Project Case Study: Hatchbuck

> Founded in 2012, Hatchbuck is a fast-growing marketing automation software company for small businesses. Products include customer relationship management (CRM) software to track and manage sales and marketing activities, and email nurturing engine drip campaigns that cultivate relationships with leads and customers.

Today, Hatchbuck's website invites customers to utilize their software offerings to "turn emails into conversations, website visitors into handshakes, and customers into raving fans with all-in-one marketing software."

Hatchbuck serves over 1,000 companies and 4,000 users globally with its all-in-one sales and marketing software.

hatchbuck

Client: Don Breckenridge, Hatchbuck Cofounder and CEO

Website: www.hatchbuck.com

Location: T-REX, a coworking space and technology incubator

the PROJECT

According to CEO Don Breckenridge, Hatchbuck had a three-pronged need to expand its customer base. "We engaged Olin's Center for Experiential Learning (CEL) to learn how we could best grow Hatchbuck," he said. "We asked them to evaluate our current marketing, analyze the competitive landscape, and determine acquisition targets." Breckenridge approached the CEL leadership with his need, and the project began to take shape.

the PROCESS

Breckenridge was incredibly impressed with the CEL team assigned to Hatchbuck. "The caliber of the students was great. They were able to quickly fill in the blanks," he said. "No ramping up needed on our company profile, services, or direction. After the initial meeting, the CEL team met with the operations team and the sales team. From there on out, they just ran with it."

Although the CEL team was able to tap into Program Director Cliff Holekamp as a resource, they knew they were leading the project. "Engaging with the clients falls primarily on the students. It is the students who manage the projects," said Holekamp.

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The Hatchbuck CEL team conducted several weeks of research. In the end, the startup had a comprehensive list of competitors, including a perspective on each and a priority listing on those ripe for acquisition.

the OUTCOME

Every CEL team is evaluated on impact. "The team conducted a market research study and discovered small competitors that Hatchbuck hadn't encountered yet," said Holekamp. He added: "When the team's research and recommendations are adopted by the client or woven into their decisions, we know the students were successful. This provides tangible benefits for the client and offers a narrative of success for the students to take with them."

"The students were instrumental in figuring out what would move the needle most on onboarding and retention."
—Don Breckenridge
Hatchbuck Cofounder and CEO

From Breckenridge's perspective, Hatchbuck's partnership with the CEL was very beneficial: "The CEL team looked at competitors from a variety of angles to determine if their technology complemented ours or made them a natural competitor. Their analysis helped us determine the proper revenue range for acquisition targets. The CEL team were also instrumental in figuring out what would move the needle most on onboarding and retention. We implemented several of their suggestions."

next STEPS

Does your startup qualify?

CELect students want to work on challenging, research-oriented management consulting projects for high-growth St. Louis–area startups while getting the opportunity to engage with the founders and senior leadership.

Your startup may be eligible for CELect if you:

- Are a St. Louis–based early-stage company
- Have employees beyond the founders
- Allow students to work directly with founders
- Have outside funding

To get started, contact the Center for Experiential Learning at cel@wustl.edu or +1-314-935-4512.