

Sarah W. – Power Of Uke

Creativity is what defines Sarah pretty much from head to toe. Before kicking off Power of Uke, Sarah started organising Creative Retreat, where individuals spend a weekend in the countryside exploring creativity through workshops of music, art and writing combined with good food and exercise. Alongside both these projects she co-runs Rye Laughs – a monthly comedy night in South London. Power of Uke is about building fantastic teams, using the ukulele and song-writing to create bespoke workshops for companies. It all started out in Austria, and by the time Sarah joined Hatch she facilitated four workshops which had very positive feedback. Sarah knew she had a great business idea on the go, but struggled specifically with:

- Gaining customers
- Marketing & Sales
- Pricing

Sarah didn't feel very confident in approaching clients without having that credibility in place. She also found it difficult to price her service in a way that reflects her expertise as a musician & songwriter but doesn't put customers off. Especially the first three weeks helped Sarah to really refine her vision. She benefitted from workshops such as Value Proposition and Business Model Canvas, where she identified her target groups and formulated her offer in more detail. Being surrounded by like-minded fellow entrepreneurs was invaluable for Sarah too. Receiving peer support, having weekly homework and regular goal sessions helped Sarah to become focused and enabled her to set the right priorities.



During the second half of the programme Sarah started to feel much more aligned with her business. She tackled her pricing strategy, created the logo, worked hard on her website and put together a first sponsorship proposal. Additionally, she had a great relationship with her mentor who served as her soundboard and helped her to envision the bigger picture of Power of Uke. Preparing for Demo Day gave her the direction and push she needed to work things out and her commitment was rewarded when Sarah won one of two prize money cheques of £400 in total.

'It's been really transformational in terms of me feeling like I am an entrepreneur.'

Shortly after completing the programme, Sarah delivered one of her fantastic workshops at Small is Festival, founded and run by fellow entrepreneurs & Hatch alumni Katie and George. She then packed her 20 ukuleles and joined Happy Startup School at their Summer Camp, getting everyone to be creative and write their own songs. Further invitations followed from Lady Val's Professional Women's Network, Impact Hub Brixton on World Mental Health Day, law firm Linklaters and the Financial Times.



'I feel like I've come a long way from where I was when I started to now.'

We at Hatch too, couldn't resist #5minofplay and experienced the difference it can make by having fun together as a team outside of 'work'.