

Welcome to



hatch

In this toolkit, you will find everything you need to implement Hatch in your own community! Please email jeremy@newaukee.com with questions on the material or on something not covered in this toolkit.

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ABOUT HATCH

BASIC PREMISE: Hatch is a community-based startup pitch platform to help develop “napkin” ideas into early-stage companies while also drawing in the greater community to a fun and engaging event that forces collision points throughout the ecosystem. It was created and is produced by BrightStar Wisconsin Foundation, along with NEWaukee. There is no restriction on the type of idea that can be submitted, but preference is given to high-growth ideas that have the ability to scale.

OUR MISSION: Hatch’s mission is:

1. To empower people with ideas, turn them into projects, and have projects lead to scalable companies and
2. To awaken communities to work together within regions throughout Wisconsin in order to collaborate in support of entrepreneurship and the early stage ecosystem.

HATCH PHILOSOPHY: Our job is to plan an experience that creates an environment where participants can vote on whatever idea resonates with them the most and has the best chance of success. Lots of people have ideas, it takes a special individual or group of people to be entrepreneurs. We also need to build communities who support our local entrepreneurs and help them grow for the good of the region. Our goal is to take an idea to a project, and a project to a company. We also want to provide additional opportunities and resources for the businesses including business or financial services.

OUR VISION FOR THE FUTURE OF HATCH: With key partnerships and community leaders, we hope Hatch will change the way people engage with entrepreneurs and the ecosystem by building a process and outlet that empowers and enables people to launch their ideas across the state of Wisconsin.

OUR GOALS:

- Empower residents
- Help create jobs
- Allow people to establish new relationships and networks
- Promote action and change
- Instill local pride
- Provide a deeper understanding of entrepreneurship and innovation

HATCH RULES

Presenters have five minutes and five slides to pitch in front of judges and a live audience for the chance to win \$2,000 and be selected as a semifinalist for the Hatch regional finale. The audience has a chance to evaluate and vote for their favorite idea alongside the judges. Winners and a few wildcards will be selected to pitch at the regional Hatch Finale for an additional \$5,000 and business resources to forward their idea.

STARTING YOUR HATCH

GENERAL PROCESS:

It takes at least three months to produce the initial Hatch event and two months between events.

- Build a team of community stakeholders
- Develop community vision, goals, and values
- Research and decide first Hatch logistics (location, time, proposal deadlines, etc.)
- Outreach!
- Finalize Hatch event logistics, vote on Hatch presentations, coach pitchers
- The event!
- Debrief and grow

HATCH TIMELINE: Creating a rough timeline of getting to the first Hatch date is important for managing expectations and keeping the committee on track. Be flexible!

TWO MONTHS BEFORE HATCH:

- Set:
 - o Date
 - o Location
 - o Roles
 - o Online and/or physical proposal drop-off locations
- Initial outreach:
 - o Announce the date and call for proposals (via press release, website, social media)
 - o Develop flyer, social media graphics, and marketing materials
 - o Post on all social media
 - o Update website
 - o Newsletters
 - o Handout flyers
 - o Word-of-mouth
- After the first Hatch event, check with past winner and confirm their attendance at the upcoming Hatch to give a 5-minute progress report on their project.

A MONTH BEFORE HATCH:

- Select pitches
- Announce selected pitches (via website and social media)

2 – 3 WEEKS BEFORE HATCH:

- Make sure all logistics are finalized
- Brief the jurors and the presenters

1 – 2 WEEKS BEFORE HATCH:

- Intensify promotion and outreach for attendance

1 WEEK AFTER HATCH:

- Send out press release (winner announcement)

BUILDING YOUR TEAM

We are committed to making Hatch a collaborative project that engages different parts of the community; this extends to, and is possibly most important in, the planning and implementation. Having a dedicated team that takes on different roles in the process is essential to the success of each event and the concept acceptance in the community. We have roles that have worked for Hatch, but if your community needs something different, empower the members of your committee to make those kinds of decisions with additions or subtractions. Remember, Brightstar and NEWaukee will serve and assist as the lead in the event production.

THIS IS ABOUT COLLABORATION

When you're building a team, please remember that the implementation of Hatch is about building an ecosystem through empowering people with ideas and those that can support them. We look for collaboration between business sectors, cities, and counties.

Diversity is key in cultivating a group of people to work on Hatch. Members of the planning committee should either live or work (or both) in the community so that there is a real understanding of the needs of that area - this transcends the scope of Hatch. We try to remember that the audience will reflect those that planned the event. Think about members that come from different experiences and perspectives:

- Young and old
- Different social groups
- Nonprofit organizations
- Young professional orgs
- University clubs
- Economic development orgs
- Business leaders
- Chambers of commerce
- Meetup groups
- Incubator, accelerators, or co-working spaces
- Companies or businesses

ROLES:

COMMUNITY LEAD & OUTREACH ORGANIZATION

The community lead should be the responsibility of the whole committee, however, the community lead is the organizer and manager dedicated to local outreach. At a planning meeting before Hatch, the committee should brainstorm local organizations, businesses, events, etc. that they can reach out to for ideas to submit.

The Community Lead is meant to:

- Bring people to the table
- Help secure a location
- Assist in securing food and beverages
- Confirm community jurors

Each member should commit to doing outreach to a few organizations on the list and the Community Lead will manage these commitments. They are responsible for making and printing a Hatch flyer, and creating a social media page to promote the event.

PROPOSAL CHAIR / IDEA FINDER

Having one person be the main point of contact for people submitting proposals can be very helpful, especially as the event date gets closer.

The Proposal Chair is meant to:

- Find ideas in the community
- Facilitate a date in the community to host an information session for people to learn more about the program.

BRIGHTSTAR WISCONSIN FOUNDATION AND NEWAUKEE ROLES

BrightStar and NEWaukee will manage and facilitate committee meetings and keep track of the timeline and committee member responsibilities.

BrightStar and NEWaukee will:

- Notify winners they will be presenting at the Hatch and what to expect.
 - Notify proposal submitters not selected to present and offer a few points of feedback, encourage them to attend the event, and re-submit their proposal in the future. At each event, BrightStar and NEWaukee will check-in with each presenter before the event begins to make sure they know the agenda, which order they're speaking in, and answer any last-minute questions presenters may have before they speak.
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MEETING SCHEDULE + DISCUSSION TOPICS

Before the first Hatch event, there are certain meetings and discussions that need to happen to make the most of your committee's time and accomplish all that needs to happen before the doors open the first time. Try to think carefully about each meeting's agenda. Meetings should be as short as possible while remaining useful and fun. At the end of each meeting, review each person's commitments and set the next meeting date (we use things like Doodle to coordinate busy schedules). Since you're trying to build a diverse team, most of the committee members probably don't know each other well. Ice-breakers and introductory moments are important to develop trust and communication. Try asking questions like: Describe yourself in one word. What do you bring to this group? What were you most proud of this past week? What is your favorite part of this community? It could be fun to ask committee members to come to the next meeting with a question similar to these to get the conversation started.

MEETING ONE

- Make sure all partners are at the first meeting
- Describe: What is Hatch? (Visit www.hatchwi.com and check out some photos, print this toolkit, show 2017 impact, etc.)
- Discussion: Overview of the program
- Share: Logistical information
- Review estimated timeline, use the materials and the timeline outlined in this resource packet.
- Review team roles
- Brainstorm: Possible locations, dates, and times.
- Commitment: Who is reaching out to each location? What do they need to report back at the next meeting? (Contact person, cost, size, availability of tables and chairs, etc.)
- Create: Outreach plan.
- Secure jurors

MEETING TWO

- Report: Locations and vote on the place to hold the first Hatch (your locations can change).
- Assign: Action items
- Set: Logistics (time / place) and proposal drop-off locations.
- Brief jurors
- Information session for potential presenters

MEETING THREE

- Report: Each member reports progress / commitments.
- Set roles for event night
- Review any last minute logistics

MEETING FOUR - HOST AFTER EACH HATCH EVENT

- Debrief: S.W.O.T. Analysis
- Create task list and set commitments
- Inform groups that they must still promote in the region for the upcoming Hatch events and must be present for future meetings

PROPOSAL PROCESS

For Hatch to work, you need to have people present about their ideas. That means, encouraging diverse sets of people to submit proposals about ideas they can share with people that are invested in that community. We've found that starting with people that the committee is familiar with and working out from there works well. Develop lists of groups/individuals that have influence in the business community and reach out to them about their possible future projects.

The first couple of events take a bit more work on the outreach side, so make sure your whole committee is working on getting the word out.

Outreach options that have worked for Hatch:

- Schools (all levels)
- Clubs or Tech Meetup Groups
- Community development groups
- Business associations
- Incubators
- Business owners
- Nonprofit and community organizations

SO, WHAT DOES THE PROPOSAL LOOK LIKE?

The proposal form for Hatch is simple because we want all people to feel empowered to talk about their ideas with attendees.

SUBMISSION FORM QUESTIONS

- Idea name
- What is your idea?
- Value Proposition: Why will your potential customer buy this product/service?
- Stage of Development: A brief summary of what has been accomplished thus far and what is the next step. Is this a napkin idea, current business etc?
- What are your current roadblocks?
- What will you do with the \$2,000? Funding is for a specific project to get traction. Ideas will be disqualified if the funding is to be used for general operations of an organization.
- General contact information.
- Tell us about yourself.

PROPOSAL SUBMISSION GUIDELINES

On our website, we share the following with potential presenters so they understand our expectations for the application.

- Your proposal doesn't need to be a novel.
- Be short, quick, and to the point.
- Wisconsin companies are preferred.

- If your idea doesn't get selected for Hatch, then SUBMIT AGAIN, especially if you have furthered your idea!
 - Save what you wrote, so if you want to re-submit later, you still have the language you want.
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COACHING

PITCH COACHING:

Throughout our first year of presenting Hatch, we were asked by presenters to work with them on how to use their 5-10 minutes wisely. The chosen presenters are often nervous and anxious about sharing and selling their idea to the public. Honestly, most people hate talking in front of large groups. We have found that a simple pitch coaching session the day before or via phone helps presenters clean up their message without overcomplicating it. We quickly saw that this was an invaluable resource and use of our time.

JUROR COACHING:

Each regional Hatch event features 5 to 7 jurors from the community that have experience in small business, starting companies, economic development or are in some form of community leadership. There will be one juror at each regional event from the BrightStar Wisconsin Foundation. The finale in each region will feature jurors from The BrightStar Foundation and The BrightStar Foundation Board.

In a perfect world it would be ideal to get all the jurors together to walk through expectations. This can be done via phone and also there will be a small gathering at 5:30pm before the event night.

VENUES

Since people are the most important part of Hatch, it is important to be constantly thinking about the needs of the people that are coming to the event. When choosing a location, it should be accessible, familiar enough for audience members, comfortable, and accommodating. Hatch has been hosted in firehouses, warehouses, empty storefronts, a model home, airplane hangers, and event spaces. To accommodate all sorts of people, seating options include floor seating, bleachers, some tables and chairs, and there are people standing during busier events. This can be and often is adapted, manipulated, and changed with each event.

A WORD ABOUT SPACE:

We love raw space and things that may feel incomplete. It challenges the attendees to dream with the space and imagine the possibilities of what it could become. By the time we left the first two spaces, they were left better than when we entered them and full of potential. Remember, this is not a wedding reception! Having the space be flawless says to the attendees that the ideas need to be flawless as well. We encourage the space to reflect ability, so we aim to build a safe environment where all walks of life feel like it is interesting place to gather.

PLACES TO CONSIDER:

- vacant storefronts: With permission of the owners, we have collaborated with local artists to put a little paint on the walls, install some construction lights, and add a portable toilet. Just a few additions and we had a new space to reimagine possibilities.
- coffee shops at night: On off-hours, many of these can fit 75-100 people.
- restaurants: There are many restaurants that close often on Mondays or Tuesdays, so we use the space (and their chefs) to supply the space and cook.
- community centers: These are usually ready for any event needs.
- school gymnasiums: Amazing spaces because they are already set up for students with tables and this can be great way to involve families.
- dance studios: These can be fun, just be careful of the floors!
- co-working spaces: These usually come with a small kitchen, a community of engaged entrepreneurs, and a unique setting.
- artist residencies or gallery spaces: Usually spacious, these offer an artistic environment that can aid conversations and collaborations.
- hotel banquet room: You could use a hotel banquet room, but that feels so stuffy and corporate and stodgy. We feel like people need to step up their game when this happens, and it's not the point of an event like this, but if this is available don't let us stop you!
- Historic warehouse or building

FOOD & BEVERAGE

It is important to build a community around entrepreneurs as well as keep your attendees fed and happy to be there. We work with local brewers, restaurateurs, and distillers to supply the guests of Hatch programs with complimentary food and drinks.

MARKETING

Now that you're on a roll getting people interested in presenting at the event, they need audience members to listen to their ideas. The process is similar (and often overlaps) with proposal outreach, but the potential audience members need to know why they are committing their time.

THINGS TO KEEP IN MIND WHILE MARKETING HATCH:

- The presenters are the best marketing, get them to promote that they are pitching to drive interest
- Reach out to organizations to make sure they are informing their members
- Reach out to attendees from a previous Hatch or people that have attended similar events
- Leverage social media across multiple networks
- Press releases are important
- Email marketing is efficient and effective
- Special, direct invites are a nice personal touch
- Fliers to post in businesses in the area have the ability to reach people outside of the internet

- Partner organizations are invaluable as promotional partners and resources
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RSVP

Wisconsinites are notoriously awful RSVPers. Typically if there is a free event you will receive a 50% return for RSVPs. However Hatch is different. They have typically outperformed the number of RSVPs from 100 to 500%. The reason is, presenters drive their family and friends to the event to vote for them. Typically these attendees do not RSVP.

DOOR PRICE

All Hatch events are free to increase inclusivity and build community. We believe there should be no barrier to entry for guests that want to roll up their sleeves and get involved.

RUN OF SHOW EXAMPLE

<u>TIME</u>	<u>ACTIVITY</u>	<u>WHO'S DOING IT</u>
1:00	A/V, DJ, Arrives by Underground S&L Productions	
2:00	Arrive at Hatch Finale Site Drop off Name tags, Voting card, Hatch Signage, Juror Sheets Clipboards, Tablecloths, Programs, Pens, Bins, Cups, Clicker	
2:00	Set out 12 high tops, 16 banquet tables and registration table Stage, garbages w/ bags, floor lights, direction signage Talk through event lighting	
4:00	Purchase beverages [Wine etc], Ice,	
5:00	Food arrives	
5:30	Presenters and Jurors Arrive	

EVENT NIGHT AGENDA:

Remember to adapt this general premise to what works for your community, but for previous Hatch events we take about 2.5 hours for each event.

DOORS OPEN AT 6PM

- People arrive, grab their voting card and fill out a name tag
- Music is playing, attendees are encouraged to network, learn about presenters, and settle into the experience.

PRESENTATIONS BEGIN AT 6:45PM

- Local representative welcomes the crowd
- BrightStar Wisconsin introduces the story of Hatch and BrightStar
- NEWaukee talks about the rules and expectations for the night and introduces the presenters

- Each presenter is invited to talk about their idea for five minutes, and then the audience and jurors are allowed 5 minutes of questions.

ATTENDEE & JUROR VOTING STARTS BEFORE 8PM

- Music comes back on
- Audience members are encouraged to eat, talk with presenters, utilize the resource board, and vote.
- Encourage people to talk with people they don't know, but don't force them.

WINNER IS ANNOUNCED BY 8:30PM

- Votes are counted and jurors come to a decision
 - BrightStar Announces fan choice and winner
 - NEWaukee thanks everyone for coming and invites everyone to the after party
 - NEWaukee announces the next event
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HATCH EVENT CHECKLIST

- A/V [Monitors, Microphones, Speakers, Lighting]
 - DJ
 - Stage
 - Name Tags
 - Voting Cards
 - Pens
 - Juror Sheets
 - Tablecloths
 - Beverage Bins
 - Cups
 - Wireless Clicker
 - High Top Tables / Chairs
 - Garbage Bags
 - Garbage Cans
 - Directional Signage
 - Registration & Vendor Tables [Food / Partners]
 - Wine, Beer [Bottle Openers]
 - Food
 - Book After Party
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POST-HATCH INFO

After Hatch, it is imperative that the team meet within a week to debrief and talk about ways to improve for the next event. This is a learning experience. Be gentle with one another, be vulnerable about what worked and what didn't, encourage one another, and celebrate what happened. This is a space to experiment, engage, learn, and grow.

SOME THINGS THAT HAVE WORKED FOR HATCH:

- Take pictures, post on social media, and share stories
- Make lists of past winners' (and presenters') projects, the money raised, and contact information
- Document the approximate number of attendees at the event
- Store contact information from sign-in sheets and other gathered resources
- Write press releases and talk about accomplishments
- Create lists of things that worked and didn't work
- Send thank you email to attendees