



## **FOR IMMEDIATE RELEASE**

### **Hatch Announces 1000 Four Platform for Grassroots Economic Development**

**Norfolk, Virginia. October 10, 2016.** Hatch is proud to announce that it is now opening the 1000 Four platform to cities, universities, incubators and other economic development agents across the nation. 96% of employers in the United States are small businesses and nearly 55% of businesses employ less than 5 employees. Hatch recognizes the immense headwinds facing local economies in a quickly changing and increasingly competitive environment. Embracing small business and entrepreneurship gives local and regional economies the vibrancy, resilience, and innovation they need to stay competitive. The 1000 Four platform will give cities across the country access to an innovative tool to boost their economies by empowering local entrepreneurs.

The 1000 Four platform provides expert resources, educational tools, and a community of other entrepreneurs to help start and grow businesses. 1000 Four is built for a wide array of businesses from mom and pop shops on main street to modern manufacturing firms. 1000 Four covers the diverse and interdisciplinary skill set that entrepreneurs need to be successful in a competitive business world with resources such as “Using A Business Model Canvas,” “International Expansion: Gauging Export Readiness and Leveraging Resources,” and “Crowdfunding Correctly: Understanding Risks and Rewards.” In addition to resources from experienced entrepreneurs and industry experts, companies gain access to a community where they can gain valuable feedback, advice, and support from other entrepreneurs.

Existing 1000 Four partners include the City of Virginia Beach, Suffolk Economic Development, Launchpad The Greater Williamsburg’s Incubator, Starting Block in Portsmouth, Franklin Business Center, Lighthouse Labs in Richmond and others who are leading the way in building their business communities.

Find more information about 1000Four at <https://1000four.com/startup-community>.

About Hatch: Hatch is an award-winning organization that is dedicated to making entrepreneurship a viable option for everyone. Hatch has helped thousands of entrepreneurs start and grow businesses. In addition to providing entrepreneurs with the tools and resources they need individually, Hatch helps cities champion entrepreneurship within their community and prepare for their future economic needs with investments in human capital. Hatch is located in Norfolk, Virginia.

**Contact:**

**Paul Rice, Hatch Communications Director**

**757-288-1815**

[Paul@StartWithHatch.com](mailto:Paul@StartWithHatch.com)

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