



JOHNS HOPKINS  
UNIVERSITY

Social Innovation Lab

A background image showing a workshop or meeting. Two women are standing and looking at a whiteboard. The whiteboard has a diagram of the Human Centered Design Process, which includes stages like Social Problems, Translate & Frame, Research, Synthesize, Ideate, Prototype, Test & Implement, and Social Change. There are also sticky notes and a question written on the board: "Q. Where are you in the process? \*please write your team name on the post-it".

# 2018 IMPACT REPORT

CULTIVATING A WORLD OF EMERGING SOCIAL INNOVATORS

## FROM THE DIRECTOR

**G**reetings! Thank you for your interest in the Social Innovation Lab's 2018 Impact Report. During the 2017-18 program year, SIL continued to implement our intensive, six-month accelerator program, while introducing some exciting new initiatives, including:



- » Policy Mentor Network, which brings together over 20 state and local public servants who support and mentor our teams and provide important connections
- » I-Corps, a new program that helps researchers better understand their target market through direct engagement with potential customers as part of the National Science Foundation's National Innovation Network
- » A partnership with the JHU Carey Business School to provide consulting support for our innovators
- » Our Impact Bootcamps to support local innovators now includes a new partnership with Baltimore Corps' Elevation Awards and Open Society Institute-Baltimore Community Fellowships
- » Alex Riehm introduced as our second full-time director
- » Welcoming the first two Echoing Green Fellows selected from our graduates
- » Awarding our second \$25,000 Cohort Prize to The ClearMask, selected by their peers in our cohort

I'm excited to share more information below about SIL's impacts since our beginnings as a Johns Hopkins student organization and specific milestones our ventures have worked hard to achieve. I invite you to get in touch with our ventures or with me directly if you have ideas or suggestions to help us advance our mission and build lasting social change here in Baltimore.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex Riehm'.

Alex Riehm, Director  
[alriehm@jhu.edu](mailto:alriehm@jhu.edu)

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[ventures.jhu.edu/sil](http://ventures.jhu.edu/sil)

## OUR IMPACT AT A GLANCE

# 72

Ventures supported by SIL since 2011

# 355

Individuals trained via our Bootcamps since 2011

# \$37.5M+

Funding secured by SIL ventures<sup>1</sup>

# 463

Hours of mentorship and coaching provided to the 2017-18 Cohort

# 459

Individuals hired in paid roles by SIL ventures<sup>2</sup>

# 96%

Venture leaders finding SIL helpful or instrumental in their success<sup>3</sup>

<sup>1</sup> Figure accounts for all funding types including grants, investments, pledges, etc.; self-reported by ventures; cumulative since 2011

<sup>2</sup> Figure accounts for all paid roles including short-term and permanent roles, paid interns, consultants/contractors, part- and full-time employees; self-reported by ventures; cumulative since 2011

<sup>3</sup> Based on 2018 SIL alumni survey responses



# ABOUT THE SOCIAL INNOVATION LAB

The Social Innovation Lab (SIL) at Johns Hopkins University accelerates emerging ventures and leaders that seek to change Baltimore and the world. SIL provides the funding, mentorship, office space and workshops that help these innovative nonprofits, mission-driven companies and disruptive technologies to develop into thriving, sustainable ventures that make a measurable impact.

## THE SOCIAL INNOVATION LAB:

1. Equips promising, emerging social ventures with the essential resources they need to reach milestones, achieve sustainability and scale faster
2. Fosters and contributes generously to a collaborative, inclusive and accessible social entrepreneurship/innovation ecosystem in Baltimore
3. Cultivates entrepreneurial talent in Baltimore





# THE COHORT PROGRAM

The Social Innovation Lab (SIL) features a mutually-supportive, cohort-based learning model that encourages innovators and entrepreneurs to support one another on their pathways to scale. Each fall, SIL conducts a competitive application process open to Baltimore-area residents and JHU students, faculty and staff to seek support for their social venture. SIL seeks driven, experienced and altruistic applicants: people who have observed or experienced a problem, have been thoughtful and deliberate at developing a potential solution rooted in extensive research or experience and are willing to exert extraordinary dedication to make the venture reach scale and achieve sustainability. The 84 applications submitted represent our most competitive year to date.

## SIL PROVIDES VENTURES IN THE COHORT WITH THE OPPORTUNITY TO:

1. Establish and refine strategies for growth and sustainability
2. Define and meet critical milestones to move the venture forward
3. Connect and collaborate with other entrepreneurs in a mutually-supportive, cohort-based learning model

## VENTURES IN THE COHORT RECEIVE:

- » \$1,000 in non-dilutive seed funding
- » Potential to receive up to \$25,000 in additional funding via our peer-selected Cohort Prize
- » Mentorship and access to an extensive network of advisors
- » One-on-one coaching and intensive support from the SIL Director
- » Learning sessions and retreats where participants learn from experienced entrepreneurs and social sector leaders
- » Access to co-working and meeting space
- » Other critical forms of support and assistance as needed, including marketing and communications, pro bono legal and accounting support and policy guidance
- » Opportunities to pitch potential funders and supporters at SIL events, including the annual Impact+Innovation Forum

# SIL VENTURES IN THE NEWS

## AWARDS AND ACCOLADES RECEIVED BY OUR VENTURES & THEIR LEADERS

Skoll Award for Social Entrepreneurship; **Echoing Green Black Male Achievement Fellowship**; The Daily Record's 2018 VIP List; **TED Fellowship**; Ashoka Emerging Innovator; **Baltimore Corps Elevation Awards**; Forbes 30 Under 30; **Open Society Institute – Baltimore Community Fellowship**; Warnock Social Innovation Fellows and Warnock Foundation Social Innovator of the Year; **Red Bull Amaphiko Fellowship**; Smart Logic Women in Tech Microgrant; **Johns Hopkins Martin Luther King Junior Community Service Award**; Baltimore Magazine 2017 Visionary; **Case Foundation Finding Fearless winner**; InvestMaryland Challenge winner; **Baltimore Business Journal 40 Under 40**; Baltimore Ravens Community Quarterback Award; **United States Public Health Service Excellence in Public Health Award**; Reimagine Education Award; **Civic Hacker of the Year**; Accenture Innovation in Technology Award; **Towson University Business Plan Competition winner**; JHU Business Plan Competition winner; **U.S. State Department Innovator Program: Expo Milano**; 2014 EPA People, Prosperity, and Planet (P3) Award; **InfyMaker Award winner**; PilotHealth winner

## 2017-2018 COHORT VENTURES PRESS HIGHLIGHTS

Mera Kitchen Collective's front-page in the *Baltimore Sun*:  
<https://tinyurl.com/MeraKitchenSun>

ClearMask's \$25,000 SIL Cohort Prize award detailed by *Technical.ly Baltimore*:  
<https://tinyurl.com/ClearMaskTechnically>

Hosts for Humanity shares their story in the *Baltimore Business Journal*:  
<https://tinyurl.com/HostsforHumanityBBJ>

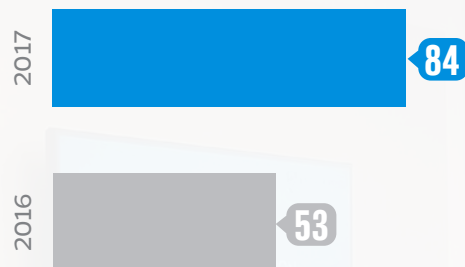
## VENTURES HAVE APPEARED IN THESE PUBLICATIONS & MORE

- » *The New York Times*
- » *Popular Science*
- » *Wired*
- » *The Daily Record*
- » *The Baltimore Sun*
- » *Forbes*
- » *Fast Company*
- » *Baltimore Business Journal*
- » *Journal of the American Medical Association (JAMA)*
- » *CNBC*
- » *Baltimore STYLE*

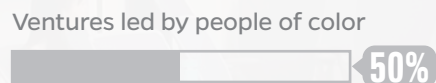
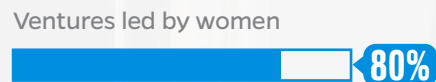


# 2017-18 COHORT: FACTS & FIGURES

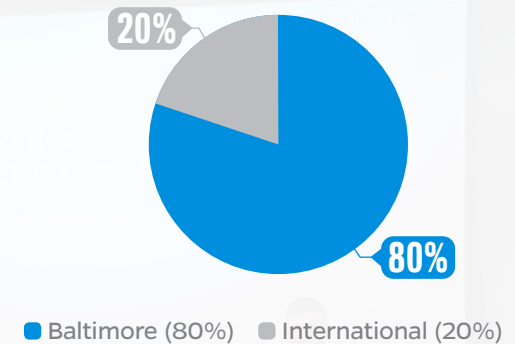
SIL received a record 84 applications



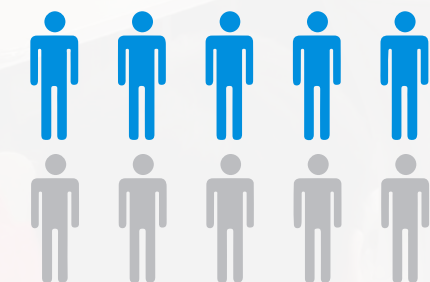
90% of SIL ventures are led by women or people of color



80% of SIL ventures will impact Baltimore and the United States

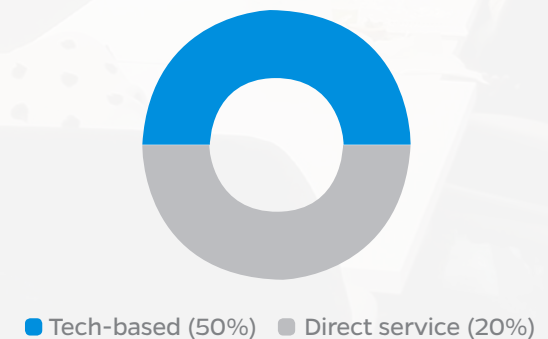


50% of SIL ventures are led by community members (who are not JHU students, staff or alums)



- Community members (50%)
- JHU students, staff or alums (50%)

50% of ventures are tech-based





## **BAKKU TECHNOLOGIES** [bakku.io](http://bakku.io)

A medical device which senses and alleviates pressure to increase comfort and reduce the potential for bedsores and pressure ulcers (formerly, the Active Bed Sore Prevention System)

**TEAM LEADERS:** Ruchee Shrestha, graduate student, Bloomberg School of Public Health; Andrew Nagal, community member; Mitch Gaines, community member

**MILESTONES ACHIEVED DURING PROGRAM:** Incorporated as a company and filed provisional patent; further developed prototype of technology, including pivot to new market; further built out team with relevant talent; completed customer discovery for initial and revised product



## **BEEMORE** [beemore.net](http://beemore.net)

A community beekeeping cooperative which engages community members with pollinators and healthy lifestyles, promotes urban beekeeping and creates new beekeepers in Baltimore

**TEAM LEADERS:** Michelle Bailey-Hedgepeth, community member

**MILESTONES ACHIEVED DURING PROGRAM:** Developed new program business model focused on services and getting hives into the community; secured critical partnerships to provide core services; conducted regular classes in Park Heights



## **CLEARMASK** [theclearmask.com](http://theclearmask.com)

The first, full-face transparent surgical mask intended to reduce medical errors from miscommunication and increase patient satisfaction

**TEAM LEADERS:** Allysa Dittmar, alum, Bloomberg School of Public Health and Krieger School of Arts and Sciences; Aaron Hsu, alum and staff member, School of Medicine, alum, Bloomberg School of Public Health and Krieger School of Arts and Sciences; Elyse Heob, graduate student, Bloomberg School of Public Health and Carey Business School; Inez Lam, graduate student, School of Medicine and Whiting School of Engineering

**MILESTONES ACHIEVED DURING PROGRAM:** Internal operations finalized, including team structure and communications, incorporation and tax and accounting; manufacturer identified and signed; determined a regulatory plan for markets outside the United States; accepted to NSF's National I-Corps program and ETC's Accelerate Baltimore; **won \$25,000 SIL Cohort Prize**





# 2017-18 COHORT: VENTURES



**DISTRIBUTION HEALTH** [distributionhealth.com](http://distributionhealth.com)

Combining cutting-edge health care technologies with compassionate personal care workers to provide individualized, high-quality care in the home

**TEAM LEADERS:** Andrew York, community member

**MILESTONES ACHIEVED DURING PROGRAM:** Completed incorporation process; refined business model and pivoted to new market access; delivered initial services through a volunteer model; recruited business advisors; scoped role of healthcare providers and completed minimum viable product



**THE GROWING MINDS INITIATIVE** [growingmindsinitiative.org](http://growingmindsinitiative.org)

Creating sustainable poultry and green vegetable farms to fund education and healthcare for orphaned and vulnerable children near Dar es Salaam, Tanzania

**TEAM LEADERS:** Victoria Roberts, undergraduate student, Krieger School of Arts and Sciences

**MILESTONES ACHIEVED DURING PROGRAM:** Completed sustainability analysis through financial modeling and audit process; increased families served from 13 to 50; grew team to include fundraising and data/outcomes tracking roles; increased transportation and logistics capacity to access new markets



**HOSTHOME** [hosthome.help](http://hosthome.help)

An accessible home sharing platform to address housing instability, starting in the LGBT community

**TEAM LEADERS:** Ava Pipitone, community member; Max Goodman, community member

**MILESTONES ACHIEVED DURING PROGRAM:** Started minimum viable product development; completed incorporation as a B-Corp; developed a partnership strategy and fundraising strategy; refined service offering based on experience of the pilot; completed Founders Gym accelerator and was accepted to Flatiron School coding course with full scholarship



## 2017-18 COHORT: VENTURES



**HOSTS FOR HUMANITY** [hostsforhumanity.org](https://hostsforhumanity.org)

Connecting families and friends of patients traveling to receive medical care with volunteer hosts offering accommodations in their homes

**TEAM LEADERS:** Jenny Owens, community member

**MILESTONES ACHIEVED DURING PROGRAM:** Secured referral partnerships, including with Baltimore Ronald McDonald House; finalized internal operations, including insurance, tax and accounting needs; recruited resources and partners to support full platform development; completed market size analysis; operated platform on pilot level, identifying 28 initial hosts, who housed 8 people for 46 days, saving families \$6,400 on housing



**MERA KITCHEN COLLECTIVE** [mera.kitchen](https://mera.kitchen)

Worker-owned food cooperative operated by refugees, immigrants and their supporters in Baltimore, sharing the exceptional talents and cuisine of our newest neighbors

**TEAM LEADERS:** Liliane Makole, community member; Emily Lerman, alum, Bloomberg School of Public Health; Iman Alshehab, community member; Brittany DeNovellis, community member; Aishah AlFadhlah, staff, Kennedy Krieger Institute

**MILESTONES ACHIEVED DURING PROGRAM:** Completed legal structure and defined team roles; accepted to the Baltimore Farmers Market and Bazaar; identified commercial kitchen for catering and farmers market; launched the Refugee+Immigrant Arts Feast for 450 attendees



**NEIGHBOUR, NEIGHBOUR** [neighbour-neighbour.com](https://neighbour-neighbour.com)

Improving safety and peace of mind in Trinidad and Tobago by helping users monitor family and friends in transport

**TEAM LEADERS:** Zindzi Thompson, graduate student, School of Advanced International Studies

**MILESTONES ACHIEVED DURING PROGRAM:** Refined business model for revenue generation and sustainability; completed prototype design; conducted customer discovery interviews in Trinidad & Tobago, resulting in pivoted market approach; conducted research on related solutions and business models





# 2017-18 COHORT: VENTURES



**PIVOT** [pivotprogram.org](http://pivotprogram.org)

A cohort support model for women returning from incarceration, providing pathways for women from prison to purpose

**TEAM LEADERS:** Bridget Nistico and Emily Thompson, community members

**MILESTONES ACHIEVED DURING PROGRAM:** Defined curriculum for summer 2018 pilot launch; launched crowdfunding campaign that raised over \$15,000; recruited a board of directors; secured partnerships with service providers, evaluators and referral organizations, including the Maryland Department of Public Safety and Corrections; completed incorporation and internal operations





# IMPACT BOOTCAMPS 2017-18

**D**uring the 2017-18 program year, SIL continued the Impact Bootcamp program to support early stage innovators. The bootcamps are one-day, intensive trainings for people looking to gain or enhance the skills essential for launching and leading a social venture.

## Our goals with the Impact Bootcamp:

1. To reach beyond our typical network of self-identified innovators – we want to reach more community members from various backgrounds who want to create change but who may not know how to take the first step
2. To build a pipeline of applicants for our core program and other entrepreneur-supporting programs in Baltimore – we want to help people at the earliest stages build their new ventures on a solid foundation so they can start smart and avoid common mistakes and pitfalls. In order to achieve this goal, we partnered with Baltimore Corps' Elevation Awards and Open Society Institute-Baltimore Community Fellowships to provide a fuller range of opportunities for our participants and invited additional community-based organizations to give presentations on their work: MD Nonprofits, The Baltimore Creatives Acceleration Network, Impact Hub Baltimore, Moms as Entrepreneurs, The Cube Cowork and Fusion Partnerships

In addition to our flagship Baltimore-based Impact Bootcamps, we also conducted a bootcamp for JHU-affiliates in Washington, DC, hosted by the JHU School of Advanced International Studies (SAIS).

**FALL 2017 BOOTCAMP: SATURDAY, SEPTEMBER 30TH** | [Recap: tinyurl.com/fall17bootcamp](https://tinyurl.com/fall17bootcamp)

**SPRING 2018 BOOTCAMP: SATURDAY, MARCH 24TH** | [Recap: tinyurl.com/spring18bootcamp](https://tinyurl.com/spring18bootcamp)

*“The Impact Bootcamp allows you to realize your goals and the tools to make them happen. You meet a network of people, at various stages of project development or impact, who are interested in making a difference and before you know it, you are building connections to create something much more powerful and inspiring.”*  
– Sophia

*“This was an incredible experience! I met other enthusiastic and engaged social entrepreneurs and learned a lot about nonprofits, pitching, data collection and networking. This is an amazing resource for social change in Baltimore!”*  
– Janet



DURING THE 2017-2018 YEAR, OUR BOOTCAMPS EQUIPPED ABOUT 230 STUDENTS AND COMMUNITY MEMBERS WITH THE SKILLS, TOOLS AND CONNECTIONS TO SPARK CHANGE IN BALTIMORE AND BEYOND.



# IMPACT+INNOVATION FORUM

**O**n April 24th, SIL hosted the Impact+ Innovation Forum – our annual event showcasing ventures in the cohort. Venture leaders from our 2017-18 Cohort shared the stories behind their inspiration and innovation to an audience of 200 people, including community leaders, donors and foundations, JHU administrators, JHU students and friends and family.

## \$25,000 COHORT PRIZE GOES TO CLEAR MASK

This year's \$25,000 Cohort Prize was awarded to Allysa Dittmar, Aaron Hsu, Elyse Heob and Inez Lam of ClearMask. This prize was created to help further accelerate a high-potential venture in the cohort, and the winner was selected by the cohort via our peer feedback process, which identifies a team with exceptional performance on the following dimensions: generosity, vision for impact, progress on their venture, resilience, experimentation, whether they are a compelling spokesperson for their venture and whether they understand the needs of their customers and beneficiaries.



View the recap of our Impact+Innovation Forum:  
[tinyurl.com/silforum18recap](http://tinyurl.com/silforum18recap)



**SOCIAL INNOVATION LAB - CULTIVATING A WORLD OF EMERGING SOCIAL INNOVATORS**

# ALUMNI VENTURES IN ACTION

During the 2017-18 program year, our teams and alumni continued to make incredible progress, building on their past successes. Check out our alumni updates:

## SHANTELL ROBERTS, THE PORTABLE ALTERNATIVE CRIB INITIATIVE

Shantell Roberts (SIL '17) was the inaugural winner of SIL's \$25,000 Cohort Prize at the conclusion of the 2016-17 program year. We caught up with her to see what she's been up to since then.



### What has the last year looked like for you since graduating from the Social Innovation Lab?

The last year has been amazing. I have met families from various jurisdictions, spoken with them about their access to infant care education and resources, implemented partnerships to assist established organizations in providing a needed resource in their communities and traveled to other countries with baby box initiatives in place.

### Any specific accomplishments you're especially proud of?

Over the last year and a half I have been the recipient of a number of awards and accolades: The Baltimore Magazine Top 30 Visionary, The United Way of Central Maryland's Philanthropic Five and The Daily Record's VIP List. However, my

most meaningful award came by way of the Youth Empowerment Society (YES) Center. The YES Center is a drop-in shelter for youth 24 and under. While we have a partnership to distribute the Portable Alternative Crib, I also volunteer at this site by offering education and distributing infant care products to young parents. In May, I was awarded the YES Center Volunteer of the Year award and it means so much to me that the youth and staff thought so highly of our collaboration and reminds me that I am touching young lives every day.

### Since you graduated from the 2016-17 SIL cohort, how many Portable Alternative Cribs have you distributed?

I am happy to report that, to date, I have distributed over 4,000 Portable Alternative Cribs throughout Baltimore City and Baltimore, Charles, Cecil and Frederick Counties. With so much more work to do, I have a lot to be proud of,

considering this whole movement started with an idea at the Social Innovation Lab Bootcamp in September 2016.

### What does that represent in terms of social impacts in our community?

A Portable Alternative Crib in the home can lower the risk of the infant being placed in an unsafe location such as a car seat, swing or bathtub. Our recipients are aged 13-75, racially diversified, include various educational levels and live in various types of dwellings. **With over 4,000 Portable Alternative Cribs in circulation, I am happy to report that none of my families have reported a sleep-related infant death** while having a Portable Alternative Crib and education in the home.

### What's next for you? What are your big goals looking ahead?

My Open Society Institute-Baltimore Community Fellowship will conclude

in April 2019. I will publish the data collected during my fellowship period to start a larger conversation with local and state government officials around infant mortality preventative measures and the opportunity for universal state distribution for all families. Based on continued user feedback, I will update the Portable Alternative Crib model and continue to make each version more caregiver friendly.

### You're a member of a Social Innovation Lab cohort, an OSI-Baltimore Community Fellow and a member at Impact Hub. What reflections do you have on the social impact support ecosystem here in Baltimore?

During my time in the JHU SIL, my fellow cohort mates and I had access to office space at Impact Hub. This was my first co-working experience and proved to be a uniquely impactful one. Sometime during the middle of the cohort several of us participated in the SocEnt Breakfast series where we shared our stories with attendees who helped us grow and improve our ventures. Baltimore has some amazingly talented individuals who have identified painful problems and who are actively working to build the solutions. I believe that collaborative efforts make the best use of resources and move us closer to building lasting social change.

## BRITTANY YOUNG (B-360 BALTIMORE) AND LAURIN HODGE LEONARD (MISSION: LAUNCH) WIN ECHOING GREEN FELLOWSHIPS

Congratulations to alumni Brittany Young (SIL '17) and Laurin Hodge Leonard (SIL '12) for winning the prestigious Echoing Green Black Male Achievement Fellowships, which recognizes and rewards rising leaders in Social Entrepreneurship.

## JESS LADD (CALLISTO) WINS THE SKOLL AWARD FOR SOCIAL ENTREPRENEURSHIP

Jess Ladd (SIL '12), one of the original founding student members of the Social Innovation Lab, won \$1.25 million from the Skoll Foundation for her work with Callisto to battle sexual assault and harassment. Congratulations, Jess!



# ACKNOWLEDGMENTS

## SPONSORS

Johns Hopkins Technology Ventures, PNC Bank, T. Rowe Price Foundation

## MENTORS & COHORT SESSION SPEAKERS

Amanda Allen, Ariel Hicks, Brittany Young, Darius Graham, Eric Conner, Lara Hall, Jamie McDonald, Jim Linsenmeyer, Matt Gallagher, Megan Wahler, Mike Fried, Neha Goel, Panagis Galiatsatos, Shantell Roberts

## NEIGHBOR-IN-RESIDENCE

Nan Rohrer

## SOCIAL DESIGN FELLOWS

Christina Yoo, Kate McGrain, Franki Abraham

## POLICY MENTOR NETWORK

Alli Smith, Andrew Platt, Antonio Hayes, Asuntha Chiang-Smith, Brooke Lierman, Daniel Atzmon, Jeffrey Amoros, Kate Dailey, Kristen Ahearn, Kristin Dawson, Larysa Salamacha, Liam Davis, Mara D'Angelo, Matt Garbark, Nicholas Blendy, Patrick Fleming, Sarah Ritter, Shannon Sneed, Shiloh Tilleman-Dick, Stacey Harvey-Reid, Terry Hickey

## ADVISORY BOARD

Allen Eghrari, Amanda Allen, Carrie Nieman, Cinnamon Dornsife, Delshan Baker, Jamie McDonald, John Brothers, Kunal Parikh, Olga Brillman, Phil Spector, Philip Leaf, Rodney Foxworth, Sarah Flammang, Sebastian Seiguer, Sonia Sarkar

## JOHNS HOPKINS TECHNOLOGY VENTURES & FASTFORWARD

Brian Stansky, Christy Wyskiel, Dana Weisgerber, Hanju Lee, Julie Simon, Kara Fitzpatrick, Kevin Carter, Liz Burger, Maddy Stokes, Mark Bailey, Marlene Moore, Mary Howard, Megan Wahler

And as always, thanks to the family, friends, neighbors and partners of our cohort ventures. Without your vital support, none of our impacts could be possible.

# CONNECT WITH US

## WEBSITE

[ventures.jhu.edu/sil](http://ventures.jhu.edu/sil)

## SUBSCRIBE TO OUR NEWSLETTER

[tinyurl.com/silsubscribe](http://tinyurl.com/silsubscribe)

## SUPPORT OUR MISSION

[ventures.jhu.edu/give](http://ventures.jhu.edu/give) or  
contact Maddy Stokes at [mstokes@jhu.edu](mailto:mstokes@jhu.edu)

## IMPACT REPORT ARCHIVES

2016: [https://issuu.com/siljhu/docs/2016\\_sil\\_impact\\_report](https://issuu.com/siljhu/docs/2016_sil_impact_report)

2017: [https://issuu.com/siljhu/docs/2017\\_sil\\_impact\\_report](https://issuu.com/siljhu/docs/2017_sil_impact_report)



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