



Social Enterprise Incubator

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How to grow your social venture

Programme Overview



Every time you spend money, you're casting a vote for the kind of world you want.

Anna Lappé

Who is it for?

This 4-month programme is dedicated to social enterprises and charities in the process of establishing and growing.

We provide a unique growth opportunity for talented founders and co-founders that want to tackle issues affecting their communities or society and need support in the early (and crucial) years of their entrepreneurial journey.

The programme is right for you if:

- You have been running a social enterprise for at least six months and are looking to scale it sustainably
- You are running a charity and you are looking to become more financially self-sustainable
- You are looking to be introduced to a growing network of fellow social entrepreneurs
- You are looking to refine your social business model
- You are looking to understand how to measure your impact
- You are looking to discover different sources of funding and explore investment options
- You are looking to improve your skills as a business leader
- You are looking to be part of the biggest start-up community in South London

How the incubator works

The incubator sessions are balanced between theoretical knowledge and practical implementation. Every second Friday we run workshops, expert led training sessions, or guided peer discussions on topics that will help you grow your business. You will also have the opportunity to practice your pitch and gain feedback from successful and established entrepreneurs.

Throughout the programme you will have access to a number of dedicated business consultants who are each experts in a chosen field. In addition to this, you have allocated one-on-one time with the lead facilitator and coach, which will allow you to focus on areas of the programme that are most important to your specific business goals.

Peer learning is a key element of the programme. As part of a cohort of 15 social entrepreneurs, you will be expected to be curious, open-minded, and generous with your contributions. The programme will culminate in Hatch Pitch day, the final event where you will pitch your business in front of a panel of dragons and potential investors.

Once the programme is finished, we want to continue supporting you in further developing your venture. You will be matched with an experienced mentor from an entrepreneurial or corporate background, aligned with what you need, who will provide you with ongoing support and advice.

Benefits of the Programme

Expert Workshops

We work with top experts in their fields to lead workshops that will provide you with all the necessary knowledge, skills and information for sustainable and innovative growth.

Facilitator Run Peer Led Discussions

We facilitate powerful discussions amongst you and your peers, which allow you to share knowledge and energy, and learn from fellow experts.

Networking

Through a series of regular get-together and events for entrepreneurs, we help connect you to some leading social entrepreneurs, who may act as role models or even future mentors. You will become part of a supportive community with whom you can share the ups and downs of the entrepreneurial journey.

1:1 Coaching

Outside of the Friday sessions, you have two coaching sessions with an experienced coach, who will help your progression and assist with your professional and personal goalsetting.

Mentoring

Your mentor will provide one to one support and be an objective sounding board for you and your business. He/she will keep your focus and hold yourself accountable against your goals. Mentors can help with business modelling, product viability, finance and pitch deck.

Co-working space

We can either provide or connect you with affordable co-working spaces. 55 East, our new space just minutes away from Elephant and Castle station, is a warm and friendly environment where you can base and run your business from. You can also become a host and get free co-working space in exchange of some hours of your time.

Securing (Social) Investment

Being part of the Social Enterprise Incubator will enable you to share with us any investment raising ambitions. Hatch is well networked in London's investment and social investment sector, and can facilitate valuable introductions. At Pitch Day, you will have the opportunity to create useful connections and meet people that might be interested in investing in your business.

Personal Development

Your personal development as well as your work-life balance are key to a healthy lifestyle and a flourishing business. In our incubator we help you find the right balance and be more time efficient through dedicated sessions, facilitated group discussions and coaching.



Thanks to Hatch, I've not only grown my network but have grown in confidence, I am able to clearly articulate the steps I need to reach my goals.

Toby Lyons
Piece of the puzzle

Key Dates

Here are key dates for your diary of the Friday sessions (9.30am-4.30pm) that will take place at 55 East. Coaching sessions are organised at a time most convenient between you and your coach.

23 February 2018	Storytelling Goalsetting
9 March 2018	Market research, market testing & value proposition
23 March 2018	Social Business Model Impact measurement
6 April 2018	Marketing Productivity
20 April 2018	Sales Leadership
4 May 2018	Pricing and Financial management
18 May 2018	Pitching Investment and sources of social funding
1 June 2018	Social Media
15 June 2018	Mock Pitches – test your pitch and get ready to Pitch Day
TBC	Pitch Day

Please note that this schedule might be subject to change.

Learning Outcomes

Storytelling

Learn powerful steps to communicate your story, play up your cause and engage with your audience.

Goalsetting

Define the vision for your social venture, identify stepping stones to achieving your core objectives and make an action plan for the next four months.

Market Research and Value Proposition

Get insights into your customers/beneficiaries through market research and find out how they connect with your cause. Nail down what you are offering and create a compelling value proposition.

Social Business Canvass

Map your business model and your competitors. Apply the lean methodology to your social business. Learn how to prototype innovations to your model and be adaptable to a rapidly changing environment.

Impact Measurement

Explore how to measure your outputs and outcomes and how to use them to communicate your achievements. Identify key impacts for your social business and test effective evaluation tools to constantly improve.

Marketing

Discover proven, tried and tested marketing strategies to grow your social business. Find out different ways to generate leads and create a marketing funnel. Learn which calls to action you must have on your website.

Productivity

Learn tips and techniques to help you be more productive and maintain your motivation on your entrepreneurial journey.

Sales

Find out how to develop good sales attributes. Draw attention to your cause and understand effective sales and buyer/user process. Optimize your use of LinkedIn to build meaningful connections.

Leadership

Identify your personal strength and work on your areas of improvement to unleash your potential as business leader. Learn how to build and manage a great team.

Pricing and Financial Management

Discover different pricing strategies for your product or services. Create a budget and financial forecast for the years ahead. Understand how to manage your cashflow.

Pitching

Improve your communication and pitching skills and find out how to deliver an outstanding pitch. Build up your confidence and learn tips to overcome the fear of public speaking. Draw on your cause to tell your story right.

Investment Readiness and sources of social funding

Explore benefits and drawbacks of investment and understand whether investment is a viable option for you. Discover alternative sources of funding. Shape your story through building a powerful pitch deck.

Social Media

Learn how to utilise social media to increase your follower base and to engage your customers and those who support your cause.

Mock Pitches

Test your ability to pitch your social business. Receive feedback from your peers as well as from experts. Get ready for Pitch Day.

Price:

From **£150**
with bursaries

Next steps:

Register here

Receive an application form from our PM

Fill in application form and bursary form (if applicable)

Get an interview in the following week

If successful, start your journey with Hatch and lead the change!



**What are you
waiting for?
Apply now!**

Application Deadline: 16th of February