

Nina & Ade - Hello Hub

Big cities can be lonely places. Even though people surround us, there are still individuals that go through their entire day without saying 'hello' to anyone. Hello Hub wants to change that.

Co-founders Ade and Nina have created an app that enables people to connect to each other within a miles radius, allowing communities to evolve organically and to help people feel closer to one another.



Before starting Hatch they noted their main challenges as raising enough money to actually create the app, and marketing.

Throughout the programme, Hello Hub were supported by both their mentor and the Hatch team to recognise that they needed to get their business clarified before applying for funding. This clarification was important for their marketing strategy too.

By taking them through the 12-week programme and utilising tools such as the lean and business model canvas, they were able to see where they needed to develop and figure out their processes. In their own words:

“Knowing where we need to improve is a highlight, as was getting a much clearer idea of what the market wants and what the market will buy into, which is kind of where we lacked”

It also helped to steer them away from focusing on fundraising and instead concentrate on building a minimum viable product and beta testing. Shortly after finishing the programme they launched a beta test of their app, and helped facilitate networking and conversations at Ted X Brixton. This opportunity was enabled by the connections that we have created in Lambeth and by introducing them to the Impact Hub network.

Overall, the Hatch programme allowed **Hello Hub** to see past where they were and give them a grounding from which they can continue to build in the future. Here’s what they shared at their exit interview:

“It allowed us to feel out some of our ideas a safe space. I think it gave us a really good platform – super essential, it saved me at least a year and a half of stuff we’d have just done wrong. ”

They are currently continuing to develop the app whilst collating data from their beta test and working on their business model and monetisation.