The Hatch is designed to host and enable MSU’s student entrepreneurs to grow their ideas in a creative, coworking environment. The Hatch features a structured process that allows students to move through discovery, validation and launch with services and support built into each phase.

**1 discovery**
- create business plan
- create executive summary
- finalize marketing campaign
- investigate outside accelerators or investors
- attend an entrepreneurial event
- apply to a pitch competition
- apply to SpartyPitch.com
- attend an entrepreneurial event
- talk with 10 potential customers
- refine business model canvas
- establish sales & marketing strategy
- create pitch deck
- identify or meet with a mentor
- incorporate company

**2 validation**
- create business model canvas
- refine business model canvas
- establish sales & marketing strategy
- create pitch deck
- identify or meet with a mentor
- incorporate company
- attend an entrepreneurial event

**3 launch**
- create business plan
- create executive summary
- finalize marketing campaign
- investigate outside accelerators or investors
- attend an entrepreneurial event
- apply to a pitch competition
ABOUT US
The Hatch is designed as a co-working space for college students at Michigan State University, which are prospective, creative, and innovative entrepreneurs ready to develop their business ideas. Hatch members share a common workspace on the third floor of 325 E. Grand River Ave., Suite 345, each working on their own project, but collaborating to increase the probability of each venture’s success.

THE PURPOSE
A location designed to host, accelerate, cultivate and enable student entrepreneurs to grow their ideas through a creative, co-working environment.

THE STEPS
1. Apply online at ideahatch.org/application.
2. Set up a meeting with Paul Jaques or Lori Fischer.
3. Obtain 24/7 access to the Hatch after a one-time fee of $25.
4. Achieve goals and report continual milestones within the three stages of Discovery, Validation and Launch.

THE SERVICES
Market & Industry Research
MSU Legal Clinic Office Hours
Finances
Web Development
Graphic Design
AutoCad & 3D Printing
Grant Funding Available
Entrepreneur Association: msuea.org
MSU: entrepreneurship.msu.edu
TIC: purelansing.com/tic

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