



BioEntrepreneurship & Innovation Program

1. The 3H Concept

Hipsters: Usually working their way into the mix as the designer or creative genius, they'll make sure the final product is cooler than anything else out there. But, not only that, they'll ensure the shade of blue used to accent the font really brings out the subtle homage to an artist from the 70's you've probably never heard of. We throw a few other types into the mix as well including investors, marketers, advisors, evangelists, press, etc. who help make the Hustlers' dreams and the Hackers creations come true and grow huge.

Hackers: The ones most likely to sit quietly through a board meeting until uttering the three sentences that answers the all-important question of "how?" the new idea or initiative can be brought into reality. Resembling MacGyver with their ability to wield various lines of code or programming languages, you'll get dizzy trying to keep up with their keystrokes.

Hustlers: They have the tendency to be the most misunderstood member of this trio. Hipsters are likely to accuse Hustlers of having sold out to the man because of their constant question of "It's cool, but is it something our partners and clients want?". They are also people who have the brilliant, sometimes crazy, ideas that will revolutionise the world but need the Hackers and others to help them create and build their visions.

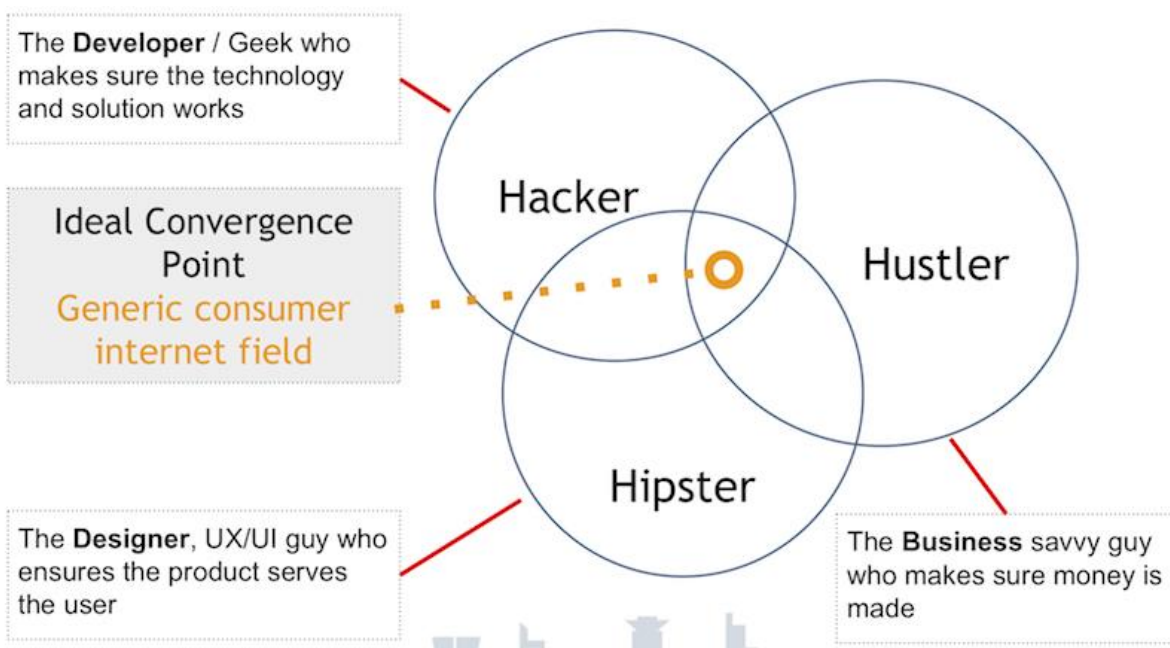
Origin of the Term

The phrase '*Hipster, Hacker and Hustler*' was first coined by Rei Inamoto, the chief creative officer for AKQA at SXSW in March 2012: "*To run an efficient team, you only need three people: a Hipster, a Hacker, and a Hustler. When I look at the better teams I've been a part of, this has absolutely proven to be true.*" When the Hipster brings the creative design and cool factor, the Hacker brings their utility belt of technology solutions, and the Hustler finds the right way to package it all up and take it to the masses in the form of sales and partnerships, it is a combination that is tough to beat.

Source: <http://www.hipsters-hackers-hustlers.com/about/>



2. The 3H Team



Source: <http://www.pivoteast.com/wp-content/uploads/2014/03/hhh-800-image.png>



3. Finding your Team

Hustler

Generate outside
interest

Hipster

Deliver great
customer
experience

Hacker

Build the damn
thing

Helpful personality traits:

- Go-Getter
- Die-hard
- Disciplined
- Extroverted
- Networker
- Creative
- Empathetic
- Thoughtful
- Good communicator
- Minimalist
- Analytical
- Structured
- Reliable
- Focused
- Stress-resistant

Source: <https://www.slideshare.net/startup-simple/150414-lean-cofounder-matchup-slideshareversion-33588747>