

For startups, startup accelerators and business incubators

One platform to build a startup from scratch, to launch, to growth.

For every founder in your cohort, with a live dashboard for your team.

32

AI specialists

9

departments

10

languages, Arabic first



Idea and research



Plan



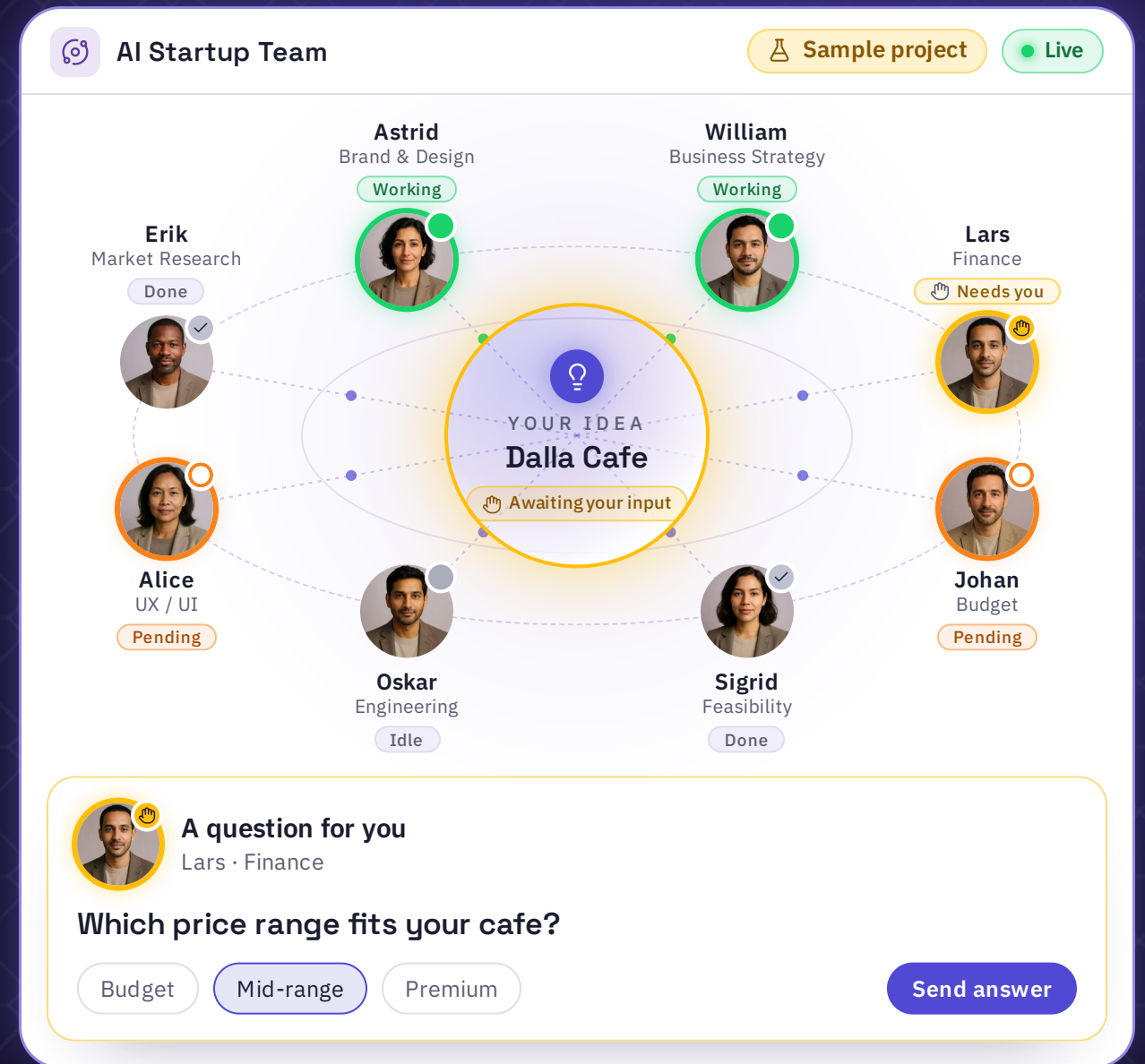
Build



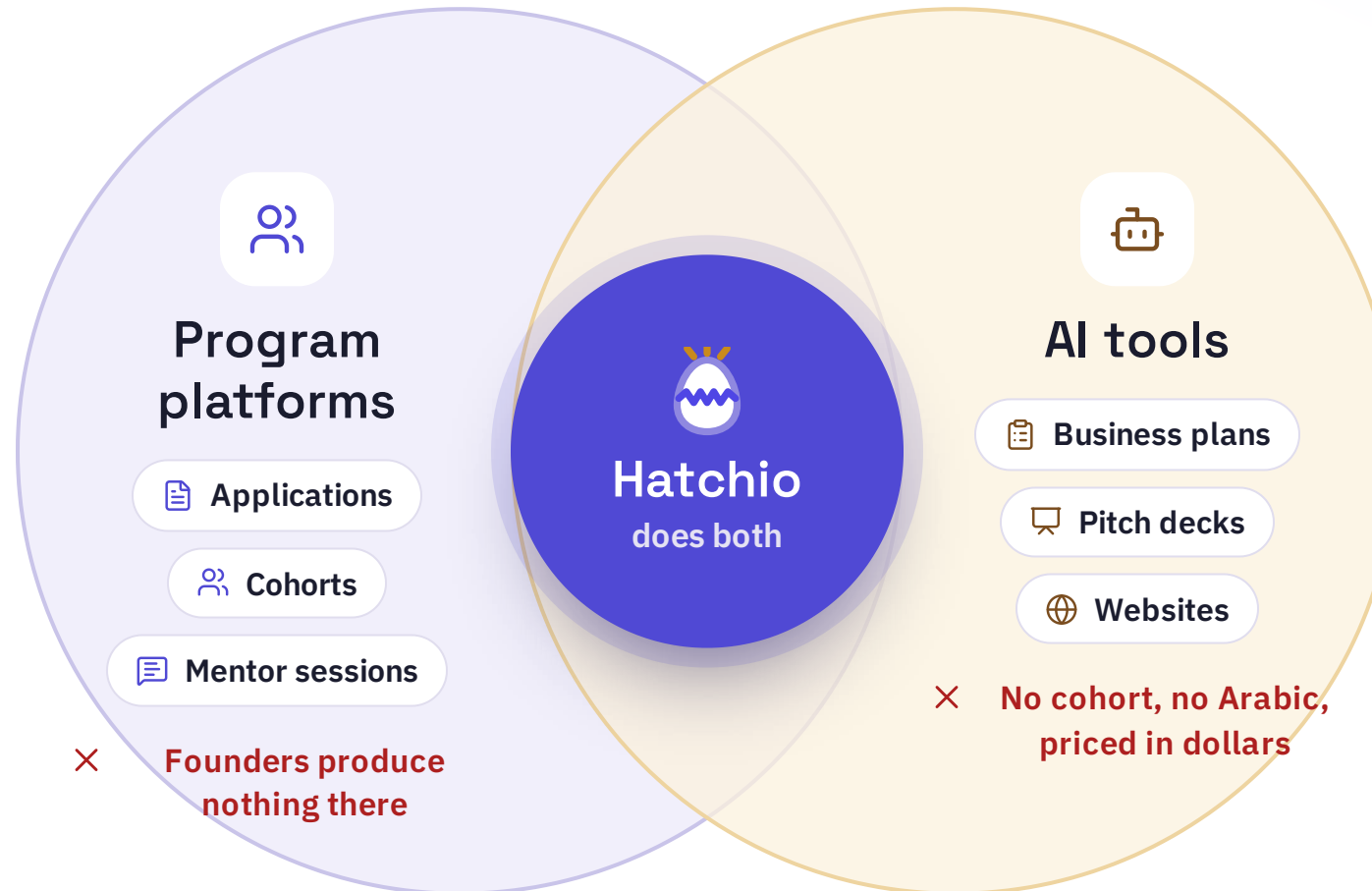
Launch



Grow



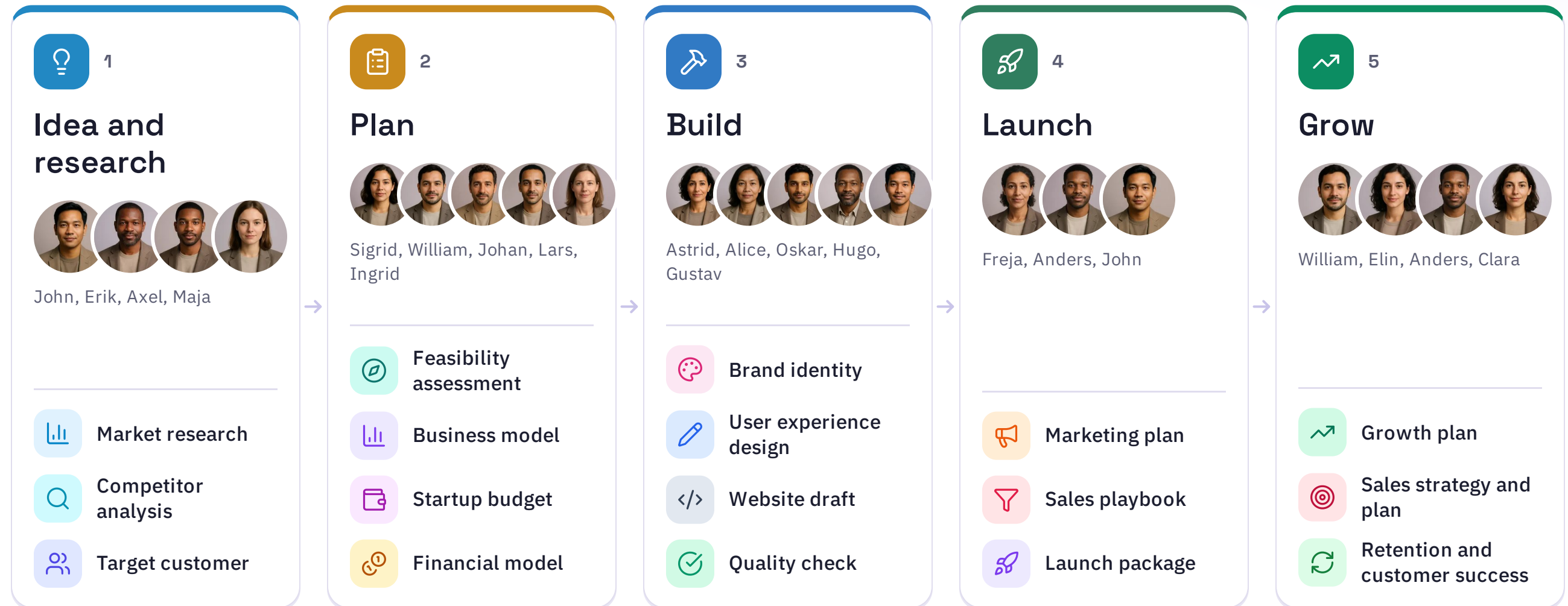
Programs run cohorts. AI tools write documents. **Hatchio does both.**



One place where the cohort runs and the work gets done, in Arabic first.

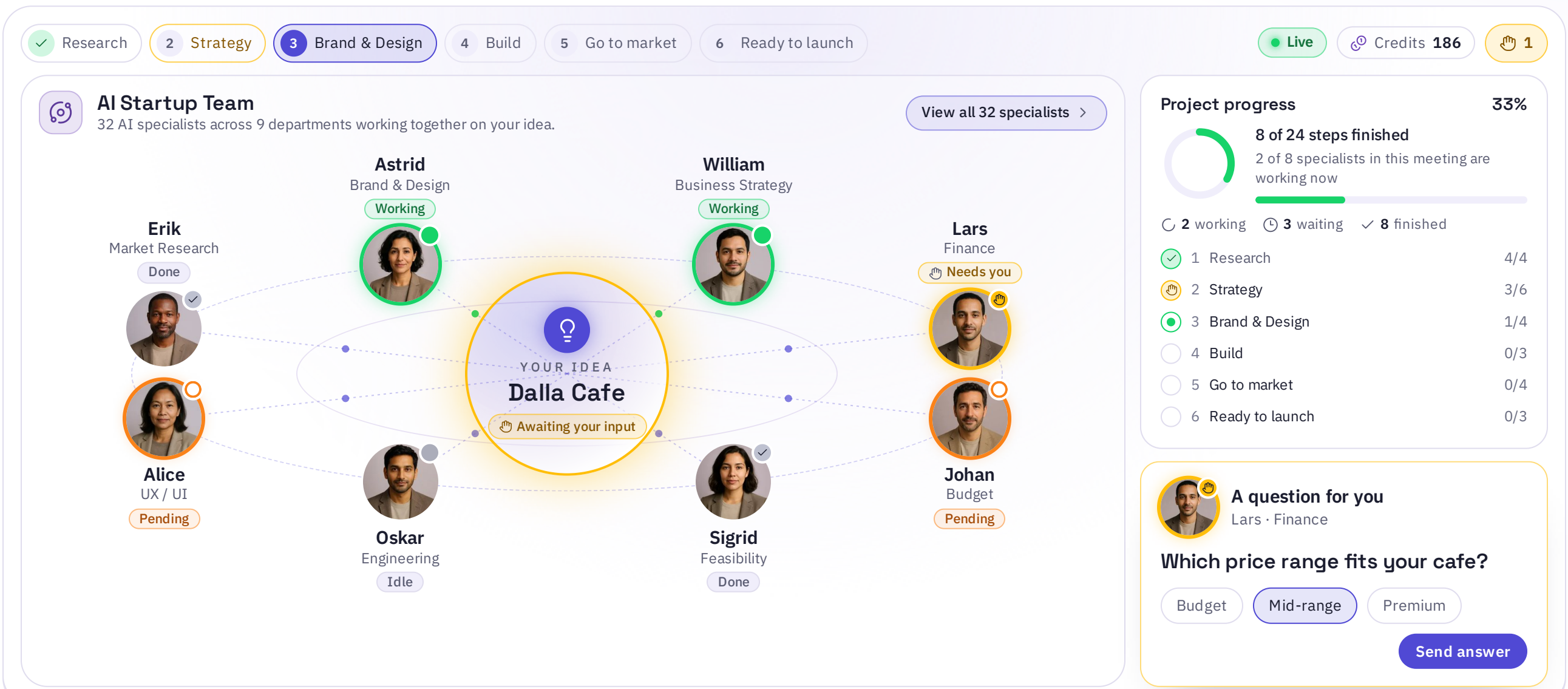
One platform, five stages

From a founder's first idea to a growing business. Each stage has its own specialists and hands over real work.



The AI Startup Team Meeting Room

Each founder's idea in the middle, the specialists around it, live. When the team needs the founder, it asks.



Product backlog and Sprints

Planned with Scrum. Each item has an owner and an exact quote the founder approves.

 Agile planning with Scrum

Product Goal: Dalla Cafe takes its first table bookings online

Sample project

Sprint 1

2 Nov to 15 Nov (14 days) · 2 of 6 done

Sprint Goal: Launch Dalla Cafe online

PB-1

Brand identity and logo

Done

Feature · Medium

 Astrid
Brand & Design

PB-2

Home and menu pages

Done

Feature · Large

 Oskar
Engineering

PB-3

Table booking form

In progress

Feature · Medium

 Oskar
Engineering

PB-4

Test on phones

In progress

Quality · Small

 Hugo
Quality

PB-5

Privacy notice

To do

Privacy · Small

 Gustav
Security & Privacy

PB-6

Launch posts for Instagram

To do

Feature · Medium

 Freja
Marketing

Product Backlog (3)

PB-7

Online orders and payment

Feature · Large

Quote: 24 credits, exact

PB-8

Faster menu page

Improvement · Medium

Quote: 18 credits, exact

PB-9

Staff guide

Documentation · Small

Quote: 12 credits, exact

 Nothing starts or is charged until you press Approve.

Definition of Done

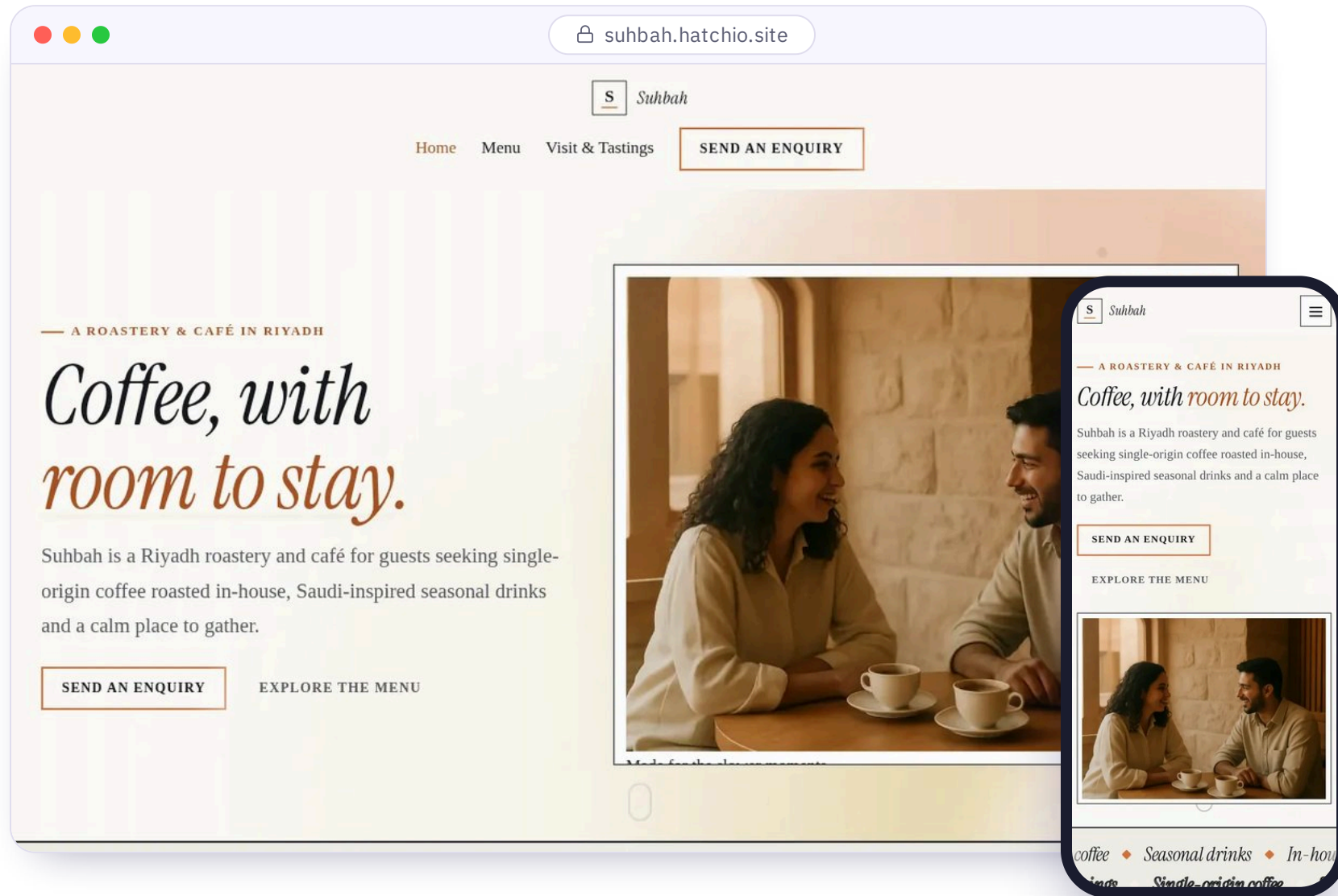
 Every acceptance criterion is met and checked.

 Reviewed by someone other than the person who made it.

 Tested, including on a phone.

Not just a website. **A whole business.**

A full-stack dynamic website, built from the founder's plan and live on hatchio.site.



 Full-stack dynamic website

 Website pages

 One site in several languages

 Images and animation

 Database

 Authentication

 OTP sign-in

 Contact and booking forms

 Online payments

 Admin panel

 SEO and accessibility

Payments go to the founder's own Moyasar, Tap, Stripe or PayPal account.

 Export to GitHub (connect your account)

The files every founder takes away

The documents a business runs on, ready for a bank, a partner or a mentor.



  Feasibility study and plans Market research, business model, marketing plan	  Risk analysis report Risk register, heatmap and mitigations	  Privacy review (GDPR, PDPL) Website checks, findings and a remediation plan
  Startup budget One-time and monthly costs, cash flow, break-even	  Pitch deck Market, competitors, business model and costs	 Brand images Images for your website, in your brand's style
 Product backlog and Sprints (Agile, Scrum) One ordered list, planned in short Sprints	 Export to GitHub (connect your account) A private repository per project, created for you	 Any document, sent to Notion A whole project exported as an organised workspace

Connects to the tools founders already use



Development



GitHub

Website code to a private repository



Notion

Any document to a Notion page



Sales and outreach



Gmail

Outreach emails, one at a time



Outlook

Outreach emails, one at a time



WhatsApp

Replies with approved templates



LinkedIn

Posts to a profile or Company Page



Marketing, social and ads



Instagram

Image posts, carousels and Reels



Facebook

Posts to a Page you run



X

Launch posts



Meta Ads

Instagram and Facebook campaigns



Google Ads

Campaigns from keyword research



Nothing goes out without you.

Messages and posts wait for your approval; ad campaigns start paused.

After launch, the team keeps it growing

05 Go to market
Create demand and get customers.

Complete

Marketing plan

Goal: 150 online sales across 3 drops at 900 SEK AOV, with Drop 1 clearing the 10-order pre-order gate. Budget: 7,000 SEK total paid marketing in the first 30...

Freja · Marketing & Sales →

Complete

Launch posts (for approval)

5 drafts ready for your approval. Nothing is posted until you approve it.

Freja · Marketing & Sales →

Complete

Sales playbook

The numbers, worked back from the target

Anders · Marketing & Sales →

Needs checking

Launch package

Nothing has been published, bought, sent or registered on your behalf. Every status below is exactly as recorded by the team; "complete with limitations" means...

John · Leadership 7 →

Launch in a real example project, as hatchioai.com shows it



William
Business Strategy



Elin
Growth



Anders
Sales



Clara
Content & Onboarding



Freja
Marketing

Growth Plan

Sample scores

Business health

Offer

Pricing

Marketing

Online presence

Customer retention

Key numbers

The customer funnel

Competitor comparison

The 90-day plan

Content plan



Posts for each channel

Approved one by one before anything is published

Ads start paused

Nothing is spent without your approval

AI SEO analysis

What to fix on the website first

The growth plan's sections as the Grow tab shows them; the scores are a sample.

32 AI specialists in 9 departments

Every founder in the cohort works with the same team, each specialist with a face, a name and a job.

Leadership

7



John
CEO / Chief Strategist



Ebba



Mattias



Karin



Rasmus



Clara



Nora

Research

3



Erik
Market Research



Axel



Nils

Feasibility

1



Sigrid
Feasibility

Head of department

Strategy & Finance

3



William
Business Strategy



Lars



Ingrid

Budget

1



Johan
Budget

Head of department

Product & Design

4



Alice
UX / UI



Sofia



Maja



Astrid

Engineering

6



Oskar
Engineering



Viktor



Emil



Linnea



Signe



Anton

Quality

3



Hugo
Quality



Gustav



Tove

Marketing & Sales

4



Freja
Marketing



Elin



Anders



Agnes

What your program gets



 Prove results to sponsors

Live dashboard, charts and reports



 Onboard a cohort fast

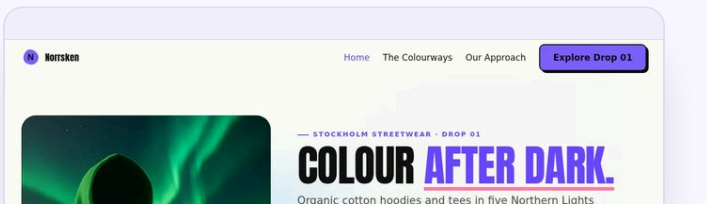
One invite link, QR code or email list



32

 Startups arrive unready

An AI startup team for every founder



 No engineers for an MVP

A website or app built by Hatchio

 Approved

 Awaiting review

 Too few mentors

AI drafts the work, mentors judge it

Suhbah Coffee

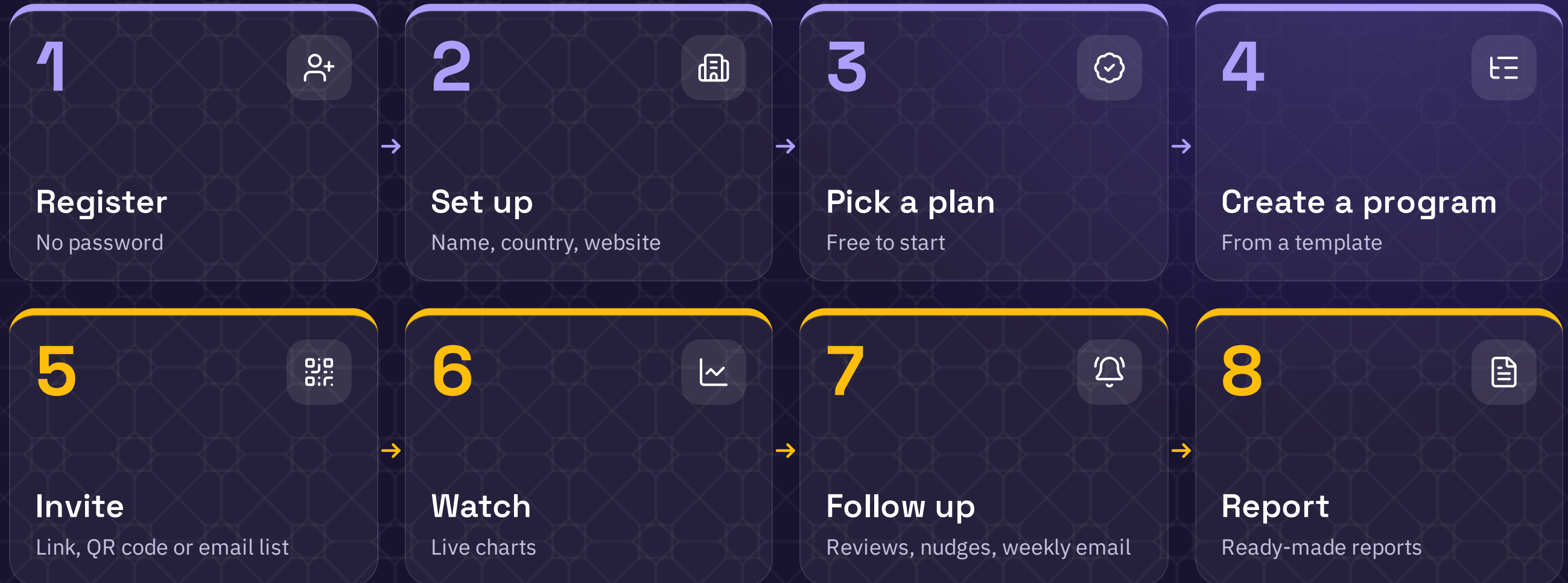
Dalla Cafe

 Founders work alone

Cohort directory and introductions

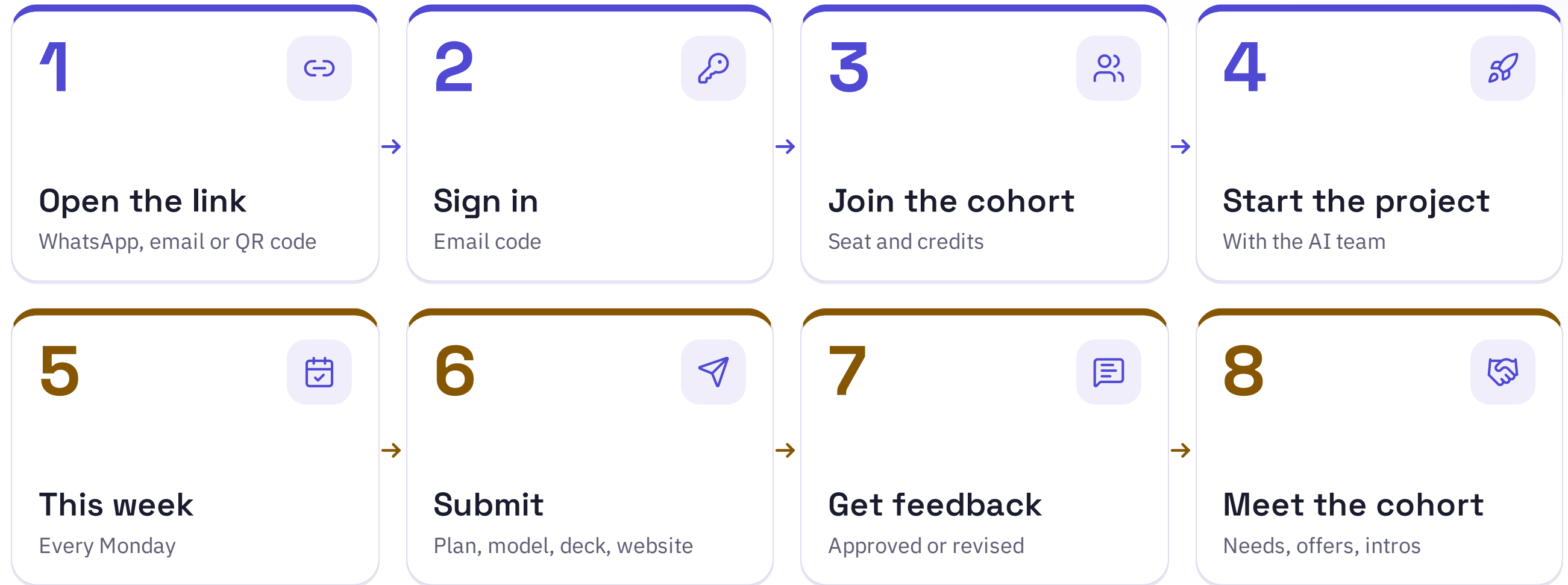
The incubator's path

● Set up once ● Every week



The startup's path

● Join in two minutes ● Every week



Your cohort at a glance



Spring cohort

Week 7 of 12

 Sample data

● Active startups

20

● On track

14

of 20, +2 this week

● Awaiting review

6

Oldest: 9 days

● Overdue

4

Milestones past due

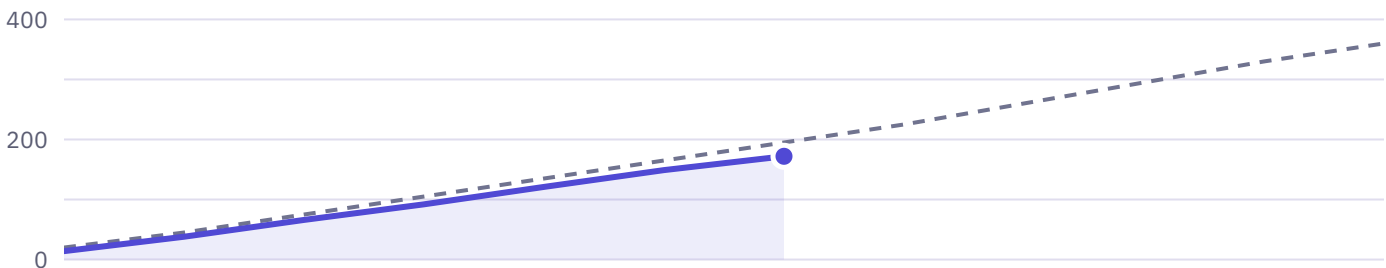
● Credits used

62%

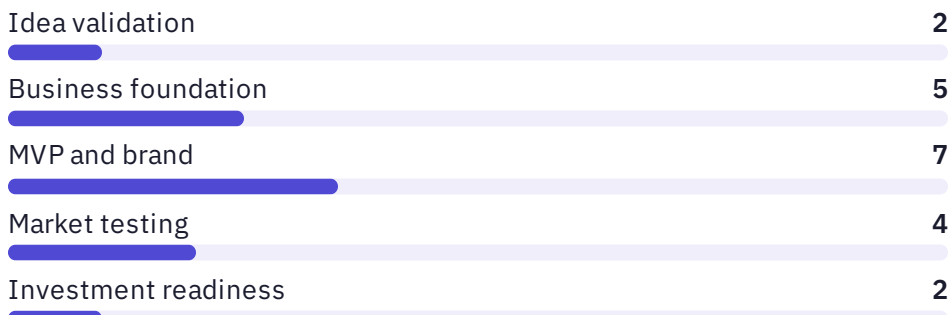
37,200 of 60,000

Milestones approved vs plan

Week 7 — Approved 172 — Plan 195



Founders by stage



Submissions per week

	2	3	4	5	6	7
Suhbah Coffee	3	2	4	3	3	4
Dalla Cafe	2	3	2	4	3	3
Wasl Logistics	1	2	3	2	2	3
Nabta Farms	2	1	2	3	1	2
Hikaya Books	1	2	1	2	2	1
Ramz Fintech	0	2	1	1	2	2

Needs attention

Darb Mobility

⚠️ Two or more overdue milestones

 Nudge

Masar Events

🕒 No activity for 14 days

 Nudge

Zahra Beauty

👤 No mentor assigned

 Nudge

Outcomes you can show sponsors



Executive report

 Sample data

Spring cohort, Week 7 of 12

Founders

20

Milestones approved

172

Active in 14 days

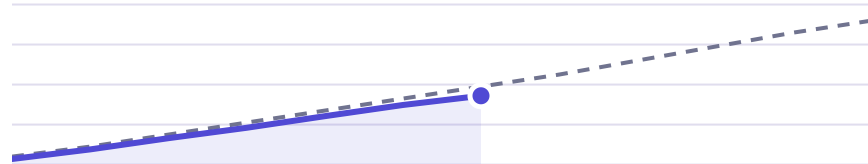
19

Credits granted

60,000

Milestones approved vs plan

Week 7 — Approved **172** — Plan **195**



 Only reviewer-approved milestones count



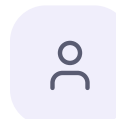
Executive report

For sponsors and the board



Operations report

For the program team, cohort by cohort



Founder report

For each founder: feedback and next actions

 Print

 Weekly email to the program team

 Every decision logged

Arabic and English, right to left.

Every screen and report in Arabic or English, and ten more languages.

 Hatchio

Week 7 of 12

This week
Spring cohort

Customer interviews

Approved

Business model

Awaiting review

Pitch deck

Not started

 **John**
CEO / Chief Strategist

الأسبوع ٧ من ١٢

Hatchio 

هذا الأسبوع
دفعة الربيع

المعتمدة

مقابلات العملاء

بانتظار المراجعة

نموذج العمل

لم يبدأ

العرض التقديمي

John

الرئيس التنفيذي



12

languages

 Right-to-left layout

 Arabic digits and names

 Reports in the reader's language

Arabic, English, Chinese, Spanish, Hindi, Portuguese, French, German, Japanese, Indonesian, Italian, Swedish.

Founding partner pilot **Build it with us**


6
Free for 6 weeks
5
For the first 5 partners

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6

 Free for 6 weeks

- ✓ Your first cohort, set up with us
- ✓ Milestones agreed before week one
- ✓ Success criteria set together, reported weekly
- ✓ You bring the mentors; we bring the founders on board

Start your first cohort

Three ways in, all from one page.

 See it

hatchioai.com/for-incubators



Scan to open

 Register

Start free →

Sign in with an email code and create a program from the template.

 Founding partner pilot

Request a pilot →

A 20-minute call. We reply within two working days.

 support@hatchioai.com