The Hatch
3 Stage Process
The Hatch is designed to host and enable MSU student entrepreneurs to grow their ideas in a creative, co-working environment. The Hatch features a structured process that allows students to move through discovery, validation and launch, earning services, support and funding.

Stage 1: Discovery
Answer the following questions:
1) Describe your idea in one sentence
2) Identify the problem
3) What is your solution?
4) Who would be interested in your solution?
5) Do you have funds to get started?
6) Why are you different from competitors?

Achieve these milestones:
1) Create Business Model Canvas
https://canvanizer.com
2) Talk with 10 potential customers
3) Apply to http://spartypitch.com/
4) Attend at least one entrepreneurial event and submit a paragraph description

You may receive:
Marketing Intern Services

Stage 2: Validation
Answer the following questions:
1) Have you completed a Business Model Canvas?
2) Have you researched customers?
3) Do you have an idea on talent you will need?
4) Have you attended an entrepreneurial event?

Achieve these milestones:
1) Refine business model canvas
2) Establish sales & marketing strategy
3) Create financial needs plan
4) Create pitch deck
5) Attend at least one entrepreneurial event and submit a paragraph description
6) Identify or meet with a Mentor
7) Incorporate Company

Stage 2 Continued
We encourage you to:
1) Identify team members and roles
2) Apply to the Hatching or a pitch event
3) Create video/crowd sourcing campaign
4) Join the MSU Entrepreneur Association

You may receive:
1) Marketing, Graphic, Simple Web Services
2) Funding for some marketing, materials, and legal registration

Stage 3: Launch
Answer the following questions:
1) Are you a registered entity (provide date of registration)?
2) Did you begin a sales and marketing plan?
3) Did you begin a financial plan?
4) Have you created a pitch deck?
5) Have you identified a Mentor?
6) Did you attend an entrepreneurial event?

Achieve these milestones:
1) Create business plan
2) Create Executive Summary
3) Finalize Marketing campaign
4) Investigate outside accelerators/investors
5) Attend at least one entrepreneurial event and submit a paragraph description
6) Apply to at least one pitch competition

We encourage you to:
1) Finalize Team and Roles

You may receive:
1) Graphic and website in-depth services
2) Some funding for competitions, app development, prototypes, equipment, launch party

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