



JOHNS HOPKINS
UNIVERSITY

Social Innovation Lab



2019 IMPACT REPORT

CULTIVATING A WORLD OF EMERGING SOCIAL INNOVATORS

FROM THE DIRECTOR

Greetings. During the 2018-19 program year, the Social Innovation Lab had the privilege to support 10 talented social ventures that are working to improve Baltimore and the world. In the last year, we have been able to improve our core, six-month accelerator program while building on experiences and strengths from prior years. This year, The Social Innovation Lab:



- » Focused our curriculum more intensively on customer discovery methodologies, using The National Science Foundation’s Innovation Corps (I-Corps) short course and challenging all participants to “get out of the building” to conduct over 40 stakeholder interviews each.
- » Grew our partnership with the JHU Carey Business School to provide consulting support to our innovators with the Business of Social Innovation student fellowship.
- » Supported idea-stage innovators with our Impact Bootcamp in partnership with the Baltimore Corps’ Elevation Awards and OSI Baltimore Community Fellowships teams.
- » Introduced principles of Human-Centered Design into our programming by hosting Social Design Fellows from MICA’s Center for Social Design and launching a new social design bootcamp for cohort participants.
- » With the support of the Abell Foundation, awarded year-end Cohort Prizes to Happy Teacher Revolution and Fight Blight Bmore, selected by their peers for their progress during the cohort, potential for impact and plan for the future.

I’m excited to share in the following pages more information about SIL’s impacts over the last year, and 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 and beyond.

Sincerely,

Alex Riehm, Director
alriehm@jhu.edu

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ventures.jhu.edu/sil

OUR IMPACT

83
Ventures supported by SIL since 2011

\$46M
Funding secured by SIL ventures¹

217
Individuals currently employed in full-time roles by SIL ventures²

498
Individuals trained via our Bootcamps since 2011

463
Hours of mentorship and coaching provided to the 2018-19 Cohort

88%
Venture leaders finding SIL helpful or instrumental in their success³

¹ Figure accounts for all funding types including grants, investments, pledges, etc.; cumulative
² Figure accounts for currently active SIL alumni ventures, self-reported active full-time employees
³ Based on 2019 survey responses of SIL alumni

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 develop into thriving, sustainable ventures that make a measurable impact.

THE SOCIAL INNOVATION LAB:

1. Supports Baltimore-area innovators, providing individuals and teams with tools to turn their ideas into sustainable social ventures
2. Catalyzes the Baltimore-area innovation ecosystem, ensuring inclusive pathways for social innovators to turn their ideas into reality

ALUMNI UPDATE

CHRISTIAN DE PACO (LEFT) AND J.J. REIDY (RIGHT) WITH URBAN PASTORAL HAVE CREATED 208 LOCAL JOB OPPORTUNITIES

In addition to supporting over 800 students annually at Public Charter School Green Street Academy (GSA) with 21st Century job skills, SIL Alumni Urban Pastoral led by Christian De Paco and J.J. Reidy have created numerous jobs at their Stall 11 and Molina restaurants in R. House.



ALUMNI UPDATE

EMILY THOMPSON (PIVOT, SIL 2018), BRITTANY YOUNG (B-360 BALTIMORE, SIL 2017), AND AVA PIPITONE (HOSTHOME, SIL 2018) WIN OPEN SOCIETY INSTITUTE – BALTIMORE COMMUNITY FELLOWSHIPS

Congratulations to alums Brittany, Emily, and Ava for winning the prestigious OSI Baltimore Community Fellowships, which provides full-time salary and benefits to continue building their social ventures.

THE COHORT PROGRAM

The Social Innovation Lab's core program continues the culture our original student founders began in 2011: a mutually-supportive environment where people come together to address the world's greatest challenges. Our cohort-based learning model offers a six-month program where innovators and entrepreneurs support each other on their pathway to scale. In October, SIL conducts a competitive application process where Baltimore-area residents and JHU students, faculty and staff can apply to seek support for their social venture. SIL is looking for talented teams and individuals with innovative ideas that have the potential to sustainably deliver social impact. Last year was our most competitive ever, with 109 applications submitted.

SIL'S CURRICULUM FEATURES THREE HALLMARK ELEMENTS:

1. Define and meet critical milestones to advance the venture
2. Conduct a rigorous customer discovery process to refine its unique value proposition
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, plus up to \$2,880 in additional support to conduct customer discovery and prototyping objectives
- » The potential to receive additional funding up to \$25,000 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, including FastForward U's new 10,000-square-foot student innovation hub
- » Other critical forms of support and assistance as needed, including graphic design and strategic communications, pro bono legal, tax and accounting and banking support
- » Opportunities to pitch potential funders and supporters at SIL events, including the annual Impact+Innovation Forum

SIL COHORT VENTURES IN THE PRESS

Brittany Young of B-360 in The Baltimore Sun and CBS News
<https://www.baltimoresun.com/features/baltimore-insider-blog/bs-fe-stem-dirt-bikes-20181129-story.html>
<https://www.cbsnews.com/video/how-a-former-teacher-uses-dirt-bikes-to-inspire-young-students/>

Danna Thomas and Nneka N’namdi’s Cohort Prize announcement in Technical.ly
<https://technical.ly/baltimore/2019/05/01/johns-hopkins-social-innovation-lab-awards-25k-startups/>

Happy Teacher Revolution was profiled in the Johns Hopkins Magazine, Spring 2019
<https://hub.jhu.edu/magazine/2019/spring/happy-teacher-revolution-stress-trauma/>

SIL 2017-2018 alum Ava Pipitone and HostHome was featured in Technical.ly
<https://technical.ly/baltimore/2019/03/28/this-baltimore-social-enterprise-is-building-a-housing-platform-to-reduce-homelessness/>

Ana Rodney’s and Nneka N’namdi’s profiles in Baltimore Magazine
<https://www.baltimoremagazine.com/section/health/ana-rodney-momcares-maternal-health-black-women>
<https://www.baltimoremagazine.com/section/community/fight-blight-baltimore-combat-vacancies-baltimore-city>

Janet Glover-Kerkvliet on WYPR’s “On the Record,”
<https://www.wypr.org/post/realities-long-term-unemployment>

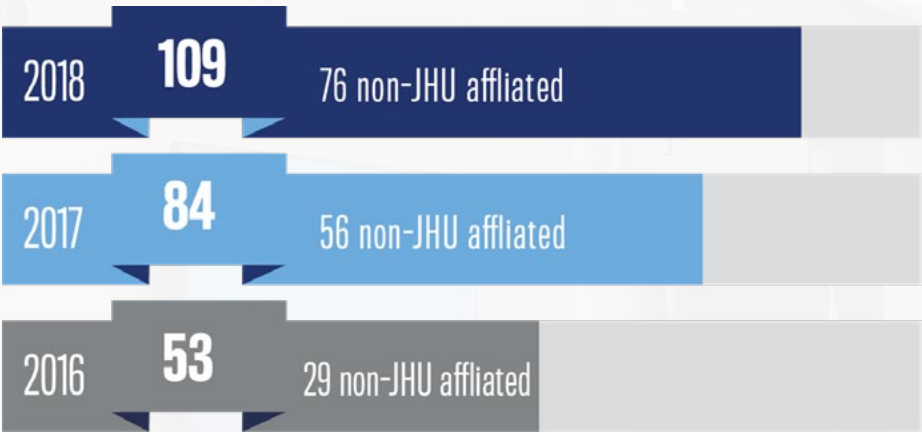
SIL Director Alex Riehm in Forbes
<https://www.forbes.com/sites/chakabooker/2019/01/21/how-to-spark-entrepreneurship-lessons-from-innovation-hubs/>

ALUMNI UPDATE

SHIV GAGLANI (SIL 2013) AND
MEDICAL STARTUP OSMOSIS RAISED
A \$4 MILLION SERIES A

Based in Brewers Hill, Osmosis is
improving medical education with its
personalized learning platform and
illustrated videos.

SIL received a record 109 applications



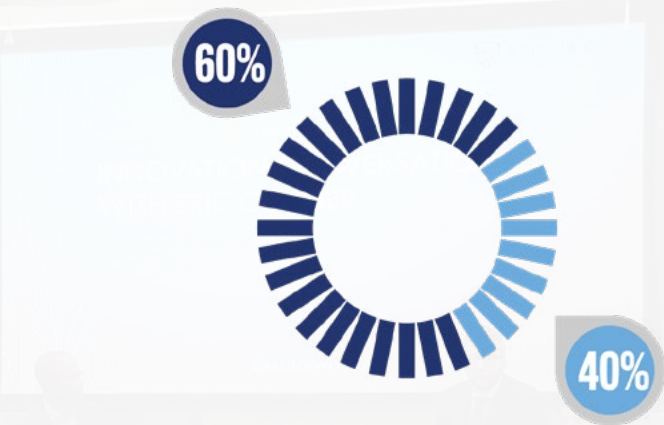
Percentage of ventures



Post-application debriefings conducted⁴



60% of SIL ventures are led by community members
(who are not JHU students, staff or alums)



\$173,623

New funding secured by SIL 2018-2019 ventures⁵

⁴ All applicants to SIL are welcome to meet with the review team to discuss their applications. This number reflects how many reached out to discuss their applications in more depth
⁵ Raised by SIL cohort ventures from October 2018 – June 2019, self reported

2018-19 COHORT VENTURE

ARS MEDICA ars-medica.org

Ars Medica provides a space to engage a diverse community of doctors, residents and medical students united by our devotion to medicine and love of humanity. Our mission is to help each other become better doctors.

OUR TEAM:

Our team includes Javier de la Maza, alum, Bloomberg School of Public Health; Marielle Bugayong, alum, Bloomberg School of Public Health; Taj Keshav, alum, Bloomberg School of Public Health; Jianyi Nie, alum, Bloomberg School of Public Health.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Our success is measured by the amount of doctors and medical students that we reach and their level of engagement. If we can build a self-sustaining community that nurtures compassion in medicine, we would consider the project successful.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

We designed a memorable brand identity and launched our website www.ars-medica.org. We launched our exclusive online platform to provide a space in which doctors, residents and medical students can share their stories and learn from each other's experience. Ars Medica was incorporated in the state of Maryland and the IRS recently approved our application to become a 501(c)3 tax exempt nonprofit organization.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

Our team is now distributed across three different countries and our biggest challenge is to coordinate our efforts to drive engagement and grow the online community.



2018-19 COHORT VENTURE

BALTIMORE FARM TO CLINIC baltimorefarmtoclinic.com

Baltimore Farm to Clinic provides healthy foods and nutrition education to vulnerable individuals in underserved neighborhoods.

OUR TEAM:

Our team is composed of an internal medicine physician, a nurse practitioner, a behavioral health specialist, a community health worker and a medical assistant. We work in an intensive primary care program at East Baltimore Medical Center and care for vulnerable Medicaid patients who have complex medical conditions and struggle with many social determinants of health. We provide 24/7 access to patients and in addition to primary care, provide wrap-around services to support patients as much as possible.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Our program improves access to healthy foods and reduces food insecurity without costly infrastructure investments.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

During our time with SIL, we developed a strategy to begin collecting the evidence needed to convince health insurers to provide funding for food.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

As we grow, our next challenge will be transitioning from small grant funding to a larger, more complex revenue stream.



Baltimore Farm To Clinic

2018-19 COHORT VENTURE

BALTIMORE JOB HUNTERS SUPPORT GROUP bjhsg.org

We assist older, long-term unemployed job seekers with the socioemotional and psychological pain of mid-career job loss by providing counseling, coaching, networking, information, referral, outreach and advocacy opportunities.

OUR TEAM:

My name is Janet Glover-Kerkvliet, and I am the director of BJHSG, which is a 100% volunteer-run organization. I am a licensed therapist, a certified career development facilitator and holistic narrative career professional.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

BJHSG brings a unique perspective to the long-term unemployment issue. We know from almost eight years of experience that older (45+) workers need assistance with the pain and grief of job loss, an understanding of economic and systemic factors and the mindset and practical tools needed to move toward the next phase of their working lives. We have touched the lives of more than 300 members, held 360 weekly meetings and provided more than 250 individual sessions. We estimate that 180 jobs have been obtained by group members.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

Formulating our business plan is my proudest accomplishment over these six months.

We will continue the BJHSG under the nonprofit Corner Community Center, providing services free of charge and create a for-profit fee-for-service consultancy of mental health and other professionals to provide comprehensive clinical, career and case management services. I also learned valuable insights through the customer discovery process, including: there are few therapists incorporating career development in their practices and few career counselors who use any clinical techniques even if trained to do so; long term unemployed workers are uninformed or reluctant to use public resources until it is too late; and more.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

We are working to find a way to generate revenue to keep our services free of charge for the unemployed. This would include forming a for-profit organization, which will be a unique blend of clinical and career counseling, including workshops on preventing workplace bullying, psychological mental health first aid and helping "failure to launch" millennials.



2018-19 COHORT VENTURE

BE. VIRTUAL thebeorg.com

Be. Virtual is a youth-built virtual reality curriculum for social emotional learning development.

OUR TEAM:

The Be. Org is primarily supported by founder and executive director Tonee Lawson, who manages day-to-day operations. She has a background in youth development, program development, partnership development and large event production. Over the last few months, Be. has added more structure to their programs to provide better results and measurable outcomes, secured more fee for service arrangements and established new partnerships. Tonee is great at leveraging community partnerships to drive program impact, being resourceful, and developing creative and engaging programming for youth.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Be. provides social emotional learning development, enrichment programming and college readiness support to youth of all ages. We provide youth with the skills to be ready for college and the workplace.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

In the last six months, we have established a process for development, completed the Be. Virtual prototype, piloted the first group of youth through the VR development cohort and validated our assumptions through customer discovery.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

Looking ahead, we will be working to secure funding to further develop the product.



Be.

2018-19 COHORT VENTURE

FIGHT BLIGHT BMORE fightblightbmore.com

Fight Blight Bmore is an economic, environmental, and social justice initiative led by the community and informed by data to address the issue of blight.

OUR TEAM:

My name is Nneka N’namdi and I am a Baltimore-based entrepreneur engaged in conscious capitalism and community wellness work. As a member of The Living Well team, I curate community space for artistic, economic and social ventures and am skilled in creating healing spaces and teaching practical ways of managing trauma. My study includes principles of trauma informed care and I earned a master’s in management with a specialization in organizational leadership. I have more than 15 years of experience in systems development, software development and program management. I live with my two sons in Upton, one of the Baltimore’s most-blighted neighborhoods and my reason to start Fight Blight Bmore. Karima Gibson is the project coordinator for the YouthWorks effort. Gibson has spent 20 years of her career teaching in Baltimore City Public Schools. She volunteers more than 800 hours annually with students and their families, providing tutoring and life skills that are both practical and beneficial. Gibson also is a resident of Baltimore City and both of her children attended Baltimore City Public Schools. She holds a master’s in educational leadership from Notre Dame of Maryland University (2005) and a bachelor’s degree in education with a minor in psychology from The City University of New York (1997).

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Informing over 1,000 people of the impact blight has on people and communities; hiring eight youth workers (for full-time summer work at higher-than-minimum wage); and un-blighting two properties to create the Hack Hub, a youth micro-enterprise incubation and ideation space.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

I am most proud of launching the Hack Hub, hosting the Hack-A-Thon and being a YouthWorks site for summer 2019.

WHAT’S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

Identifying funding to hire two part-time positions and completing the development on the beta version of our app.



2018-19 COHORT VENTURE

HAPPY TEACHER REVOLUTION happyteacherrevolution.com

Happy Teacher Revolution is a Baltimore-born international movement to organize and conduct support groups for teachers in the field of mental health and wellness to increase teacher happiness, retention and professional sustainability.

OUR TEAM:

My name is Danna Thomas and I am a former Baltimore City Public Schools educator now pursuing Happy Teacher Revolution (HTR) full-time. I launched HTR because of my own personal journey with mental illness. As a spokesperson for the Music for Mental Health Campaign and the National Alliance of Mental Illness (NAMI) Maryland, I realized educators craved the opportunity to feel less alone and to share in one another’s vulnerability and imperfections. When communities come together, we find strength in one another and the inspiration to continue to make positive change. I believe that in order to solve the teacher burnout and teacher turnover crisis, we must come together as a community and revolutionize how we professionally support educators.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

According to research from the University of Missouri, 93 percent of teachers surveyed experience high-levels of job related stress. That means 3.3 million stressed-out teachers are influencing an estimated 70 million students every day. We support the professional sustainability of educators and reduce teacher burnout. We have trained nearly 100 “Revolutionaries” across the U.S. and the world. Our Revolutionaries then facilitate free Happy Teacher Revolution meetings to support nearly 1,200 educators in their own communities.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

I worked with Jade Shih and the MICA Center for Social Design to implement the Human Centered Design process and have started to integrate components of Human Centered Design into our Happy Teacher Revolution Certification Curriculum.

WHAT’S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

As I continue to expand and grow the Happy Teacher Revolution movement, I look forward to scaling our professional development model and building a larger team to meet the need worldwide.



2018-19 COHORT VENTURE

HEALTH 3D h3dprint.org

Health 3D creates 3D printed healthcare equipment for pediatric patient education

OUR TEAM:

Seven biomedical engineers from Johns Hopkins who are passionate about using our skills and interests to directly impact clinicians and patients that they serve.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

We create 3D-printed medical play tools that help reduce the anxiety and distress that children face in a hospital environment. Our devices are customized, miniaturized models of medical equipment that fit with existing dolls. They are used by child life specialists at Johns Hopkins to help children visualize and prepare for the procedure. This can be particularly helpful for children who are cognitively impaired or who are undergoing treatment for a long-term condition. We also impact the clinicians by saving them time and money spent making makeshift medical play equipment that may be unrepresentative and unreliable.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

We are most proud of attending the annual child life conference in Chicago, where we met over 50 child life specialists. They validated the huge need for our devices and made us realize the impact that our work could have in the future.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

Health 3D has incorporated and is in the process of setting up a board. We are looking forward to setting up a group of trusted advisors that will mark our transition toward a formal entity.



2018-19 COHORT VENTURE

MOMCARES therisingmomcares.com

MOMCares provides postpartum doula support to Black Women with a NICU experience

OUR TEAM:

Ana Rodney is a doula, yoga instructor, Reiki master and executive director of MOMCares.

Ana currently sits on the Women's Commission for Health Education and Equity and is the NARAL Current Young Choice Advocate of the Year. Ana has

been able to grow MOMCares considerably since joining SIL by adding a research associate, volunteer manager,

program manager and 10 volunteers. As an entrepreneur, Ana has learned to delegate more of the work and share the vision with those committed to help alongside her.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

The work of MOMCares creates community, supports mothers and reduces stress. MOMCares seeks to impact the maternal death rate in Maryland by creating and supporting systems that honor mothers and deliver compassionate care to mothers moving through their motherhood journey.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

I am most proud of adding to my team to support growth and increase capacity. My most important accomplishment, however, is helping a mom find housing or sitting with a mom as she advocates for herself with providers and community workers.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

The next phase is scaling our organization now that we have the human capacity to do so.



2018-19 COHORT VENTURE

ROOTS & RAÍCES rootsraicesfestival.com

Roots & Raíces is a platform for artists, musicians and allies to highlight, support and celebrate immigrants and their contributions to the U.S. through the arts and civic action.

OUR TEAM:

My name is Valeria Fuentes and I am an artist and designer based in Baltimore. I grew up here as an immigrant and am blessed to surround myself with a supportive group of creative individuals that make up my team.

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Our work has not only provided a music and art platform for artists and musicians to perform and present their work but also allows them to speak on issues that relate to the immigrant experience here in Baltimore.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

This year, we focused on building out the structure and foundation of the team and developed a strategic plan for our organization in the next few years. I also focused on recruiting and training members that make up our team. I am most proud of pushing myself to accelerate the growth of the organization. This program was the jolt I needed to develop an action plan to for our team and activities.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

Fundraising and board development. We took this past year to really think about where we are headed as an organization and will be moving forward as a collective.



2018-19 COHORT VENTURE

ROSE askrose.com

Rose more effectively leverages and analyzes data to help patients and their providers throughout the mental health journey.

OUR TEAM:

Kavi Misri (CEO), Dr. Matthew Peters (Chief Medical Officer), Dr. Atif Adam (Chief Scientific Officer), and Charles Beebe (Chief Technology Officer)

WHAT IMPACT DOES YOUR WORK DELIVER FOR OUR COMMUNITY?

Address mental health stigma and enable access to mental health care.

WHAT ACCOMPLISHMENT ARE YOU MOST PROUD OF DURING YOUR TIME WITH SIL?

We have developed a minimal viable product (MVP) and have been working on planning, testing and evaluating the application. These have included conducting over 70 interviews with stakeholders throughout the customer discovery process to validate our model and assess conceptions of mental health burden; coping mechanisms; and current services used. We have built an online crowdsourcing survey tool to train our natural language processing (NLP) system to classify individuals into the categories of depression, anxiety, and trauma. Over this time, however, we are most proud of building the Rose team.

WHAT'S THE NEXT BIG CHALLENGE YOUR ORGANIZATION FACES?

We are beginning the process of raising a seed fundraising round and will use the funds to expand our team and refine our product.



IMPACT BOOTCAMPS 2018-19

During the 2018-19 program year, SIL continued our commitment to supporting early stage innovators through our Impact Bootcamp. This event is a one-day, intensive training for people looking to gain or enhance the skills essential for launching and leading a social venture.

Our goals with the Bootcamps are twofold:

- 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. To do this, we partnered with the Baltimore Corps' Elevation Awards and OSI 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: Strong City Baltimore, 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 Bootcamp, we continued our bootcamps for JHU-affiliates in Washington, hosted by the JHU School of Advanced International Studies (SAIS) and hosted mini-bootcamps for several of our partners and friends.

FALL 2018 BOOTCAMP: SATURDAY, SEPTEMBER 29TH

SPRING 2019 BOOTCAMP: SATURDAY, MARCH 24TH

SINCE THEIR INCEPTION, OUR BOOTCAMPS HAVE PROVIDED 498 STUDENTS AND COMMUNITY MEMBERS WITH THE SKILLS, TOOLS AND CONNECTIONS TO SPARK CHANGE IN BALTIMORE AND BEYOND



“ I loved the Social Innovation Lab bootcamp. It was informative and packed with helpful information that I can use to build my social enterprise. I really loved the diversity of the attendees and all the different interests people brought to the bootcamp.

– Tara

“ Inspiring and informative! No matter where you are in your process of becoming an organized entity for change or service, you will be offered information and knowledge that pushes your thinking about how to achieve your vision.

– Robin

IMPACT+INNOVATION FORUM

On April 30, SIL hosted the Impact+Innovation Forum – our annual event showcasing ventures in the cohort. Venture leaders from our 2018-19 Cohort shared the stories behind their inspiration and innovation to an audience of 150 people, including community leaders, donors and foundations, JHU administrators, JHU students and friends and family.



THE SIL 2018-2019 COHORT PRIZE

This year’s \$25,000 Cohort Prize was provided by the Abell Foundation. In support of The Social Innovation Lab and the Abell Foundations’ shared interest to nurture entrepreneurial talent and grow our local ecosystem of successful ventures, the prize was created to help further accelerate high-potential ventures in the cohort. Winners were selected by the cohort members themselves based on the strength of their progress over the six-month cohort period, their plan for future growth and their potential for impact. The recipients included:

First prize, \$15,000: **Danna Thomas** of **Happy Teacher Revolution**, a Baltimore-born, international movement with the mission to organize and conduct support groups for teachers to increase teacher happiness, retention and professional sustainability. The prize will give her access to working capital to conduct teacher training and certifications across the U.S., including in the Baltimore area.

Second prize, \$10,000: **Nneka N’namdi** of **Fight Blight Bmore**, an economic, environmental and social justice initiative addressing the issue of blight, led by the village and informed by the data. This will enable her to hire youth workers over the summer, complete the development of an app and operate the Hack Hub for youth projects and civic engagement in West Baltimore.

OUR TEAMS IN ACTION

During the 2018-19 program year, our alumni teams continued to make great progress, building on their past successes. Hear from one of our program alums.

ALLYSA DITTMAR, THE CLEARMASK

Allysa Dittmar (SIL 2018) won SIL’s \$25,000 Cohort Prize at the conclusion of the 2017-18 program year.

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

Shortly after the Social Innovation Lab, we participated in the Emerging Technology Centers’ Accelerate Baltimore program where we continued to receive valuable mentorship. We also participated in TrajectoryNext, an accelerator focused on healthcare sales hosted by Johns Hopkins Technology Ventures, Betamore and UM Ventures. During the summer of 2018, we traveled all over the United States as part of the National Science Foundation’s Innovation Corps program, in which we received a grant of \$25,000 to conduct over 500 stakeholder interviews with patients, providers and health care administrators to better understand the value the ClearMask could offer. In the fall, we experienced another series of wins from Salisbury University’s Shore Hatchery competition and OpenWorks’ EnterPRISE competition. In the beginning of 2019, we participated in StartUp Grind and Google for Startups’ global conference in Silicon

Valley. ClearMask was selected among 250 startups to attend the conference from a pool of 5,000 startup applicants and was selected into the top 50 “best of the best.” After the conference, Forbes selected ClearMask as one of the 19 innovative tech startups to watch! Our time in 2019 has been focused on manufacturing and preparing for FDA submission. In the meantime, we have filed our full patent application and trademarks and established approximately ten critical partnerships/pilots with leading hospitals and institutions in the United States.

Any specific accomplishments you’re especially proud of?

We’re most proud of having raised over \$120,000 from different sources of funding without giving up equity of the company. We believe that our resourcefulness, discipline and friendships have allowed ClearMask to accomplish a lot with little capital in a short amount of time. Our lifeblood thus far has been giving back to the entrepreneur community through mentorship, skill-sharing and networking. We regularly give lectures, participate

on panels and mentor budding entrepreneurs/students in the local community. We believe that a rising tide lifts all boats and are proud of giving back to a community that has been so instrumental in our success.

What social impacts have you had, how have you measured them and what are your impact goals for the future?

Our ultimate goal is to make health care more human, patient-centered and accessible for underserved patient populations. We hope in the long-term to make the ClearMask available to all and are actively advocating for and educating about the communication and treatment needs of the populations who need it most. We envision a future where opaque surgical masks will be a distant memory, and transparent masks enabling clear communication and stronger human connection will be the new norm for every patient. If we are able to improve patients’ access in health care and public health through improved health outcomes , we will have succeeded.

What’s next for you? What are your company’s big goals looking ahead?

Our next biggest goals are to receive FDA approval, finalize our manufacturing and raise our seed round of fundraising.

You’re a member of a Social Innovation Lab cohort, but you have also participated in other regional innovation challenges. What has been your experience building your company in Baltimore?

Baltimore has a very vibrant startup community that is well positioned for medical devices/health care (and ed-tech and cybersecurity). The city has a very collaborative and open community, and not only are there countless accelerators and incubators, each with their own focus and strengths, there are great public and private institutions that provide important infrastructure, partnership opportunities and intellectual capital and talent that are critical for developing any kind of venture. Apart from these organizations, there is a camaraderie among startup founders, both accomplished and new, that creates a foundation of peer support and collaboration that is invaluable for entrepreneurs.

ACKNOWLEDGMENTS

SPONSORS

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

MENTORS & COHORT SESSION SPEAKERS

Megan Wahler, Delshan Baker, John Brothers, Darius Graham, Danny Jacobs, Jamie McDonald, Eileen O’Rourke, Kunal Parikh, Randi Pupkin, Shantell Roberts, Zeluis Teixeira

SOCIAL DESIGN FELLOWS

Jade Shih, Jess Sanders, with support from Lee Davis and Mike Weikert

JOHNS HOPKINS TECHNOLOGY VENTURES & FASTFORWARD

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