WHAT IS THE HATCHERY?

If you have an idea for a new enterprise, the Hatchery is an opportunity to evaluate it in a structured, collaborative environment.

- **Learn venture development skills that can be applied to any present or future ideas**
- **Dive deeply into your business or nonprofit idea to see if it's right for you**
- **Figure out if you can make a living doing what you love**
- **Get academic credit for starting an enterprise**

Past students have started enterprises in the arts, sciences, activism, local and international community development, food systems, technology and other areas . . .

For-profit and nonprofit enterprises are welcome.

Hatchery residents can also act as consultants to outside enterprises. In the past we've had students work in solar, affordable housing, food justice and other areas.

The Hatchery is typically offered every year. It is a 3-credit course that can include senior project credits. Over the 10-week course you'll develop a series of market tests or prototypes for your enterprise.

HATCHERY SUPPORT INCLUDES
- Weekly meetings covering critical aspects of any venture
- Seed funding to eligible enterprises
- Rent-free shared office space for your first year, with 24/7 access
- Professional support and advice:
  - ✓ Legal
  - ✓ Accounting
  - ✓ Marketing
  - ✓ Graphic Design
  - ✓ Prototyping
  - ✓ Pitch Development
  - ✓ Larger support network

THE THREE PHASES OF THE COURSE
- Application & Pre-Work: Students apply for a position in the Hatchery over winter term. Accepted students attend an orientation session at the end of winter term and complete some pre-work before the spring term begins.
- Rapid Prototype: The ten weeks of the Hatchery course. Students attend weekly classes and create rapid prototypes to test their ventures in the marketplace. These prototypes vary widely depending on the type of ventures.
- Venture Development: The following 9 months. Students have access to the Hatchery space to continue developing their enterprises.

QUESTIONS
Contact Kerri Sands, ksands@coa.edu or Jay Friedlander, jfriedlander@coa.edu

HATCHERY APPLICATION
Accepted on a Rolling Basis until 5 p.m. FRIDAY of Week 4, Winter Term

> **Instructions:** Please write a brief description of your venture, based on the list below. The more concrete information you can provide, the greater the likelihood your idea will be chosen for further consideration as a Hatchery resident. Contact Kerri Sands if you would like a Word version of the application.
> **DO NOT EXCEED TWO SINGLE-SPACED PAGES OR USE FONT SMALLER THAN 10 PT.**

Enterprise Name and Team Member(s):

Please provide the following information:

1. **Description of Venture/Idea.** What are you hoping to do?

2. **Overview of Opportunity.** What macro trends lead you to believe this is a good idea? In broad terms, what's going on in the world (for example, behaviors, hopes, fears, technologies, movements) that open up this opportunity?

3. **Description & Importance of Product/Service.** Describe your product or service. What problem does the product/service solve or how does it fill an unmet need?

4. **Market Demand Overview**. What have you found in your research regarding potential interest/demand? Who are your customers and what have you learned about them? (If a nonprofit, please describe the demand from your potential funders/investors in addition to describing your "customers".)

5. **Competitive Landscape.** Is anyone else doing this? What are your customers' other options for meeting their needs? How is your idea different?

6. **Stage & Development of Venture.** Have you begun working on this yet? Where are you in the process?

7. **Business Model Description.** Describe your business model. How will you earn revenue? If a nonprofit, how will you generate funds to support your work?

8. How is your venture **socially and/or environmentally sustainable**?

9. Over the 10-week term, you will conduct a series of prototypes and experiments to test assumptions, gather data, and get feedback on your idea. What are your **initial ideas about the rapid prototypes** you could implement during the Hatchery? What kinds of things could you do?

10. Do you need funding to accomplish your goals in the Hatchery? If so, **what would be your budget?** Have you sought funding from other sources?

11. What are the **top two or three things you hope to learn or experience** in the Hatchery?