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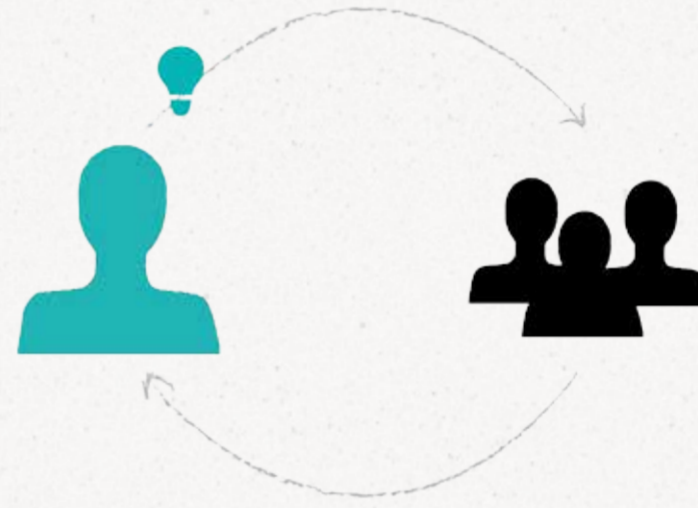
Get Hatching!

What does it mean to hatch an idea?



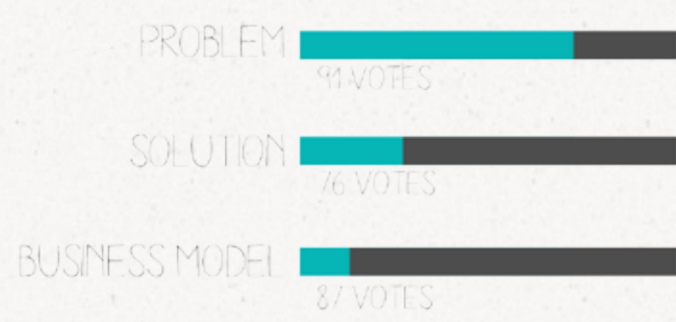
How it works

Share your ideas with a community of entrepreneurs and get valuable feedback.



Tell us about your idea's problem, solution, and business plan, then choose who to share it with.

Other entrepreneurs rate and give feedback on your idea's problem, solution and business plan. Improve your idea and repost to get feedback again.



A large community of entrepreneurs from many different sectors ensures you'll get lots of valuable feedback to hatch your idea.

Get Hatching!

Hatching Now:

Poetic Justice

Poetry – the word itself can incite frustration, joy, nostalgia, derision, and most often, shrugs.

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Lifted

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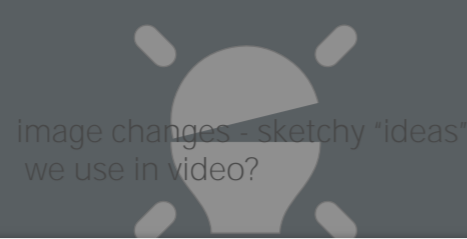
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Newspora

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# Start developing your business & product ideas

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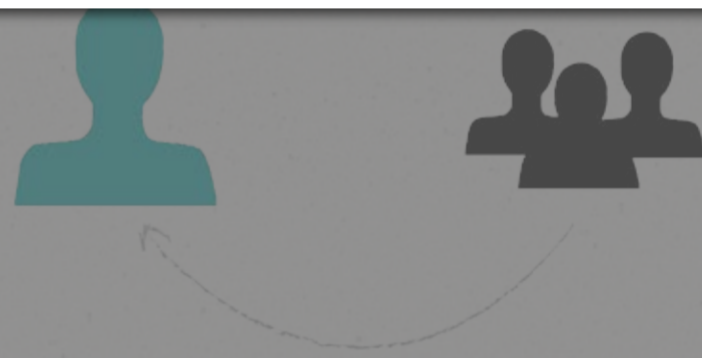
Confirm Password:

First Name:

Last Name:

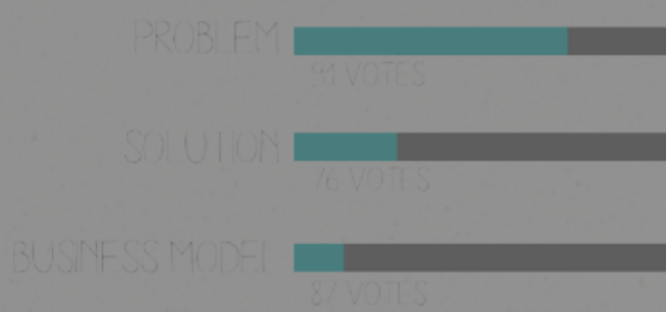
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# Hatching in Progress

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trending

categories

## Poetic Justice



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#poetry #literature #CarnegieMellon #experiencedesign #web #local

## Lifted



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#education #webplatform #CMU #middleschool

## Newspora



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## trailblazer



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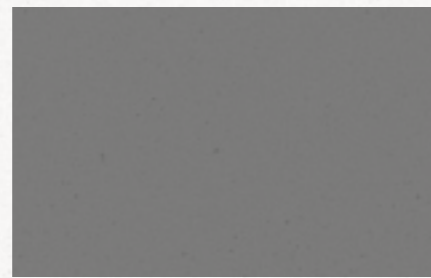
## Garden Exchange



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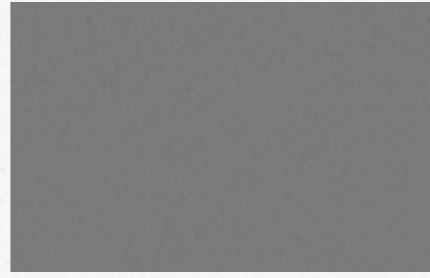
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- #Poetry
- #iPhoneApps
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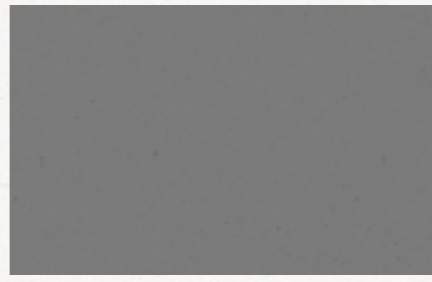
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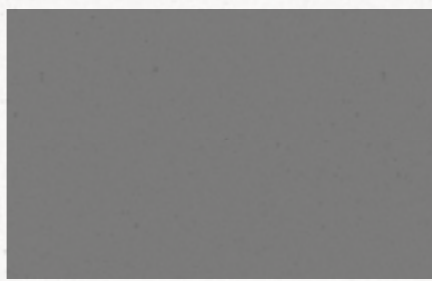
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### #Education

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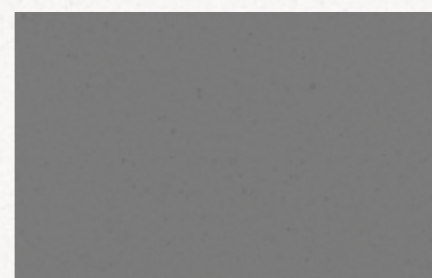
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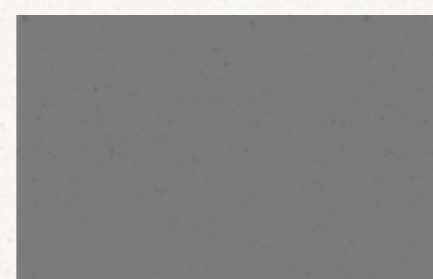
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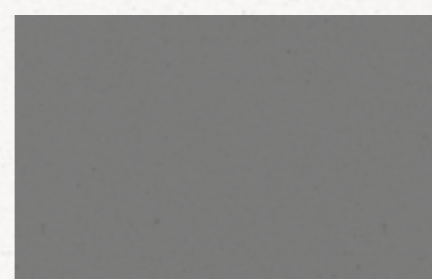
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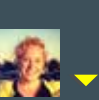
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# poetic justice

## Poetic Justice

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Poetic Justice is a system that uses physical, environmental motivators to bring attention to poetry, connected to a web platform meant to expand and sustain the interaction with poetry called "Poetic Justice."

### Meet the Team



**Alison Servis**  
Founder



**Dan Boyarski**  
Advisor

### What's your problem space?

Poetry – the word itself can incite frustration, joy, nostalgia, derision, and most often, shrugs. For something that can cause such varied and strong emotions, poetry gets little notice from a vast majority of people. A huge cause of low readership is the general lack of exposure to poetry had by all but the most heavily engaged readers and poets themselves. The amount and quality of exposure readers have to poetry greatly impacts the perception they have of it, as well as their willingness to further engage with it in the future, especially considering the abundance of other entertainment options readily available.

Rate this problem space:

1	2	3	4	5
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[Help Hatch It](#)

### What's your proposed solution?

To create a sustainable level of engagement, I've designed a system that pairs the immediacy and interest of the physical environment with the convenience and power of the web to re-present poetry to potential young adult readers, while maintaining an environment that can engage current readers.

Rate this solution:

1	2	3	4	5
---	---	---	---	---

[Help Hatch It](#)

### What's your business model?

I have not figured out a way to monetize the value of this system. It would most likely rely on partnerships with non-profits or brands looking for interesting ways to connect with consumers

Rate this business model:

1	2	3	4	5
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#### Poetic Justice



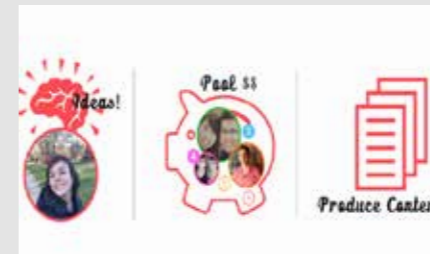
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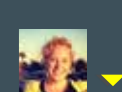
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### Help Hatch the Problem:

On this page you do things. Yup, you do. Please do them now. On this page you do things. Yup, you do. Please do them now. On this page you do things. Yup, you do. Please do them now. On this page you do things. Yup, you do. Please do them now.

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UPDATED 9.14.13



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UPDATED 9.14.13

#### Finding an audience will help you find your business model

Who's your main audience? From the problem and solution, it's hard to imagine how to monetize this. Who do you think will pay for poetry?

**Sergey Astretov**  
Founder, ideaHatcher

Submitted 9.30.13, 7:45pm

[Reply // View Replies \(5\)](#)

#### What types of partnerships are you imagining?

Narrowing down the types of organizations that you think you could partner with might make it more manageable to approach them with a proposal. I think you should start local.

**Joe Schmo**  
Founder, SuperCoolCo

Submitted 9.20.13, 4:30pm

[Reply // View Replies \(3\)](#)

### Have something to add?

Add your comments here...

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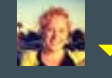










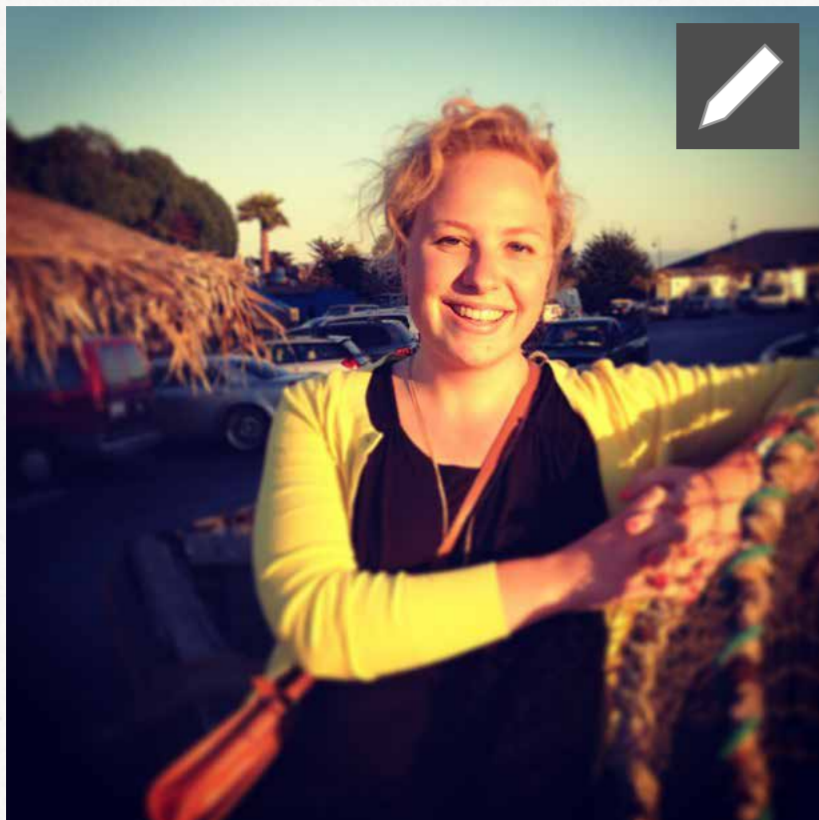


# about me

about me

WVW

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## About Me:

**NAME:** Alison Servis

**IDEA(S):** Poetic Justice, Marvelous Morning, Lifted

**EMPLOYER:** Groupon

**DEGREE(S):** B.A. in English  
B.A. in German  
Masters of Design

## My Team



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Founder



**Dan Boyarski**  
Advisor

## Your Followers



VIEW ALL

## Your Hatchers



## Ideas You Follow



VIEW ALL

## Bio



:H01D01DW8HMPDWYH00PL0YH00GH0WDG0JH0DW0WH0VR  
could write as fun of copy as I do. Is this one step up from Lorem Ipsum? Should I have put in other placeholder text? Does it matter? Probably not, but I really don't think any of you are reading this. If you are, tweet me @ajservis with #thereaintnocopylikealiserviscausealiserviscopyscopy (but W0DGL0V0W4W

