



CALL FOR APPLICATIONS

**The Social Innovation Lab at JHU
is now accepting applications for its 2020-21 Cohort**

Deadline: Sunday, October 25, 2020 – 11:59pm Eastern

The Social Innovation Lab (SIL) at Johns Hopkins University accelerates emerging ventures and leaders that seek to change Baltimore and the world. SIL does this by providing funding, mentorship, office space, curated workshops, and business support services to help innovative non-profits, mission-driven companies and disruptive technologies develop and grow into thriving, sustainable ventures that make a measurable impact.

Since 2011, SIL has supported 93 ventures through this program including [The Portable Alternative Crib Initiative](#), [Urban Pastoral](#), [Baltimore Teacher Supply Swap](#), [Mera Kitchen Collective](#), [ClearMask](#), and [Parity](#). To learn more about SIL and our impacts, view our [2019](#) and [2020](#) Impact Reports.

We are [now accepting applications](#) for the 2020-21 Cohort Year from December 2020 to April 2021.

What SIL offers:

SIL provides ventures with the opportunity to:

1. Learn the needs of your target market or beneficiaries and co-create a solution to serve those customers.
2. Establish and meet critical milestones for growth and sustainability; and,
3. Connect and collaborate with other entrepreneurs - SIL's cohort model allows participants to learn from, and collaborate with, each other along the entrepreneurship journey. The cohort-based learning model builds and amplifies the strengths of individuals and the group, and participants must be willing to share their experience with the group.



Up to ten ventures will be accepted into the cohort and each will receive:

- **\$1,000 in funding for the venture** with the potential to receive additional funding for completing customer discovery milestones
- **Workshops and sessions** where venture leaders learn from experienced entrepreneurs and social sector leaders
- **Dedicated mentors and access to an extensive network of advisors** including issue experts, experienced entrepreneurs and connections
- **One-on-one coaching and support** from SIL's Director (including setting milestones, addressing challenges as they arise and guidance in navigating resources)
- **Dedicated consulting support** from JHU's Carey Business School
- **Office and meeting space** (access pending JHU guidelines/response to COVID-19)
- **Pro bono tax and accounting, legal and banking support**
- **Opportunity to pitch potential supporters** at SIL events including the annual Impact+Innovation Forum, scheduled for late April 2021

A \$25k cohort prize will be awarded at the Impact+Innovation Forum.

What SIL looks for:

SIL is seeking driven, altruistic applicants: people who see a problem, are thoughtful and deliberate at developing a potential solution rooted in personal experience and/or extensive research, are willing to exert extraordinary dedication to make the potential solution a reality and are enthusiastic about joining a learning community, sharing resources, and being open-minded in their approach.

Applications will be evaluated based on:

1. The leadership ability of the applicant(s);
2. The venture's boldness, originality and potential for impact, accomplishments to-date, feasibility and potential for sustainability; and
3. Fit with SIL resources and offerings.

To be eligible:

- Applications may be submitted by:



- Residents of the greater Baltimore area, or
- Students, faculty, or staff at Johns Hopkins University (any location).
- Applications may be submitted on behalf of ventures that are in the prototype/pilot phase or already launched and operating (ventures must be beyond the idea stage and must be able to demonstrate accomplishments, traction, or impacts).
- Ventures may be non-profit, for-profit, or not yet incorporated.

How to Apply:

To apply, you must request and complete the application [located at this link](#) by 11:59 PM on October 25th. Please note, *you must request a personalized application link* in order to save the progress of your application and submit the application. If you would like to view the full application to prepare your responses for the online form, you may review a sample application [at this link](#). Only applications submitted through the official application form [at this link](#) will be considered.

If our reviewers identify your application for an interview, you will be contacted by the email address you list in your application by November 6, 2020. **Interviews will be held during the 2nd and 3rd weeks of November 2020.** Finalists will be notified by November 20, 2020.

Program Dates:

Specific program dates will be announced by November 2020, but participants can expect to participate in weekend bootcamps during early December 2020 and mid-January 2021, with the potential of an additional session in February/March.

Weekly cohort meetings will be held on **Wednesday evenings from 5:00 to 7:00 p.m.** from January 27 – April 28. Virtual attendance is mandatory. If you cannot make this time, please still apply and email SIL at jhtv-sil@jhu.edu

For questions and more information on applying, view the frequently asked



questions below and join the upcoming info session:

Wednesday, September 30th, 5 p.m. EST

Registration: <https://ventures.jhu.edu/event/sil-sept30/>

Please keep an eye out for more information sessions to be announced on social media [on Twitter @SIL_Baltimore](#), [on Facebook @TheSocialInnovationLab](#), and [on Instagram @SIL_Baltimore](#).

What our participants say:

"My time with the John Hopkins Social Innovation Lab was life changing! The mentorship, funding and resources offered were all valuable to not only help grow my mission but also to launch a product to help families that are most in need."

- Shantell Roberts, The Portable Alternative Crib Initiative

"SIL exposed us to an incredible ecosystem of mentors, collaborators, and funders that have been pivotal to the growth and evolution of our venture."

- J.J. Reidy, Urban Pastoral

"My mentor at the Social Innovation Lab helped me develop metrics that demonstrate the powerful impact of my organization. Thanks to him, I'm able to show the difference my organization makes to teachers and families across Maryland."

- Melissa Badeker, Baltimore Teacher Supply Swap