

Rocket Hatch Launches CO.STARTERS in North Alabama

HUNTSVILLE, Ala. May 28th, 2014 – Rocket Hatch will soon offer CO.STARTERS, a nationally renowned platform that helps communities grow local business. The nine-week program equips aspiring entrepreneurs with the insights, relationships, and tools needed to turn business ideas into action. Unlike traditional platforms, CO.STARTERS applies the lean business modeling methods popular among high-growth start-ups to businesses of all kinds.

The CO.STARTERS program has been adopted by more than a twenty entrepreneurial organizations in cities around the country, including Phoenix; Cincinnati; Nashville, Tenn; Lakeland, Fla.; Fort Wayne, Ind.; and Chattanooga.

In North Alabama, CO.STARTERS will be implemented and facilitated by Rocket Hatch, an open community of creators and entrepreneurs with the mission of supporting startup creation in the Huntsville Metro and surrounding areas. The inaugural class of the nine-week CO.STARTERS program will kick off in July.

CO.STARTERS came out of The Company Lab, a Chattanooga, Tennessee organization that offers programs and events to support local start-ups and innovators, acting as a catalyst for a healthy entrepreneurial community. This new program takes the lessons learned from working with thousands of local creative entrepreneurs and combines that knowledge with the lean business modeling methods used by high-growth start-ups. The CO.STARTERS model has been tested for years in Chattanooga, Cincinnati and Detroit, and it's now helping other emerging start-up communities across the nation.

"CO.STARTERS fills a critical void in our local area, providing a proven process and support community for our entrepreneurs as they seek to turn their business ideas into action. This is one important step in our vision to grow and connect our start-ups and entrepreneurs to the global startup ecosystem and bring the best resources available to our region," says Antonio Montoya, Rocket Hatch Executive Director.

Small business remains one of the fundamental economic drivers for local economies and job creation, but these smaller-scale start-ups have not received the same level of support as their high-growth counterparts. CO.STARTERS aims to narrow that gap.

"If you look beyond Silicon Valley and New York, there are countless communities that are full of talented entrepreneurs, but they lack the organized community support they need to thrive," said Enoch Elwell, CO.STARTERS Director. "CO.STARTERS provides a structure for these communities to achieve their economic growth goals and gives them an easy way build the connections they are already trying to grow."

For more information on CO.STARTERS, visit www.costarters.co. To learn about CO.STARTERS in North Alabama, visit www.rockethatch.org.

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About Rocket Hatch

Rocket Hatch is an open community of creators and entrepreneurs with the mission of supporting the start-up movement in the Huntsville Metro and surrounding areas. Rocket Hatch is leveraging the best available entrepreneurial resources connecting the local start-ups, innovators and entrepreneurs with the global start-up ecosystem. For more about Rocket Hatch visit rockethatch.org

About The Company Lab

The Company Lab exists to grow a strong start-up community in Chattanooga and the surrounding region. Operating under the belief that entrepreneurial thinking is the foundation of our community's future, The Company Lab has devised a model to foster the start-up spirit, which is being used in entrepreneurial communities across the nation.

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