



Book Hatchery

Through the use of a comprehensive suite of software tools, Book Hatchery provides self-publishers the ability to manage and sell their texts as well as maximize their publications' exposure on the Internet. Book Hatchery also aims to create a strong community for self-publishers seeking a platform of support and an ability to share their expertise for the benefit of all authors.

The Founder

Book Hatchery's founder, Nick Cash, is an Iowa native. He was born in Iowa City and briefly lived in Michigan before moving to Cedar Falls in 1999. Nick has been a problem solver from a young age; by creating and innovating with his Lego's, he learned early on to both follow instructions and to sometimes ignore them completely. After being introduced to the wonderful world of broadband Internet, he learned in 6th grade that he could make his own web sites for free. Many hours and video game fan sites later, he set his sights a bit higher. In 8th grade he learned of free multiplayer text based games, known as Multi-User Dungeons (the ancestors of today's modern MMORPGs, such as World of Warcraft). Thinking it couldn't be hard to run one, Nick downloaded a free code base and started to teach himself the C and C++ programming languages. He ran the game, which was free to players, for several years before closing it in 2005. In 9th grade he landed his first set of freelance coding gigs and won a programming competition for developing a string utility library in C. The next year, finally making it to Cedar Falls High School, he created a Win32-based 2D game engine for an honors English class project and set the record for time spent – 260 hours (a record he holds to this day). Nick became heavily involved in the high school robotics team as a student programmer and fundraiser; he also worked with the theater department as Student Technical Director for two productions and enjoyed a brief run on the Junior Varsity Bowling Team.

During his sophomore year, Nick beat the system and got into the high schools only programming class without meeting any of the prerequisites. Because of this he was allowed to take computer science classes at the University of Northern Iowa free of charge starting his junior year in high school. Nick also began free tutoring sessions for new computer science majors, helping them learn the ins and outs of computer programming. All of this gave him a leg up when he finally graduated high school in 2007 and entered college full time. During his freshman year of college, Nick was contacted by Lockheed Martin and landed a summer internship as a software engineer developing flight control software for the FAA. When Nick came back he was contacted by his current employer, DISTek Integration, and was offered a position as an embedded systems engineer. Besides working too much, Nick also attends classes at the University of Northern Iowa; he is pursuing a degree in Computer Science, a minor in Economics, and a certificate in Entrepreneurship. He participates in several groups on campus, most notably Computer Club, where he is a programming team lead for the annual ACM Programming Competition, and the National Cyber Defense Competition. Nick is also an avid writer; he has maintained a blog for more than five years and attempts National Novel Writing Month every November.