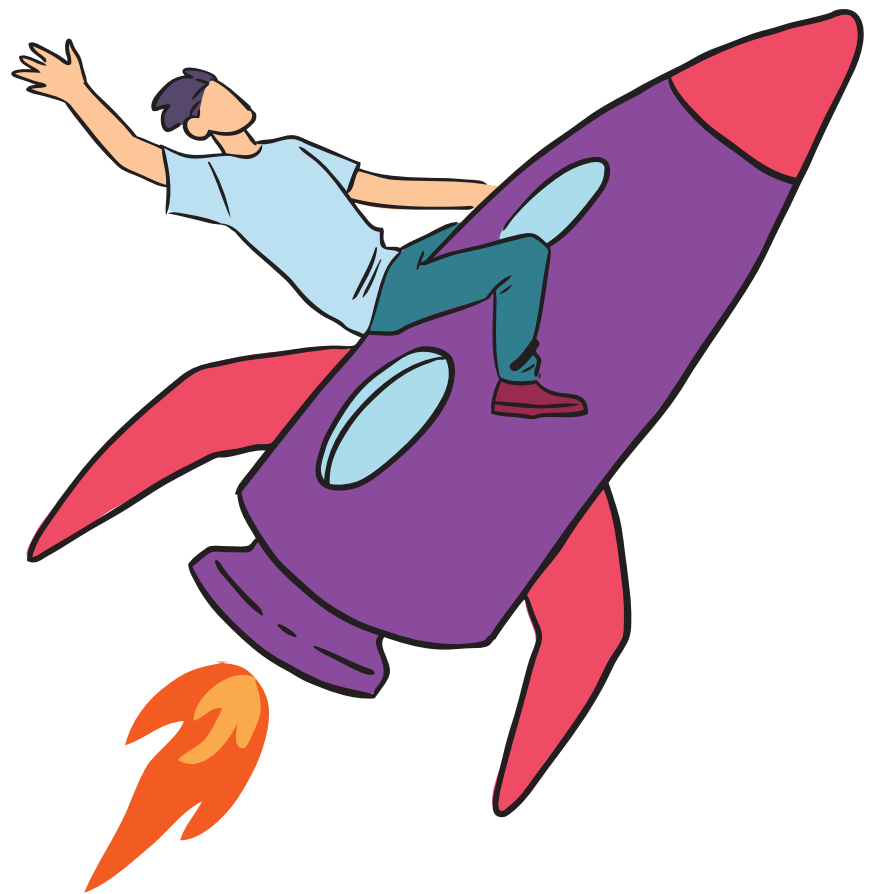


# Hatch Enterprise Impact Report 2019



## Hatch Accelerator

This exclusive, 6-month programme brings together the most impactful business support and leadership training under one roof. We have designed our programme based on insight gained by working with and listening to more than 100 female founders, as well as our experience supporting over 2000 entrepreneurs in the last 6 years.

Female Founders gain:

- Professional, practical advice to expand your business knowledge
- Support for a specific new project or product you want to launch
- Access to new, professional networks via dedicated networking events

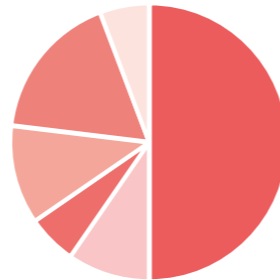
We delivered our Female Founders Accelerator programme to 56 women entrepreneurs (combined turnover of £4.1M and employing 149 members of staff).

“Thanks to the course I have learnt how my business should look like, how to delegate, how to build a team and scale in that way. I have also refined my business model and it made me really think about my business and how much I love what I do.”

Elle Hosie,  
Founder of Ellepreneur

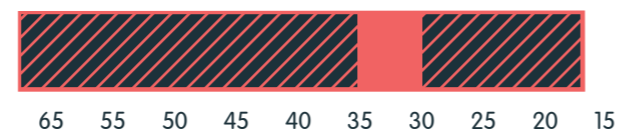
### Diverse Entrepreneurs

- White British 26
- Black African 5
- Black Caribbean 3
- Asian 6
- White Other 9
- Mixed Other 3



### Big age range:

Most women were in Early- Mid 30's.



### Moms in Business supported

47%



“The programme helped me re-pivot where I was going, reinvigorated my direction and my drive for my business, and it was invaluable. I feel like the course helped me remove the gravel and I am now on a smooth road. I have also learnt to hand over more to my manager, which I had never done before.”

Ruth Rogers,  
Founder of the Canvas Café

Supported By:

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### FFA Turnover:

£671,660 FFA 1

£898,330 FFA 2

£1,300,425 FFA 3

£1,228,121 FFA 4

£4.1M Total Turnover



### Combined FFA Staff:

31 employees FFA 1

44 employees FFA 2

44 employees FFA 3

30 employees FFA 4

149 total



### Reedah El-Saie, Founder EXRE

Serial entrepreneur and mum-of-three, Reedah El-Saie made massive strides on the Female Founders' Accelerator with her business: EXRE, an education platform offering the National Curriculum through gamification and augmented/virtual reality immersive technology. While on the programme, Reedah refined her strategy, operational and business model, developed her pitch, forged strategic partnerships, recruited Curriculum Innovators, and established an international children's 'Board of Brilliant Brains', providing advice and feedback on the concept.

Reedah's main challenge was her lack of tech knowledge about scaling, as well as small-business HR, were all barriers to growth, "I'd develop great ideas, and secure extensive media coverage, but I couldn't go from start-up to acceleration and stabilised growth."

FFA provided dedicated time to focus on EXRE, resulting in rapid business development. Tailored advice from experts, sessions with specialists, and the diverse skills and experience of other participants helped Reedah build her knowledge and shift her business mindset. As a result, EXRE now has three full-time staff, supported by a team of 6 freelancers, who are building the platform one module at a time. Thanks to our mentoring programme, Reedah's now using an operational style that better meets her needs as a small business, "it's not an approach that I would have ever considered [but it's] a practical tool that's really helped me to focus and move along."

"Women in business have different experiences and challenges to men in these arenas. The FFA plays a vital role in meeting and nurturing the needs of female entrepreneurs. FFA's expert speakers provided inspiration, with honest, relatable accounts of success, failure and being a female entrepreneur."

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VIVOBAREFOOT

We want to make a lasting impact through our programmes and believe that supporting the next generation of entrepreneurs is a great way to give back to the local community.

To come along on our journey or to find out more about what we do, get in touch with us!