernel of a good idea and transform it into London’s next big business success.”

Boris Johnson (Mayor of London)

Your Big Idea

Hatch partnered with CAPITA, Lambeth Council and The Princes Trust to deliver the 2013 and 2014, Your Big Idea event. Held at Clapham Library the most recent event attracted 25 young entrepreneurs from all over Lambeth. The entrepreneurs presented their start-up business proposals to a panel and pitched for up to £500 and a chance for business mentoring. A total of £7,000 has been awarded to entrepreneurs who attended the event.

“As part of our community partnership with Lambeth Council, we have worked with Hatch for the past 2 years on ‘Your Big Idea’, a dragon’s den style event for local young entrepreneurs. Their insight and practical expertise around entrepreneurship contributed to making both events a great success. In addition, the judging panel were impressed by the high calibre of applications from young people connected with Hatch’s 12 week incubator programme, demonstrating the quality of mentoring and advice provided by the Hatch team.”

Jane Flynn, CSR Team (Capita Plc)
Case Study: Blue Turtle Cafe

The Blue Turtle café, run by Adrian Truro, opened on January 9, 2014. Whilst he’s only 19 years old, he’s always dreamt of having his own business. When Adrian approached Hatch he was looking for support with accounting, mentoring and financial planning.

Adrian came into Hatch with clear concept for the coffee shop that he wanted to run. He wanted the Blue Turtle to be the busiest coffee shop and café in Loughborough Junction. To make this happen he would get up every day at 6 so he’s ready to open the shop at 7.30. He decorated the café space and started getting initial customers in.

Adrian would drop by the office and receive one to one support and advice in the initial stages of trading. As he was refurbishing the shop his customers grew as he was in a prime location next to Loughborough Junction station. Although this was good news for Adrian, long queues in the morning were slowing business done, during morning rush hour. Hatch helped him become aware of a local grant and secure £1,250 of funding via London Community Foundation that has gone towards buying a second hand coffee machine, replacing the single serving coffee machine. This purchase has enabled Adrian to be more efficient and serve more customers. Adrian has now achieved a steady increase in turnover with the café, from £1,200 to £3,500 every month.

“The support Hatch offer is great, they administered a very helpful grant from for my small business and gave me access to computers at a time when I didn’t have one. Knowing that there is free support and accounting services is very comforting.”

Adrian Truro (Blue Turtle Cafe)
Start-up Phase:

Entrepreneurs by their very nature are confident creatures, they are the demographic that choose to go it alone and take risks. Once these young adults have decided that they would like to pursue the path of entrepreneurship, they often look for guidance to turn their business ideas into a functioning operation. Here Hatch becomes the one stop shop for all needs related to enterprise.

We provide a structured workshop programme that builds the entrepreneur’s skills and expertise. This is further complemented by our one-to-one support that entrepreneurs receive on a weekly basis. After completion of the Hatch Programme, our survey shows that a 100% of our entrepreneurs increased their business confidence. Similarly 100% of our entrepreneurs felt they gained new skills to run their business.

Through our independent evaluation, where entrepreneurs share their honest opinions of their experience at an exit interview, we found that entrepreneurs gained greater clarity about their business, and had a clearer understanding of the direction they wanted to take. This was relevant for the start-up stage entrepreneurs who wanted to understand all the necessary components of a running business, to experienced entrepreneurs who wanted their day-to-day operations contextualised without having to pay for an MBA.

“From Hatch I got a good insight of what it is to run a business. I have been running one for 8 years, but I stumbled into it, by being a musician. So I didn’t have the correct language to talk about business. For some of the content covered I innately knew what it was, but didn’t know what it was called. I find it quite empowering. If you had asked me ‘am I an entrepreneur?’ I would have said no. But now that’s changed. I’ve noticed it in conversations with people I work – I now give advice in a more professional language. That has been the most important thing, it’s empowered me a lot.”

Andre (Wormfood Music)

This clarity and confidence boost was a result of the 32 different expert workshop facilitators that we recruited to deliver the programme over the last 12 months. Workshops were designed to be practical with tangible tasks that could be completed in the 1.5 hours of the workshop.

Workshop content for the first half of the programme focus’ on business modelling with workshops on value propositions, Lean Canvas, and Business Model Canvas. The second half of the programme hone’s the messaging and communication of the business. In total we delivered 982 hours’ worth of workshops, each workshop was evaluated for its delivery, content and relevance to the business.

The aim for the workshops was to identify the skills the entrepreneurs needed to run a business, equip them with the skills and help the entrepreneurs implement those skills. 100% of entrepreneurs felt that they had gained new skills through the programme. Whether these skills were around communicating their business at pitch day, managing their finances by working with accountants, learning team building and management skills through leadership sessions that focussed on soft skills.
Workshops

One of the 60 workshops that we delivered was delivered by Jonathan on Business Modelling. Using the Business Model Canvas and interactive exercises, Jonathan prompts entrepreneurs to really think about the structure and stress test their business model. The workshop is one of Hatch’s highest rated workshops, it helps entrepreneurs gain clarity, perspective and the ability to pivot. The entrepreneurs walk away with a one business model and a lego structure that they use as a tool to evaluate their customer segments, revenue sources, and marketing channels. Other workshop providers are either local business owners or SME’s. These workshop facilitators are instrumental in creating unique learning opportunities and raising the quality of programming. Hatch tries to source its workshop providers and has commissioned £12,000 of local services to create a local community of support.

“I recognise how important it is for young people to have holistic support when starting out which is why I believe that programmes like Hatch are so important. By focusing on the building blocks of creating a business, for example using Alexander Osterwalder’s Business Model Canvas, pricing and market research, Hatch really does ensure that when the entrepreneurs leave the program, they have what they will need to grow. They continue to support graduates even after the three month programme which ensure that the entrepreneurs are supported during the difficult formative period of their careers.”

Jonathan Bannister (Founder and Director of strategy at Make Happy)
We then supported entrepreneurs with one-to-one’s to implement the strategies taught. This was done through a mixture of internal staff, local experts and workshop facilitator who had one-to-one’s with the entrepreneurs. We provided 132 hours of one-to-one support. This is what the entrepreneurs found most useful, as one size did not fit all and specific challenges had to be addressed individually. On the whole entrepreneurs felt the greatest skill they gained was confidence in communicating their business. These communication skills were assessed at Demo Day pitches, which resulted in a greater clarity for entrepreneurs about their enterprises. Entrepreneurs also reported a greater increase in management and financial skills.
Case Study: Equally Possible

Equally Possible was created by Leo Chan when he realised that medicine remains an elitist field, and any teenager with ambition to enter would likely fail if they did not have the right support at the right time. Often, the support comes from the parents, who tend to also be doctors, which perpetuates the issue of having doctors from a certain section of society. Leo together with a team of 11 doctors has created an online video course for applicants to UK medical schools. The 400 bite-sized video tutorial and exercise worksheets supplemented with forums and mentoring. It’s a fee-based subscription service with a charitable arm that provides the app for free for those from disadvantaged backgrounds.

Leo came to Hatch wanting to structure his venture, get help clarifying his business case, test his service and find office space to work from. He went on to structure his social enterprise with a charitable arm. He then tested his app and website with over 6000 users, surpassing his beta testing goals. Leo was proactive in getting support from legal advice to managing his finances. Hatch helped Leo create and practice his pitch deck for Demo Day, and received feedback from a expert panel of social venture capitalists. He then refined his business model and pitch which helped him secure £500 at the ‘Your Big Idea’ event and eventually secured him a further £15,000 in grant funding from Richmond’s Den. Hatch additionally supported Leo to secure office space. Hatch continues to support him take his app to launch.

“I really valued the one-to-one’s Hatch provided. The approach of learning about my business first, then offering tailored help, was empirical to my traction so far. The programme really whipped me into the best shape I could be in 3 months.”

Leo (Equally Possible)
Hatch creates sustainable start-ups by encouraging enterprises to increase their customer bases. Entrepreneurs rigorously test their ideas by interviewing their customers and continuously measure, build and learn. This approach has yielded results, with enterprises reporting a 127% gain in customers (6 months after the programme). Additionally our enterprises have experienced increases in turnover, on average by 30% (from £2,812 to £4,018 average monthly).

This includes raising revenue from the sale of products and services and fundraising. Hatch helped entrepreneurs secure a total of £97,200 in extra funding & finance. This has been achieved by honing the soft skills of entrepreneurs such as their communication and negotiation skills, imparting expert knowledge around effective fundraising and hands-on support writing and structuring bids.

Trading Phase:

What (was/is) your average monthly turnover?

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Although the majority of our enterprises have not yet exited the perilous 3-year period for a start-up to transition into an established enterprise, our current business survival rate stands at 95%, which trumps the national average of 20% after eighteen months. Business growth and sustainability has meant that our enterprises are able to recruit and grow their employees and volunteers.

Many of the young entrepreneurs we work with will employ other young professionals. We have found a knock on effect of sustained enterprise leading our enterprises to grow their workforce from an average of 2 to an average of 5 employees. Typically entrepreneurs that come to Hatch are solo founders, having a team tackles the lonely entrepreneur syndrome and drives growth. Entrepreneurs often take up space with our partners Impact Hub, or come and work at Hatch HQ, clocking up 134 hours of space provision.
Mentors

We currently we have 44 engaged mentors who have given over 273 hours of their time to our start-ups. All entrepreneurs that approach Hatch are eligible to receive free mentoring. Mentors are recruited through local businesses and our corporate partners. J.P. Morgan has been an avid recruiter of mentors with 52% of all our mentors being derived from various departments at JP Morgan.

Mentors go through an application process. Once interviewed they are then matched with entrepreneurs at an event formatted like a speed dating event. With mentors getting a few minutes to speak to each entrepreneur, matches are made based on the expertise of the mentor and the challenges of the entrepreneurs. The mentors then receive training, a handbook and are encouraged to attend events and socials.

Some Hatch mentors have progressed to sitting on the boards of the start-ups they mentor and act as long term business advisors. Mentors find the opportunity of being involved in the start-up scene an eye opening experience and have benefited from the professional development opportunity. The benefits of a structured and well-resourced mentoring programme are already apparent.
Case Study: Oliver Adams

Oliver Adams heard about the Hatch programme through his wife who had signed up to mentor through JP Morgan. Oliver being local also wanted to take up the opportunity to mentor an enterprise and connect to the local area. Oliver worked as a financial controller at M3 Capital Partners and had an interest in tech startups.

He applied for the mentoring programme and was invited along to the Mentor Matching event at JP Morgan. Here he had a chance to speak to all the entrepreneurs on the programme. Oliver was then matched with a Sara, Jose & Luis from Fabment. A group of highly motivated young entrepreneurs that were working on an event booking app. Not only did Oliver utilise his expertise as an accountant, he also decided to attend workshops on Friday to support not only his entrepreneurs and but the rest of the cohort with their financial needs. He was able to support Fabment in stress testing the business model and providing sound advice. As a result they have a clearer idea of where they are moving with their business.

But the learning has been on both sides, with Oliver gaining exposure to his local start-up community, meeting local businesses at the Impact Hub, and gaining exposure informing critical strategy for a enterprises just starting out. Volunteering at Hatch has made a use of his skills effectively and helped him develop new ones.

“When I heard about Hatch I was immediately keen to get involved in the programme, applying for a position as a mentor. As an accountant, I expected to be able to offer some limited financial advice but, outside that, I wasn’t sure what other assistance I would be able to provide. What I found is that my mentees really seemed to value the outside perspective and experience that I could offer.

I find it rewarding and inspiring to work with people who are striving to get their businesses off the ground. I took the opportunity to attend a number of the workshops with the entrepreneurs, taking a role of observer on their progress but also learning from the speakers. I find the program excellent, providing young entrepreneurs with skills and encouragement to help them succeed. I feel excited and privileged to be a part of that process.”

Oliver Adams (Hatch Mentor)
Upon the completion of the programme entrepreneurs pitch at Demo Day. An seven-minute presentation that requires the entrepreneur to communicate what their business does, evidence traction, present finances and communicate their growth strategy. Hatch compiles a panel of experts from the social investment sector and relevant industries to provide feedback. This has been a pressure cooker test of sorts for the entrepreneurs to see if their business is viable and if the numbers stack up. Entrepreneurs are then presented with feedback to improve their business, and introductions can be made to further their enterprises.

In a few instances the culmination of the programme has meant that the entrepreneur has decided that their business is not currently viable and they have had help from Hatch to change direction or head into employment with their new-found skills. We see this as a success, as the entrepreneurial journey is a long and hard one and has to be well thought-through, resourced and implemented. We are keen to support young adults into employment and help them understand the running a business or social enterprise can be done at any stage in their lives, be it part-time or alongside a job.

Once entrepreneurs have graduated from the programme they are still support from Hatch. At this stage the support is incredibly tailored to respond to specific requests or overcoming new challenges. Hatch is now developing a comprehensive offering for our Alumni, from an online networks to reunion events celebrating the achievements and providing a platform for networking.

What is your employment status?

- Self employed
- Part-Time
- Full-time
- Volunteering
- Unemployed
- In education

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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Each and every cohort of Hatch has reported one reoccurring benefit of the programme, and that is the network of support that is created and extended. Entrepreneur’s pre Hatch tend to experience loneliness and confusion around their enterprise. Hatch provides them with clear goals and a network that helps not only to achieve these goals but to be held accountable by their peers. The entrepreneurs are exposed to a whole range of people, from workshop facilitators, mentors, industry professionals that deliver surgeries, a community of freelancers based at the workshop space, Hatch staff, their mentors, new connections at events hosted by Hatch, and finally and most importantly their fellow participants.

One of the more prominent ways any Hatch entrepreneur develops their connections is through Impact Hub Brixton. It is at the Impact Hub that Hatch holds its workshop weekly. Not only do entrepreneurs attend workshops at the Impact Hub, but Hatch also provides free work space to entrepreneurs for the duration of the programme. Many entrepreneurs take up this offer as workshop space, event space, retail space or office space. Those that take up work space, highlight the positive effect of having a community of supportive entrepreneurs.

“Lambeth is hugely fortunate to have a programme like Hatch - we know how important it is to build an ecosystem of business support that really works for young businesses. Early stage entrepreneurs need to be inspired, challenged, supported to grow their skills, and connected 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)

Hatch attracts a diverse range of entrepreneurs and we have found that by having a diversity of entrepreneurs from different backgrounds, various business structures, and at different stages of their businesses, has resulted in invaluable peer learning opportunities. Entrepreneurs are also collaborating across cohorts to lend each other support. We have found in a sub sample of Cohort 3 (8 entrepreneurs), that each entrepreneur grew their network by an average of 10 connections. Connections that they felt they could call on to support their enterprise.
Case Study: Coco Gourmand

When I first encountered the Hatch program, I had already created an award winning confectionery brand. I was at a point where I knew my product was popular but I could no longer operate it as I had done up until then, on my own with help from friends. My cash flow was a big problem, pricing and general supply chain caused many problems not only in terms of efficiency but long term viability.

Hatch’s workshops offered clarity in terms of all the elements I needed to expand my business. They made me realise that I’m running a sales machine that needs oiling with the help of resources: human, financial etc. Being matched with my mentor really helped my decision-making process. I was able to really sit down and flesh-out every single aspect of my business, especially finance which happened to be my greatest weakness.

The on-going support from Hatch is really unique. I’ve been on other programs and although they were great, the follow-up is rarely there. However, I view the hatch team like family, they really care about the growth of my business. They often check-in, share and support our endeavours with their network and whenever there’s something that might be of interest, they include the graduates.

At the moment, I’m promoting my cookery book, Creole Kitchen, which was published by Pavilion. It’s been very well received and will also be released internationally. I’ve also launched my culinary tour of the Caribbean that stem from the pop-up culinary events I organised across London. Hatch has been instrumental in the development of my business, I wouldn’t be where I am now without them.
Partners & Projects

Through our work at Hatch, we have had the opportunity to partner with enterprising organisations locally and globally.

Youth Enterprise Accelerator (Europe)
www.yea-project.blogspot.co.uk

One Planet Ventures is replicating the success of Hatch to promote youth entrepreneurship internationally. One Planet Ventures has partnered with organisations in France (Paris, Marseille), Italy (Vincenza), Germany (Berlin), and Slovakia (Bratislava). The Youth Enterprise Accelerator is funded project by the European Commission’s Leonardo da Vinci Programme (Transfer of Innovation).

Since the project’s initiation in January 2014, 12 youth enterprise leaders have been trained to deliver the programme in their countries, and by the end of 2015 will see the support of 48 start-ups across all partners. The website has been visited over 10,000 times since mid 2014 and we are currently in the process of training the 48 young people. We are currently working with Latham & Watkins LLP who are supporting us on a pro bono basis to support the social franchise development.

“We worked on a “Youth Enterprise Accelerator” project with One Planet Venture and through this project, we got the opportunity to discover and experience “Hatch”. We found it very inspiring! Their program aims at supporting and empowering young entrepreneurs in the first steps of their long journey toward success. OPV’s team, both staffs and volunteers, give their best to support each of them with their specific issues and share their open-minded and innovative spirit. At the same time, they show them what perseverance and client-based management means.”

Jeanne Roussel (Apprentis d’Auteuil, France)
Mission Possible (Lambeth)
www.missionpossiblelondon.org

Mission possible is an event series delivered in conjunction with our partners Impact Hub Brixton. The network connects mission driven businesses in Lambeth and helping them to meet people making change happen and share key business skills & know-how and harness our shared networks for greater impact.

We have facilitated 2 events in 2015, focusing on social entrepreneurship, starting-up, and financing/ funding mission driven businesses. We had over 80 people attending both events and average satisfaction with the events was 90%. This work is supported through a small grant from Lambeth Council.

Arts & Enterprise Factory (Brixton)
www.factory.org.uk

The Factory is a creative space for arts and enterprise in Brixton. Its mission is to provide young people aged 16-25 with the keys to self-sufficiency through paid employment in art, design, music and media. One Planet Ventures (and our Hatch Programme) supported The Factory by planning the overall 2-weeks and delivering the entrepreneurship support part of the programme.

In the 2-week pop-up, over 150 young people took part in activities. The young creatives that took part found the programme an eye opener and great for having relatable role models to speak to and give advice. They found the workshops informative and found it a great way to interact with other local creatives. The Factory was a collaboration with predominantly Brixton based organisations, with support from the Department for Communities and Local Government, supported also by the London Community Foundation.
Conclusion

Understanding our impact is central to the operation of Hatch. We conduct interviews and surveys before and after the programme. These inform how we structure the next programme.

The feedback has been resoundingly positive and inspires us to go on to provide the much needed service of enabling enterprise and empowering young entrepreneurs. In the last year at Hatch we have supported 37 enterprises to become established and grow. Engaged 44 mentors and 32 workshop facilitators, and through an incredible 1,466 hours of collaborated effort we are growing a community that fosters enterprise. We feel incredibly privileged to have worked with stakeholders from local institutions to corporate partners. And would like to say a heartfelt thanks.

Additionally we endeavour to replicate this success, supporting our current and neighbouring communities that show real entrepreneurial ambition. Hatch finds itself growing and attracting entrepreneurs from further afield with every cohort. We have identified other parts of South London, which are hotbeds for start-ups. We plan to reach out to them and offer them the same kind of free and extensive support that we have been able to provide in Lambeth. Our vision is for entrepreneurship to become the norm and social enterprise the default way of life for any young entrepreneur.

“Hatch is much more than a start-up incubator, providing much needed support and championship in addition a successfully tried and tested business development ecosystem. It’s a one-stop shop for budding young social entrepreneurs. Hatch really empowers young entrepreneurs to turn their startup dreams into reality.”

Helen Wright (Independent Evaluator)
Please get in touch with us if you would like to join us on our journey.

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