

HATCH – A Community Innovation Lab: A Place to Launch Ideas that Change the World

Hatch is a dynamic, resource-rich center designed to engage concerned and entrepreneurial citizens in launching new kinds of enterprises that are beneficial to people and planet *and* are financially viable. Home to dozens of entities at all stages of growth, its programs connect social entrepreneurs to infrastructure and responsible finance for improved start-up, scale, and impact.

Hatch is first a building, 50,000 square feet, purchased and developed with the specific intent of *generating innovative solutions* to the eco-social challenges we all face. Second, it is the unique programs and interactions that happen inside, creating a powerful culture of ideas and actions. Next, Hatch houses mission-driven professional service firms, a bank, nonprofits, startups, retails, and emerging and scaling eco-social enterprises. Taken together, the programs, tenants, and clients will create a rare community that will generate, incubate, and launch innovative solutions and bring them to market for impact. Hatch Portland will launch in Oregon in early 2012.

Hatch will act as a catalyst center to transform business and charities into new types of viable, multiple-return enterprise, taking advantage of new legal forms, research, global trends, online tools, and new standardized metrics. Hatch staff will facilitate cross-pollination of professionals, firms, experts and non-experts, and citizens of all ages in order to transform ideas into reality.

OUTCOMES: Hatch intends to create a more entrepreneurial citizenry, acting as a beacon of possibility and action for a large, untapped asset class of people. As such, Hatch will foster at least 300 new social innovators annually via courses, workshops, and trainings, and hands-on experience. Also, Hatch will help launch at least 30 new multiple-return enterprises, viable organizations that are designed to change the world. Finally, Hatch will document the much-needed evidence that people, business, and finance can do things differently to create high-value business returns. Seen as a first major step toward addressing the need for comprehensive support to the pioneers of social change, Hatch is already becoming a model for cities to replicate. A handful of entities similar to Hatch is being cultivated into a knowledge-sharing global network.

RATIONALE: The number of citizens who want to create livelihoods tackling our most pressing challenges has increased dramatically, generating a new class of *social* entrepreneur. However, neither the classic business model nor the classic nonprofit model has proved sufficient for their ideas. New enterprise models are being launched that address eco-social challenges while providing financial viability—many with measurable success. And, they are attracting new forms of capital. However, the startup ecosystem is weak and fragmented. To foster a new business and finance sector revitalized with bold entrepreneurs, resources have to be directed to startup in a more coherent way.

SPRINGBOARD INNOVATION is a 501(c)(3) that builds critical infrastructure to enable citizen innovators to lead change. Since 2004, Springboard has been offering programs to increase the capacity of individuals, businesses and non-profits to solve community problems. Its programs are designed to accelerate social innovation by teaching citizens how to become social entrepreneurs, applying new, promising tools, providing access to funding, and building the ecosystem. SBI has developed over 200 youth and adult social entrepreneurs, and is directly linked to the launch of over 60 social enterprises, programs, and initiatives throughout the U.S. Hatch represents a logical next step in meeting our mission.