



2026

IMPACT REPORT

A comprehensive evaluation of our
financial resilience and strategic
achievements.

HATCHFAIRHOPE.COM



From the Director



“For generations, South Alabama’s brightest minds had to leave home to chase their ambitions, but at Hatch, we saw a different future. By transforming the historic K-1 Center into a launchpad for biotech, tech, and creative startups, we have proven that world-class innovation can thrive right here on the Gulf Coast. The brain drain is reversing, and we are showing the world that you don’t have to relocate to change it—because the new frontier is right here, pioneering is a team sport, and the future has a Southern accent.”

At Hatch

MISSION

To catalyze innovation in South Alabama where technology, life sciences, and creative economy converge—empowering creators to transform ideas into real-world impact.

VISION

A future where South Alabama is a global hub for innovation, thriving industries, and world-changing ventures that keep talent home.

VALUES

1. Collaboration
2. Boldness
3. Equity
4. Integrity
5. Sustainability



THE TEAM



The Hatch Team is a close-knit group of passion-driven people who believe that true impact starts with connection. Whether we are crunching numbers, sharing stories, or organizing events, every member of our team brings a unique perspective and a shared heart for our mission. We turn Hatch's big vision into real, everyday progress for our community.



HATCH FOUNDER

Lee
Lawson



EXECUTIVE DIRECTOR

Keith
Glines



COMMUNITY MANAGER

Sydney
Davis



FINANCE INTERN

Cooper
Middleton



MARKETING INTERN

Mackenzie
Casallo



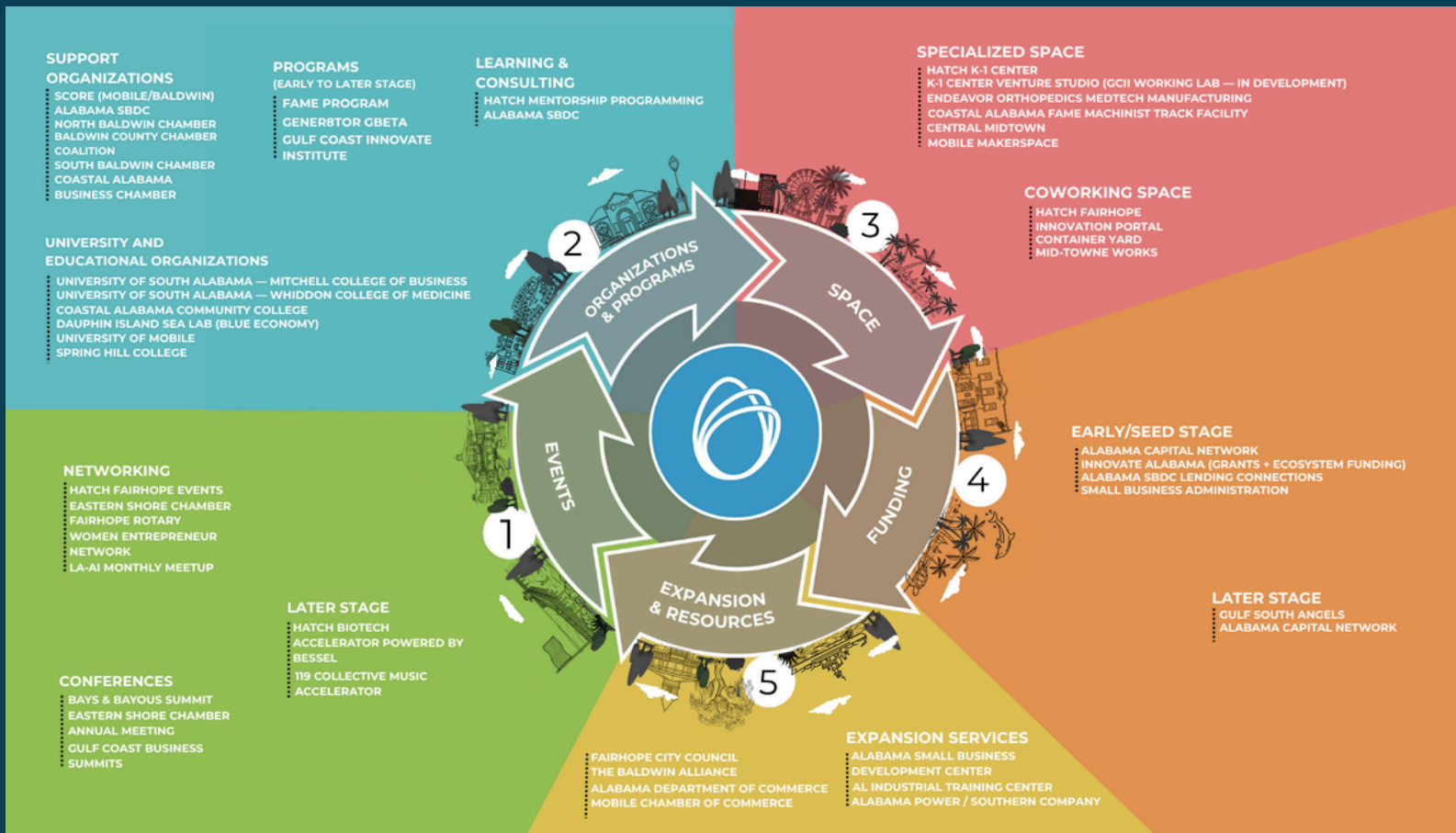
Summer 2026

Hatch Community

Hatch Fairhope brings together the partners who support Baldwin County's founders. Through unified regional support and shared planning, our network works to align programming, coordinate opportunities, and make the local ecosystem easier to navigate.

This year we strengthened collaboration through:

- Expanded Networking & Events: Fostering community through Hatch Fairhope Events, local Chamber gatherings, and regional business summits.
- Greater Alignment: Uniting regional Entrepreneurial Support Organizations, universities and economic development alliances.
- Dedicated Growth Spaces: Connecting entrepreneurs to specialized hubs and coworking spaces, including Hatch K-1 Center, Innovation Portal, and Mobile Makerspace.
- Streamlined Capital & Expansion: Bridging the gap to critical early-stage funding, SBA assistance, and statewide expansion services.



hatch
FAIRHOPE

ECOSYSTEM MAP

Hatch Fairhope is a dedicated business resource hub located in Downtown Fairhope, AL, for technology-based entrepreneurs in Baldwin County. Our mission is to support new and existing startups by providing access to resources, training, and networking opportunities to help them grow.

Accelerators



Hatch's accelerator programs are a driving force behind regional innovation and economic growth, equipping high-potential founders with the resources, mentorship, and strategic guidance needed to scale their ventures. Through industry-specific programming and strong community partnerships, Hatch creates pathways for entrepreneurs to accelerate growth, attract investment, and contribute to the long-term strength of the Gulf Coast innovation ecosystem.



This year, Hatch's two accelerators generated \$2,559,000 in investment activity. With plans to introduce new music, biotech, and bluetech accelerators, Hatch is entering its next phase of exponential growth.

HATCH MIXED BY 119COLLECTIVE

The Hatch Mixed by 119Collective music accelerator has helped emerging artists transform their creative talent into sustainable businesses through a comprehensive 12-week program focused on both artistry and entrepreneurship. Early cohorts are already demonstrating measurable success, expanding their touring reach, growing their audiences, and securing recording opportunities that position them for continued growth within the music industry. By investing in creative entrepreneurs, the program strengthens the region's cultural economy and helps retain artistic talent within the community.

HATCH BIOTECH ACCELERATOR POWERED BY BESSEL

The Hatch Biotech Accelerator powered by Bessel is building a scalable pipeline of life sciences and health technology startups across the Gulf Coast. Through an intensive 12-week curriculum, founders gain access to critical resources including laboratory facilities, clinical partnerships, industry expertise, and funding networks. By lowering barriers to entry and supporting commercialization efforts, the accelerator is helping launch innovative healthcare solutions while fostering a stronger, more connected biotech ecosystem in the region.

Programs

Intensive programs providing funding, mentorship, and resources to help startups scale quickly and successfully.

WEN South Alabama



The Women’s Entrepreneur Network (WEN) South Alabama serves as a strategic catalyst for regional economic growth, specifically designed to connect, support, and empower female business owners leveraging technology to scale. Established in partnership with Hatch Fairhope and Baldwin Alliance, WEN provides a high-impact, structured environment where entrepreneurs exchange technical insights, solve operational challenges, and access resources essential for scalable growth. Through executive roundtables, expert-led sessions, and peer-to-peer knowledge sharing, WEN equips local leaders with the strategic tools, diverse perspectives, and institutional relationships required to navigate complex markets and drive measurable business success.

ENRG

The Entrepreneurial Network for Regional Growth (ENRG) unites Southwest Alabama business leaders dedicated to operational excellence through the mastery of the Entrepreneurial Operating System (EOS®). Founded by Forrest Derr, ENRG establishes a rigorous, structured framework that enables organizations to successfully implement, execute, and sustain the EOS® methodology. By facilitating monthly Level 10™ meetings and structured sessions with Certified EOS Implementers®, the network fosters a culture of peer accountability and delivers practical, actionable insights that drive measurable organizational growth and regional economic impact.



Mentorship:

- 27 Companies
- 25 Mentors
- 625 Hours of Mentoring

Metric	Figure
Gen Z gig economy participation rate	43%
Gen Z freelancers working full-time hours	53%



Marketing for Humans

Marketing for Humans addresses a critical gap in the local business ecosystem by providing a barrier-free, monthly forum for professionals navigating isolated marketing roles. Designed specifically for solo marketing managers and business owners—rather than agencies seeking business development—the initiative facilitates peer-led roundtable discussions focused on collaborative problem-solving. By fostering an environment of open knowledge-sharing, Marketing for Humans has significantly enhanced local marketing capabilities, breaking down professional isolation and equipping non-agency leaders with the collective intelligence needed to advance their organizations.

LA-AI

Lower Alabama AI (LA-AI) is a 501(c)(3) nonprofit organization dedicated to accelerating technological literacy and cultivating a vibrant, inclusive artificial intelligence ecosystem across the region. Founded by Kai Gray, Executive Director and CEO of Motive AI, the initiative democratizes access to emerging technologies, enabling local citizens and enterprises to learn, connect, and innovate. Through structured technical demonstrations, expert-led presentations, and collaborative forums, LA-AI actively demystifies artificial intelligence—driving regional adoption, enhancing workforce readiness, and showcasing AI's capacity to transform both business operations and community life.

Coming Soon: Atelier

A community for designers, artists, content creators, and creative professionals looking for connection, inspiration, and honest conversation. Build your network, sharpen your skills, and find people who understand the highs, lows, and occasional chaos of creative work.



Hatchathon 2025

The Hatchathon is a unique two-week regional innovation event co-presented by Lower Alabama AI and Hatch Fairhope from January 15 to January 29, where local tech talent builds practical, AI-driven software solutions for real-world business challenges.



Highlights

- The premier innovation event drew nearly 100 registered "builders" and over 100 attendees for its high-energy kickoff, making it the largest Hatch-a-thon to date.
- The event featured a brand-new track for younger innovators, bringing in 26 high school students from Baldwin County—with multiple winning spots claimed by students from Baldwin Preparatory Academy.
- The competition fostered immediate community impact when a local business owner offered the student a direct internship to fully finish and implement the project.
- Builders didn't work on hypothetical prompts; instead, they developed working prototypes for 26 distinct, active business problems submitted by Gulf Coast organizations, including 9 regional nonprofits.
- The event successfully hosted an "Explorer Track" specifically designed for adults who were entirely new to AI and software building, encouraging everyday citizens to develop new tech skills.
- The advanced "Veterans Track" moved at a blistering pace, resulting in teams leveraging the two-week development window to officially launch actual, functioning companies that already had real paying customers using their products by Demo Night.



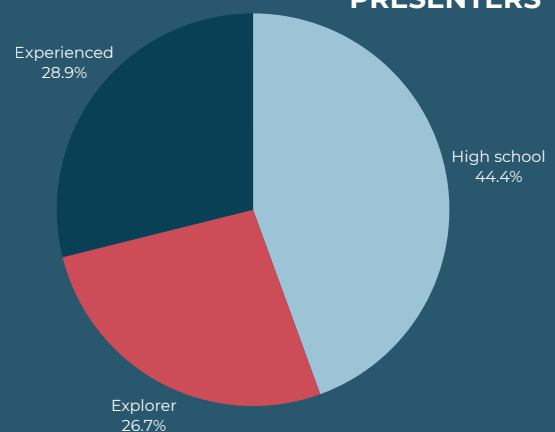
\$32,500

Raised and awarded
to this year's
Hatchathon
contestants.

ATTENDEES

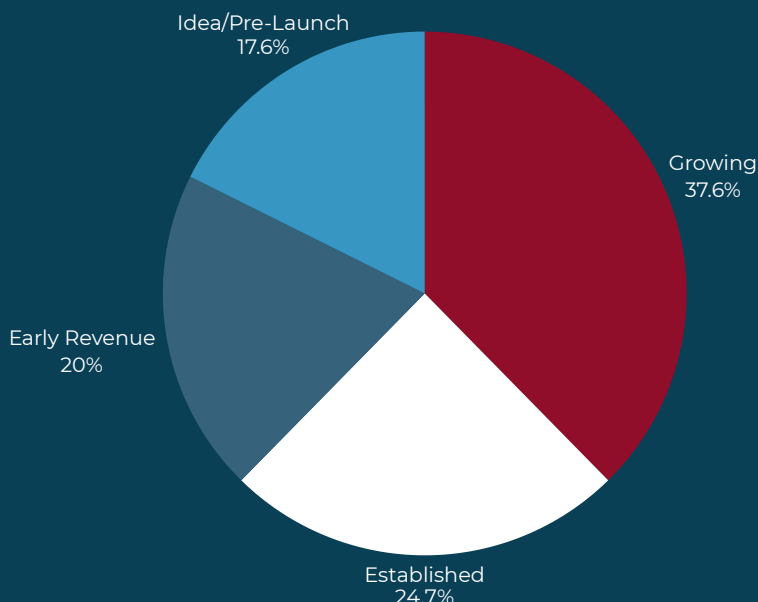
25	Academic Partners
12	Corporate Sponsors
45	Regional Startups
250	Tech Community

PRESENTERS



Entrepreneurs

Every founder's journey is different. Our personas reflect key startup stages, from ideation (Searchers) through the Starter level where most of our programming begins.



Idea/Pre-launch: The earliest stage of business creation, not yet formed and often pre-MVP, but armed with a pitch deck and a dream.

Early Revenue: Founders with a legally formed entity, a prototype or MVP, and often post-revenue with meaningful growth.

Growing/Scaling: A transitional stage as the business takes off and works through the growing pains of scaling.

Established: Growers are fully in flight, with strong year-over-year growth, full-time employees, and active or recent investment.

Our Audience

35	Alumni Companies
50	Hatch Companies
536	Entrepreneurs
4,370	Total—31% Growth

Hatch Companies

Hatch companies have participated in our programs and events within the last 2 years. We're excited to highlight Alumni companies that have engaged with Hatch in the past!

\$12.5M

in Annual Revenue

\$4.6M

Funding Raised in 2026

\$75,533
Average Wage

23.9% More
than Alabama Average

130
Employees

80%
are local

Hatch Alumni

\$15.2M

in Annual Revenue

\$3M

Funding Raised in 2025

\$80,355
Average Wage

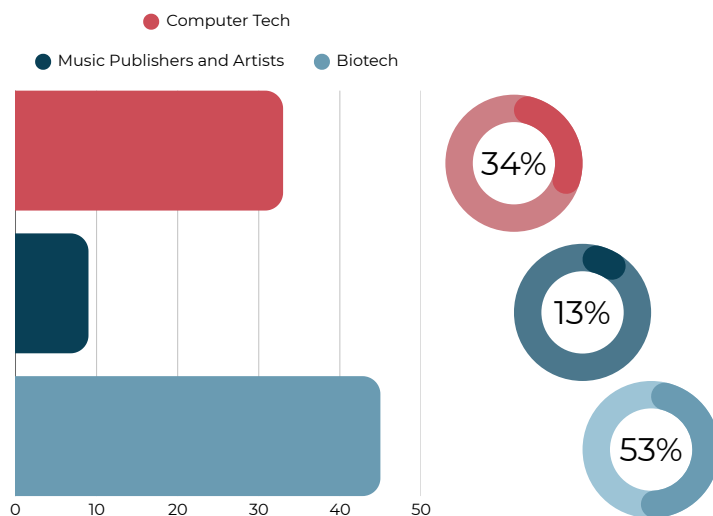
33.8% More
than Alabama Average

120
Employees

75%
are local

These figures represent 40% of companies surveyed

Top Industry Verticals



Featured Founders

The companies featured here represent the kind of momentum, progress, and possibility we see growing across the Hatch ecosystem. These aren't abstract success stories—they are founders building here, raising capital, scaling teams, and choosing Baldwin County as the place to grow what comes next.



LandTrust has been working with Hatch to enable the enjoyment, profitability, and sustainability of America's undeveloped private lands. Founded in 2019 by Nic DeCastro and headquartered in Fairhope, Alabama, the platform connects private landowners—such as farmers, ranchers, and timberland owners—directly with outdoor enthusiasts seeking exclusive access to private land.

Graphite Atlas, an innovative AI-native operations platform, has hit a major growth milestone as the team scales its "agent-ready" technology to tackle corporate America's most disconnected workflows. By replacing static spreadsheets with advanced graph architecture and dynamic "knowledge graphs," their mission focuses on linking people, processes, and metrics to drastically improve real-time transparency and optimize how modern companies scale.



OberaConnect, a premier woman-owned technology and telecommunications provider, has grown from a local startup into a regional powerhouse delivering managed IT, high-speed fiber connectivity, and secure network services across 14 states. As one of Hatch Fairhope's standout success stories, Owner Devon Harris and her team continue to drive innovation along the Gulf Coast, serving as the foundational technology partner for major regional milestones like the new K-1 Center in downtown Fairhope.

Motive ESG is a leading advisory and support service provider that leverages proprietary software and deep industry partnerships to deliver comprehensive due diligence reports for private equity investors with exceptional speed. Beyond navigating complex ESG regulations, founder Kai Grey is an incredible asset to our Hatch ecosystem—consistently mentoring fellow founders, supporting local initiatives, and driving innovation forward.



At **Endeavor Orthopedics**, operating directly out of the Hatch Fairhope business incubator, CEO Greg Parranto and his team combine advanced technology with medical expertise to tackle complex bone and joint injuries. Their mission focuses on bridging the gap "where bone and soft tissue meet"—specifically targeting difficult cases like avulsion fractures—to radically improve patient outcomes and push the boundaries of modern orthopedic care.

Recognition

Foundational Partners



UNIVERSITY OF
SOUTH ALABAMA



Board of Directors

Lee Lawson *Baldwin Alliance*

Jason Padgett *North Baldwin Utilities*

Hunter Bennett *Baldwin EMC*

Jerod Pilot *Naviant Partners*

Ormand Thompson *Thomas Hospital*

Bill Mitchell *Stuart Construction*

PROPERLY PREPARED BY:

**MACKENZIE CASALLO &
COOPER MIDDLETON**

Thank you to our Foundational Partners for their time, strategic insight, steadfast leadership, and support in advancing sustainable funding for Hatch.

FOR MORE INFORMATION

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 hatchfairhope.com/join

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