



hatch

**PRESENTED BY
BRIGHTSTAR WISCONSIN FOUNDATION**

4 CITIES

- ▶ STEVENS POINT
- ▶ WISCONSIN RAPIDS
- ▶ WAUSAU
- ▶ MARSHFIELD

PARTNERS

ON THE GROUND SUPPORT

MCDEVCO, MARSHFIELD CHAMBER, PORTAGE COUNTY BUSINESS COUNCIL, CREATE PORTAGE COUNTY, INCOURAGE, CURRENT, IGNITE, MARSHFIELD YOUNG PROFESSIONALS

PROMOTIONAL

WEDC, MID-STATE TECHNICAL COLLEGE, STEVENS POINT ENTREPRENEURS CLUB, SCORE

A photograph of a crowd at night. In the foreground, the silhouettes of several people are visible against a twilight sky. A string of warm white lights hangs across the top of the frame. The text "815 ATTENDEES" is overlaid in large white letters on a dark horizontal band.

815 ATTENDEES

80 IDEAS SUBMITTED



18 PRESENTERS



FOUR WINNERS

STEVENS POINT

- ▶ NO LEAK FLUSH VALVE

WISCONSIN RAPIDS

- ▶ ARBRE TECH

WAUSAU

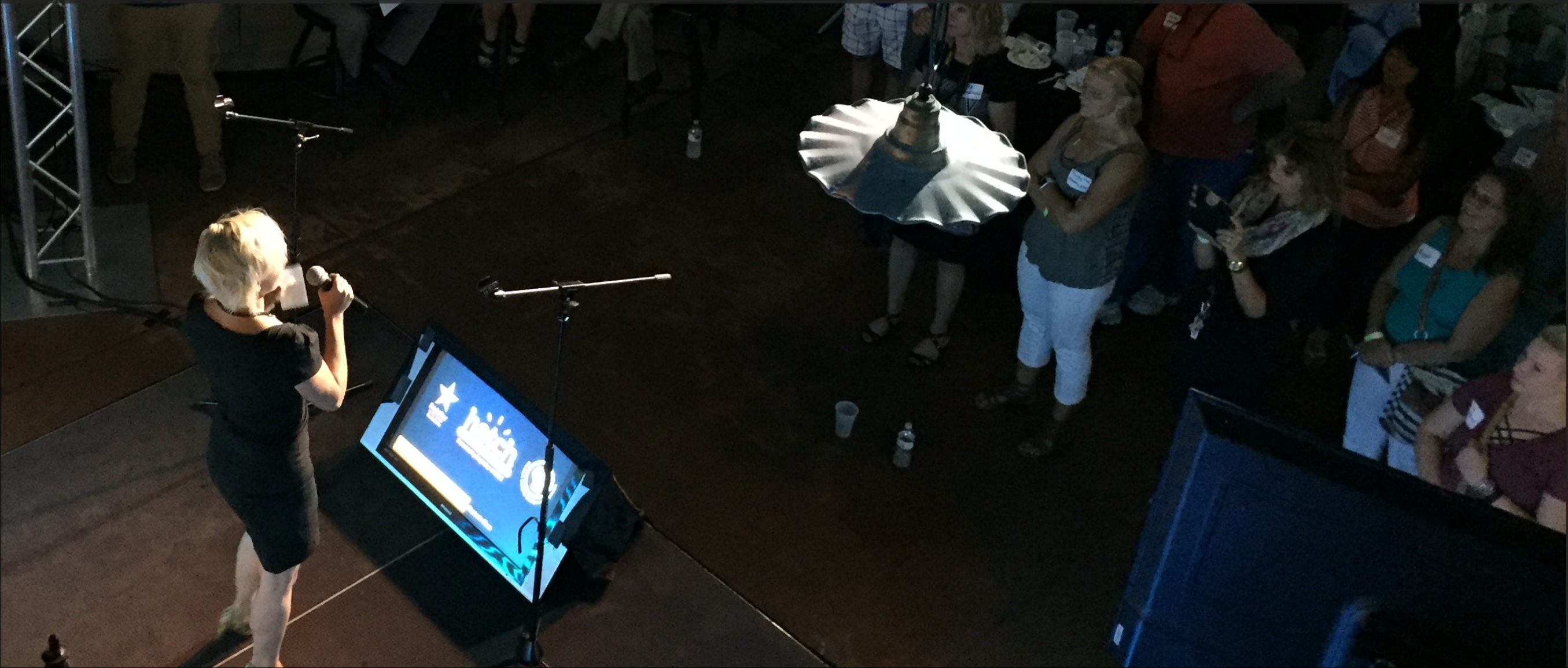
- ▶ UNPUBLISHED.IO

MARSHFIELD

- ▶ TAPPED



39 LOCAL & NATIONAL MEDIA PLACEMENTS





24,291 WEBSITE VISITS

A photograph of a crowded indoor event space, likely a community center or hall. The room is dimly lit with blue ambient lighting. The ceiling is decorated with white star patterns. Several large, ornate pendant lights hang from the ceiling. In the background, there are banners or posters on the wall, and a crowd of people is visible, mostly seen from the back. The overall atmosphere is festive and social.

**239,933 SOCIAL MEDIA
IMPRESSIONS**

THE FINALE

HATCH FINALE

WINNERS:

- ▶ PETER PARKER AND LANDIS BROZAK – NO LEAK SIPHON FLUSH VALVE
(STEVENS POINT)
- ▶ MATT VOLLMER AND BEN MEYERS – ARBRÉ TECH
(WISCONSIN RAPIDS)
- ▶ DANIEL PACKARD AND MAURICE WOODS III – UNPUBLISHED.IO
(WAUSAU)
- ▶ JEREMY SOLIN – TAPPED
(MARSHFIELD)

WILD CARDS:

- ▶ EMILY BLOMBERG – CABOOSEE
- ▶ ELIZABETH OLSON – CHEIKS
- ▶ CARL LIPPERT – FEED MANAGER

NOEL GROUP AIRPLANE HANGER STEVENS POINT, WI



HATCH FINALE RESULTS

300 ATTENDEES

STATEWIDE REPRESENTATION

2 WINNERS SPLIT \$10,000

- ▶ MATT VOLLMER AND BEN MEYERS – ARBRÉ TECH
- ▶ EMILY BLOMBERG – CABOOSEE

POSITIVE OUTCOMES

- ▶ BRIGHTSTAR'S BRAND AND MISSION WERE INTRODUCED TO POTENTIAL DONORS, ECONOMIC DEVELOPMENT ORGANIZATIONS AND ENTREPRENEURS
- ▶ MID-STATE TECHNICAL COLLEGE DEVELOPED AN ENTREPRENEURSHIP PROGRAM FOR STUDENTS WITH THE INTENTION OF HAVING THEM PITCH AT FUTURE HATCH EVENTS
- ▶ CITIES FROM AROUND THE STATE EXPRESSED INTEREST IN BRINGING HATCH TO THEIR COMMUNITIES, INCLUDING BELOIT, EAU CLAIRE, LA CROSSE, OSHKOSH, ANTIGO, RACINE AND KENOSHA
- ▶ REGIONAL COLLABORATION AND STRATEGIC PLANNING AROUND ENTREPRENEURSHIP AND INNOVATIONS

The background of the image features a dark, deep blue gradient. Scattered across this background are several out-of-focus, circular light sources in shades of yellow and white, creating a bokeh effect. A prominent, bright white circle is located near the top center, while other smaller, softer yellow circles are positioned towards the corners and sides.

**WHAT PEOPLE
ARE SAYING**

"BRIGHTSTAR'S VISION, NEWAUKEE'S LEADERSHIP AND CENTRAL WI CHAMBER'S PARTNERSHIPS, THROUGH HATCH, ESCALATED THE ENTREPRENEURIAL SPIRIT IN EACH COMMUNITY."

**TODD KUCKKAHN
EXECUTIVE DIRECTOR
PORTAGE COUNTY BUSINESS COUNCIL**

"WE KNOW THAT MOST OF OUR ECONOMIC DEVELOPMENT COMES FROM WITHIN OUR COMMUNITY. HATCH HAS HELPED IDENTIFY ENTREPRENEURS IN OUR COMMUNITY THAT MAY HAVE OTHERWISE GONE UNNOTICED. AN INCREDIBLE FIRST EVENT HAS GENERATED EXCITEMENT AND DETERMINATION TO CONTINUE EVENTS SUCH AS THIS IN THE FUTURE IN EFFORT TO HELP HATCH OTHER NEW IDEAS!"

**CHRIS MEYER
MAYOR
MARSHFIELD**

"WE HAVE TO KEEP THIS MOMENTUM GOING....I HAD NO IDEA THERE WERE SO MANY ENTREPRENEURS OUT THERE. WHAT A GREAT OPPORTUNITY TO BRING AWARENESS OF LOCAL AND STATE RESOURCES AVAILABLE FOR ENTREPRENEURS. THE EVENT HAD LOTS OF ENERGY AND EXCITEMENT. EVENTS LIKE THIS WILL SPARK OTHERS TO PURSUE THEIR IDEAS AND DREAMS. BROUGHT THE COMMUNITY TOGETHER ENGAGING YPS, BUSINESSES, ORGANIZATIONS AND ENTREPRENEURS."

**KAREN OLSEN
EXECUTIVE DIRECTOR
MARSHFIELD CHAMBER OF COMMERCE**

PLANS FOR 2018

- ▶ CONTINUE CENTRAL WISCONSIN PROGRAM AND IMPROVE COMMUNITY INVOLVEMENT IN EACH CITY AND COUNTY
- ▶ EXPLORE EXPANDING THE PROGRAM TO POSSIBLY TWO OTHER REGIONS
 - ▶ NORTH WEST (EAU CLAIRE, CHIPPEWA FALLS AND MENOMONIE)
 - ▶ SOUTH EAST (RACINE / KENOSHA)
- ▶ APPLY FOR WEDC ENTREPRENEURSHIP SUPPORT PROGRAM GRANT
- ▶ ENGAGE AND/OR RE-ENGAGE DONOR PROSPECTS TO SECURE NEW DONORS IN EACH REGION
- ▶ CREATE A LOCAL AND REGIONAL SPONSORSHIP MARKETING PROGRAM
- ▶ BUILD A STAND-ALONE WEBSITE FOR HATCH