



OUR FIRST SEMI-ANNUAL REPORT

FALL 2017 – SPRING 2018

**Covering the period from the conception to
the first quarter of fully operating**

Version 1
Berlin, May 2018

INTRODUCTION

OUR FIRST SEMI-ANNUAL REPORT

Things move very fast for start-ups. Hence it is difficult to report every important development. As we are a non-profit start-up, however, transparency is key.

Therefore we put together this semi-annual report. It covers the time from the conception of After School Hustle in the fall of 2017 until April 2018. This is the first time that we provide a comprehensive overview of what we have done and what we have learned.

Main conclusion: It works.

When we started thinking about the concept for After School Hustle, we had no idea if it was going to work out the way we envisioned.

Sure we knew a lot of people in the creative scene in Berlin. But would they really be willing to teach classes without getting paid?

We were not rooted in the education sector, so an even bigger unknown was if our program would be accepted by teenagers. Or if we would even be able to make them aware of it.

It turns out that we were on to something. The classes we designed were well attended and left both the coaches and the teenagers satisfied. The past half year was a period of constant acceleration. We are also satisfied with what we were able to achieve so far and are optimistically looking into the future.

Berlin in May 2018,

Pawel Mordel

Founder and Director of After School Hustle

Key Dates 2017

31 August

“Back to School” Party.

Our first public event to announce the program.

30 September – 14 October

The first the classes: Photography, Film and Writing.

26 October

“School in Session” Party.

Celebrating the launch of the program.

14 November

Official registration of the company as “After School Hustle gemeinnützige UG (haftungsbeschränkt)”.

25 November

The fourth and last class of the trial: Illustration.

Key Dates 2018

11 January

“Freshman Year” Party.

Introducing our mature program: One class per week.

13 January – 03 March

A class every Saturday, totaling eight classes.

24 March – 08 April

Introduction of After School Muscle, our sports program. One workout every day during the Easter school break, totaling 14 workouts.

MISSION AND APPROACH

This report covers the very beginning of the project – the period when major hypotheses are exposed to reality for the first time. Although it is difficult to evaluate such a project without a clear benchmark, we believe that we are on the right track.

Our mission remains unchanged. The general approach does not need to change either. We did, however, refine it since we had our first trial classes with teenagers in the fall of 2017.

Mission

Our goal is to help teenagers reach their full potential. Since starting the program, we were able to confirm that our work is indeed necessary. We conducted 12 classes thus far. The feedback we received from the participants was entirely positive. About half of them came to more than one class. And many inform their friends about our program.

While this is in no way a thorough impact assessment, we still consider it a sufficient confirmation of our mission. Challenges remain – including generating sufficient attendance for our classes – but these strike us as implementation issues, rather than conceptual ones.

A note on failures

Transparency is especially important regarding failures. The main test is whether we are creating educational experiences that are well attended and liked. We can confidently say that our participants are satisfied with their experiences. But we were not always able to generate sufficient attendance: Three classes had to be canceled.

Approach

We started with intensive self-contained workshops on Saturdays and this remains our standard class format.

Initially we started classes at 10am, but moved the time to 11am due to requests from teenagers. The length of the classes (roughly 6 hours including a break for eating lunch together) proved adequate. Our classes are always highly practical. After a brief introduction of the coach and their work we teach the basics of the respective craft and go straight into a practical exercises for the remainder of the day.

In March we started our sports program with workouts in public parks lasting between 60 and 90 minutes. This format also proved well received.

The main insights from running the program concern the topics of our classes. As we are not bound by any authority in this regard, we can freely adjust the program based on the teenagers' wishes. For example, we will add more classes on music production and DJing, as these were frequently requested topics.

With rising brand awareness and repeat participation, we are able to offer ever more unusual and innovative classes. One example was our class on spreadsheet modeling. None of the teenagers requested it, nor did they fully understand what the class was supposed to be about. Yet they still came because they trusted us and learned a valuable new skill.

CLASSES HELD

2017

Photography

with Tim Theisen

Film Making

with Boris Saposchnikow

Writing

with Adrian Bianco

Illustration

with Johnny Terror

Q1 2018 (January–March)

Photography

with Tim Theisen

DJing

with Pamela Owusu-Brenyah

Costume Design

with Teresa Grosser

Illustration

with Johnny Terror

Cardboard Sculptures

with Superblast

Writing

with Adrian Bianco

Film Making

with Boris Saposchnikow

Spreadsheet Modeling

with Marcel Mandry

AFTER SCHOOL MUSCLE

14 daily workouts in March and early April
with Lenny Müller,
Andrea Goceva,
Juri Maier,
Emily Hale,
Valentina Maceri.

A note on repetition of classes

All classes of 2017 were also held in Q1 2018 with the same coaches. This was done on purpose. We are calibrating the design of each class and want to test it more than once. The way forward is to mix a repetition of classes with brand new topics.

DONATIONS RECEIVED

Money

Fundraising

Total money raised since the registration of the company on 14 November 2017 till end of March 2018 (Q4 2017 – Q1 2018):

1400€

from 34 donors.

Seed funding before incorporation

Before After School Hustle was incorporated, Pawel Mordel spent the following amounts on the project:

Legal Fees	873€
Marketing	477€
Class Materials	52€
<u>Total</u>	<u>1883€</u>

In-kind

Space partners

Blogfabrik
Betahaus
HVW8
EyeEm
Miami Ad School
P7 Gallery
Adidas Runbase

Other support

Adidas
(sports equipment and clothing)

Fountain of Youth
(beverages)

A note on financial information provided

These statements are slightly modified for presentation purposes and do not exactly reflect the official accounting.

FINANCIAL STATEMENTS

Q4 2017

Balance Sheet

(31 December 2017)

Assets

Cash	92,52€
Receivables	1097,43€
	<u>1189,95€</u>

Liabilities

Stock	100,00€
Retained Earnings	1089,95€
	<u>1189,95€</u>

Income Statement

(14 November - 31 December 2017)

Income	1097,45€
Expenditures	-7,50€
Net	<u>1089,95€</u>

Q1 2018

Balance Sheet

(31 March 2018)

Assets

Cash	665,76€
Receivables	0,00€
	<u>665,76€</u>

Liabilities

Stock	100,00€
Retained Earnings	565,76€
	<u>665,76€</u>

Income Statement

(01 January - 31 March 2017)

Income	361,76€
Expenditures	-885,95€
Net	<u>-524,19€</u>

Clarification of items

Income: Donations from individuals.

Expenditures: Class materials (including food) and marketing costs related to classes.

PRESS AND OTHER RECOGNITION

Articles

26 September 2017

Overkill

After School Hustle: “Drei Samstage im Herbst” - ein Non-Profit Bildungsprojekt

overkillblog.com

31 January 2018

tbd*

**Berlin Hustles Harder:
The After School Edition**

tbd.community

24 March 2018

Berlin Loves You

After School Hustle Is An Alternative For Berlin's Teens

berlinlovesyou.com

28 March 2018

B.Z.

Wir lassen euch nicht hängen

(print only)

29 March 2018

I Heart Berlin

**After School Hustle:
The Coolest Coaches of Berlin**

iheartberlin.de

Presentations

25 January 2018

Betahaus Community Breakfast

06 February 2018

Social Innovation Meets School

15 March 2018

Crossroads at Soho House

Awards

May 2018

Jacobs Foundation Fellowship

This falls outside of Q1 2018, but is substantial enough to be included here.

IMPACT AND OUTLOOK

Social entrepreneurship is always hard pressed to justify its existence. We are financed purely through philanthropy. This means that we are asking people to contribute money so that we can create educational experience for teenagers. We owe those donors proof that their support is indeed having an impact.

Additionally, we need to be careful not to waste the time of our teenagers and that of our coaches. So far everyone has had a good time and the classes are free, hence we did not face any harsh criticism yet. But we have to be able to give all stakeholders a well developed answer if they ask us why they should learn and teach, respectively.

While we certainly have conceptual answers, we do not have a solid proof of our impact. Having started the project just over half a year ago, we feel that this is still permissible. But we have a responsibility to seriously think about ways to evaluate our program as it matures.

Outlook

As stated on the preceding pages, we feel that we are on the right track. Hence we will continue the current activities and add to them. Our core output are the classes. We are currently offering a class every Saturday and introduced our sports program every Sunday on top of that.

Challenges

While the program itself is developing in a promising fashion, the main challenge that we are facing is financing.

The generous support of our donors enabled us to cover the direct costs for classes and marketing. Yet we are still not able to pay salaries for running the operation.

Given the successful implementation and positive feedback, we remain optimistic that our financial situation will soon reach a level of stability.