Hatch

Press Pack

Assets, key messages, and boilerplate

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.

Our Mission

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

Our Tagline

Building a better world through entrepreneurship.

Hatch Boilerplate

Hatch is a national charity that supports underrepresented entrepreneurs from across the UK to imagine, launch, and grow businesses that are sustainable, successful, and have a positive and lasting impact on their communities. 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, and our sustainable, compassionate financial support offering. We're a charity with a strong business mindset. Since 2013, we've supported more than 10,000 UK entrepreneurs to flourish, building a vibrant network of partners, funders, and investors who share our vision in the process.

The Need

- The founders that we serve, including women and marginalised genders, founders from ethnic minorities, young people and Disabled founders, face **substantial** and very different **barriers** when starting and growing a business in the UK.
- Only **1% of UK venture capital** goes to businesses with **all-female teams**, while **only 54% of applications** from **women-owned SMEs** in 2020 were successful versus **73% from men**.
- Nearly **50% of Asian and Other Ethnic Minority**, and **58% of Indian aspiring entrepreneurs** appear to have stopped developing their business idea because of difficulties getting finance compared with **only 25% White British**.

Our Impact

- Graduates of our programmes felt far more able to **access the funding** they need after completing the programme, reporting a significant **increase of 123%** in this area.
- Founders said they felt a lot more able to **measure** and **communicate** the **impact of their business**, **up 92%** and **73%** respectively.
- Knowing how to access to the right expertise and opportunities to support the continued growth of their organisation also saw considerable growth, **up by 63%**.

Hatch Logo and Logo Use

The Hatch logo should be legible, uncrowded, and unaltered in its use. Preference should be given to the full-colour Hatch logo, with the lighter version used on dark backgrounds, and final version used only on yellow backgrounds.

In partnership with

Supporting

These 'in partnership with' and 'supporting' logos are to be supplied to partners, funders and supporters for use on their respective marketing materials to reflect the relationship with Hatch.

Please email Jess in the Hatch press office on **jessica.s@hatchenterprise.org** if you would like to be sent a version of the Hatch logo in a specific format, speak to a founder on a Hatch support programme, or request a media response to a news story.

Hatch Colour Palette

Primary colour palette

Yellow
RGB: 252.199.4
CMYK: 1.22.82.0
#FCC74A

Blue
RGB: 120.185.193
CMYK: 57.8.23.0
#68B9C2

Dark Blue
RGB: 41.54.62
CMYK: 80.64.56.52
#29363D

Secondary colour palette

Red
RGB: 234.92.94
CMYK: 3.79.58.0
#EA5C5E

Light Grey
RGB: 247.247.247
CMYK: 2.1.1.0
#F7F7F7

Yellow - #FCC74A
Blue - #68B9C2
Dark Blue - #29363D
Red - #EA5C5E
Light Grey - #F7F7F7

Social handles and contact details

Instagram: @hatchenterprise
LinkedIn: Hatch Enterprise UK
Facebook: Hatch Enterprise
Press Office: jessica.s@hatchenterprise.org