

Social Innovation Lab



CULTIVATING A WORLD OF EMERGING SOCIAL INNOVATORS

2019-2020 IMPACT REPORT

This was a unique year for the Social Innovation Lab's eight-month accelerator, marked in month six by a pandemic that challenged our world and our way of collaborating. Our 10 cohort teams defined resilience, applying meaningful pivots to their work and supporting one through a challenging season. Our entrepreneurs:

- Build community through connections between Black-led community organizations, inclusive neighborhoods, mutual support groups on health topics, and artist-owned
 and operated arts spaces.
- » Support one another with expertise on financial planning, building an audience, mapping a customer journey, understanding key metrics and more.
- » Address Baltimore's most persistent challenges, including the effects of institutional racism on displacement and the racial wealth gap, the fractured and inconsistent health care system, preparing youth to learn and succeed and more.

At the Social Innovation Lab, we have been proud to build on our story of entrepreneurs supporting one another with:

- » A deeper commitment to customer discovery and human-centered design, through partnerships with the National Science Foundation's I-Corps curriculum and the Maryland Institute College of Art Center for Social Design.
- » A wholly reimagined Impact Bootcamp in partnership with Impact Hub Baltimore, Baltimore Corps' Elevation Awards and the OSI Baltimore Community Fellowships teams.
- » Recognition of our own expertise, with cohort learning sessions led and facilitated by our participants.
- » Support from the Abell Foundation to award our peer-selected Cohort Prize. This year's participating teams voted for Bree Jones of Parity to receive the \$25,000 prize for her progress during the cohort, potential for impact and plan for the future.

In the following pages, we are proud to share more information about SIL's impact over the last year and this remarkable cohort. We invite you to get in touch with our ventures if you have resources, connections or funding to help them achieve their goals to build lasting social change in Baltimore and beyond.

TABLE OF CONTENTS	
Introduction	1
Social Innovation Lab: Impact	2
Cohort Program	3
SIL Ventures in the News	4
2019-2020 Cohort Ventures	5
Impact Bootcamp 2019	15
Impact Forum 2020	16
SIL in 2020	17
Acknowledgements	18

SOCIAL INNOVATION LAB: IMPACT

ABOUT US

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.

OUR MISSION

- » Support Baltimore-area innovators, providing individuals and teams with tools to turn their ideas into sustainable social ventures
- » Catalyze the Baltimore-area innovation ecosystem, ensuring inclusive pathways for social innovators to turn their idea into reality

SINCE 2011

93
VENTURES SUPPORTED



\$67M FUNDING SECURED 567
TRAINED BY
SIL BOOTCAMP

2019-20 COHORT

VENTURE LEADERS

50% wor

7**0**% BIPG

3 0 0 0

70% COMMUNITY MEMBERS

THIS YEAR

258
EMPLOYED FULL-TIME
BY SIL VENTURES²



282
MENTORSHIP
HOURS PROVIDED



\$421.5K FUNDING RAISED



¹ Figure accounts for all funding types including grants, investments, pledges, etc.; cumulative

² Figure accounts for active SIL alumni ventures, self-reported active full-time employees

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 is a eight-month program where innovators and entrepreneurs can support each other on their pathway to scale. Each autumn, SIL conducts a competitive application process where Baltimore-area residents and JHU students, faculty, and staff can apply to seek support for their social enterprise. SIL is looking for talented teams and individuals with innovative ideas that have the potential to deliver sustainable social impact, and we ask each applicant not only what they would learn from this community but also what they can contribute.

SIL'S CURRICULUM FEATURES THREE HALLMARK ELEMENTS FOR TEAMS:

- 1. Conduct a rigorous customer discovery process to learn from their target market and refine their unique value proposition.
- 2. Define and meet critical milestones to advance their venture.
- 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 10,000-square-foot student innovation hub
- » Other critical forms of support and assistance as needed, including pro bono legal, tax and accounting, and banking support
- » Opportunities to pitch potential funders and supporters at SIL events, including the annual Impact Forum







- » Equitable Development Company **Parity** Wins Cohort Prize at SIL Impact Forum [JHTV]
- » Johns Hopkins Social Innovation Lab's 2019-20 cohort teams introduction [Technical.ly]
- » Public health is in crisis. Design thinking could help, **Martelle Esposito, Mothership** [FastCompany]
- Supporting Black communities now and in the future: A Q&A with **CLLCTIVLY** founder **Jamye Wooten** [Technical.ly]
- » CLLCTIVLY Supporting Minority Business through COVID-19 [WBAL]
- » These UMBC students started a software company to combat online harassment, Michael Ogunsanya, MindStand [Technical.ly]
- » This mental health startup wants to help doctors guide patients through COVID-19, **Kavi Misrilall** (18-19), **Rose** [Washington Business Journal]
- Mental health startup **Rose** brings tech tools to Baltimore Neighbors Network connecting volunteers and seniors [Technical.ly]
- Refugee Chefs to Cook Free Meals For Healthcare Workers and Local Community, **Mera Kitchen Collective** (17-18) [Thrillist]
- Stories from the Stoop: **Aishah Alfadhalah, Mera Kitchen Collective** [WYPR]
- » In West Baltimore's corner stores: no Purell at the door, but plenty of COVID-19 danger, 2019 Cohort Prize winner **Nneka N'namdi** [BaltimoreBrew]
- » The pandemic made life harder for deaf people. The solutions could benefit everyone, ClearMask (17-18) [MIT Technology Review]
- » **Shantell Roberts** (16-17) and **Ana Rodney** (18-19) were selected as 2019 Baltimore Homecoming Heroes [Baltimore Homecoming]

2019-2020 COHORT VENTURES

AQUATAS

Aquatas is comprised of five undergraduate students at Johns Hopkins with a passion to make clean water accessible. Our team's biomedical and chemical engineering backgrounds support device development, and our business and communications knowledge aid in strategy and implementation.



TEAM

Paarth Sharma, Anish Mokha, Maya Foster, Shivam Rastogi, Zach Schmidt and Varun Venkatesh

> aquataswater.com @AquatasWater

ABOUT AQUATAS

Aquatas addresses the need for accessible water purification technologies with regionally appropriate, easy-to-use system designs featuring our affordable water purifier. Our device is a mechanically powered reverse osmosis system that can purify water containing salts, biological pathogens, and heavy-metal contaminants. Aquatas has developed a functional prototype that has been used to validate and test our design concept. Within the last six months, we have formed valuable partnerships for international pilot studies, verified our device performance with thorough lab testing, and begun preparing for market entry.

ON THE HORIZON

Aquatas requires funding for further technical development to ensure that our device can optimize its water purification capability with a design conductive to affordable mass production. We will also be conducting longitudinal pilot studies to determine the device's benefits over time across our key indicators.

"Technological innovation should improve the status quo and deliver a positive social impact at the same time. At Aquatas, we aim to bring innovative products to those who truly need them with a goal to foster their long-term growth."



-AQUATAS TEAM

ABOUT CLLCTIVLY

I am a digital communications and social impact strategist. In 2019, I launched CLLCTIVLY to foster collaboration, increase social impact and amplify the voices of Black-led organizations in greater Baltimore. Our mission is to end the fragmentation and duplication of programs, to learn from and about each other, and to be a resource for the greater Baltimore community that seeks to find, fund, and partner with Black social change organizations. Since our launch, we have invested over \$50,000 in Black-led organizations.

ON THE HORIZON

In response to COVID-19, we launched the **Baltimore Black-led Solidarity Fund** with the goal of providing 50, \$500 micro-grants to Black-led and Black-owned organizations in Baltimore.

In celebration of Black Philanthropy Month, we will host our **2nd Annual CLLCTIV GIVE** on Aug. 7, 24-hours of giving to support Black-led organizations. We also invite the community to join our **Black Future 360 Giving Circle** that offers an opportunity for the community to explore our common interests, set giving priorities, and pool our resources to make a greater impact.

Finally, we will be adding new features to our platform that include events, volunteer opportunities, skills bank and Amplify, our multimedia project highlighting the work of Black-led organizations serving Baltimore.

"If you want to go fast, go alone. If you want to go far, go together."

-AFRICAN PROVERB



CLLCTIVLY

Community organizations often work in silos. These silos lead to fragmentation, fragmentation leads to duplication and duplication leads to wasted resources – time, talent, and treasure. We are creating an ecosystem to foster collaboration, increase social impact, and amplify the voices of Black-led organizations in greater Baltimore.



TEAM
Jamye Wooten, founder

cllctivly.org
@CLLCTIVLY

HIVELEND

HiveLend is dedicated to bridge the communication gap between beekeepers and farmers through technology. Our mission is to raise beekeepers' income through pollination contracts and naturally improve farmers' crop yields through pollination so we can increase the margins and livelihoods of the agricultural community that is dedicated to feeding our world.



TEAM

Dawn Musil and Nick Zajciw, Co-founders

hivelend.org

@HiveLendBees

ABOUT HIVELEND

We are a pair of beekeepers and Venture for America fellows who have been working in startups for three years to help grow and scale new companies while also building HiveLend to ensure beekeepers and farmers are able to use technology to make much-needed connections in the agricultural sector. Our platform provides simple and fast connections between beekeepers and farmers that result in pollination contracts to both meet the needs of the farmer and provide income for the beekeeper.

ON THE HORIZON

Since COVID-19 hit, HiveLend has pivoted in an effort to connect agricultural workers with the resources they need to continue their work of ensuring this global health crisis does not turn into a global food crisis. This includes helping small-scale beekeepers and farmers access grants and loans to keep their operations running, as well as a partnership with the Front-Porch Society to pay farmers fair cost for continuing to grow their food to then be donated to food banks. Unexpected shifts in our economy hit agricultural workers particularly hard and we are dedicated to supporting them as they support and feed our country.

"Bees are responsible for 1 in every 3 bites of our food, but beekeepers and farmers alike are facing barriers to keeping beehives healthy. HiveLend is working to facilitate better connections to support the 1% of people that work in agriculture to feed the other 99%."



-DAWN MUSIL, CO-FOUNDER

ABOUT INFINITE FOCUS SCHOOLS

Ashley is an educator and former director of climate and culture with 10 years of experience in education. She has written and implemented a school-wide socio-emotional and mindfulness curriculum for schools, nonprofits, students, and educators. She is a dedicated mindfulness practitioner.

ON THE HORIZON

Reaching as many kids as possible so that Infinite Focus Schools can accomplish its mission of reducing the impact of mental, emotional and behavioral disorders in youth. Help us to help kids by adopting schools or becoming a strategic partner or shareholder.

"Success is much more attainable when children understand what's happening to them cognitively, emotionally, and biologically."

-ASHLEY WILLIAMS, CEO AND FOUNDER



INFINITE FOCUS SCHOOLS

INFINITE FOCUS SCHOOLS

Infinite Focus Schools is a socio-emotional and mindfulness app for young people. Our mission is to reduce the impact of mental, emotional and behavioral disorders in youth.



TEAM
Ashley Williams, CEO and founder

infinitefocuschools.org
@infinitefocusapp

LE MONDO

Le Mondo believes that equity and empowerment start with ownership. Based in downtown Baltimore, we are an artist-led community development project transforming three vacant buildings into an affordable performing arts hub for artists to make and present new, risk-taking work.



TEAM
Carly J. Bales, founding executive director

lemondo.org
@lemondoarts

ABOUT LE MONDO

A healthy, thriving cultural sector begins with stable, accessible space for creatives to connect with each other and develop risk-taking work that can be presented to larger audiences. We are a group of artists and community leaders who are creating that in Baltimore. By artists for artists, we are revitalizing three-decades'-vacant buildings in downtown Baltimore into artist-run performance venues, studio spaces, affordable live-work space, a bar, and café. Since 2014, we have acquired buildings, raised more than \$1.5 million toward capital improvements and opened our first building to the public last year as a multi-use arts venue, bar, and studio space.

ON THE HORIZON

Our vision is bold and we've been achieving it! But if we are going to truly flourish, we have to grow our capacity and business operations with more passionate, bold people at our side. Will you be one? Have some time and talent? Are you inspired by our work and think you can help us bloom? Learn more about board and volunteer opportunities. Have money? We are currently a tiny team of people doing big things. Fund our ambitious work in small and mighty ways. Learn more about donation opportunities.

"Beyond the few massive cultural institutions in Baltimore, there is an electric community of independent artists and small collectives making work in the margins of the city, in the spaces in between; a wild pulse just below the surface of what is generally seen by the wider community."

-CARLY BALES, FOUNDING EXECUTIVE DIRECTOR



ABOUT MINDSTAND TECHNOLOGIES

Trained by clinical psychologists, our team created an AI platform that integrates within Slack, GSuite, and other platforms to provide actionable insights on employee engagement, opportunities for recognition, and areas for improvement.

ON THE HORIZON

Since founding our company in 2018, MindStand has secured early adopters, raised funding and achieved wider recognition. Our goal is to keep the workplace inclusive and foster healthy online communities, one post at a time. If you would like to learn more about MindStand and our upcoming release, check us out at **mindstand.com**!

"A person who feels appreciated will always do more than what is expected."

-BRIGETTE HYACINTH, AUTHOR



MINDSTAND TECHNOLOGIES

MindStand AI helps business owners identify bias, productivity, and engagement within their internal online communities.



EAM

Michael Ogunsanya, Eric Solender, Nikita Wootten, Alaire Jameson, Taylor Odenath, Steve Byerly, Sam Reynolds, and Steven Dilks

> mindstand.com @MindStandT

MORE WATTER CO.

More Watter Co.'s "Movement as Medicine" project offers a comprehensive solution to combat chronic disease in Baltimore City. We leverage the medicinal properties of exercise to educate and empower our community to take control of their health. By building community and working with health care institutions, fitness facilities and community organizations, we create experiences where exercise meets medicine and provides value-based care to the people we serve.



EVW

Anthony Watters, Jr., Dr. Alexander Harrington, DPT, and Valerie Arum

morewatter.co @drink.more.watters

ABOUT MORE WATTER CO.

We have a website with over 200 subscribers and we are growing our tribe each day with people looking to get healthy. We have developed a curriculum that teaches our tribe how exercise impacts our bodies. We can then use this new information to influence our health outcomes. We have worked with organizations all around the city including MedStar Good Samaritan Hospital, the Be.Org, Brilliance in Black, and Baltimore City Public Schools. **Subscribe to the website** and **engage with us on social media**. Buy merchandise. Start a healthy lifestyle habit and tell us about it.

ON THE HORIZON

We are seeking partnerships with researchers and research institutions to do larger case studies and collect more data around exercise and health outcomes. We are also looking to collaborate with health insurance companies, health care providers, and fitness facilities to provide value-based care for the people they serve and continue to bridge the gap between medicine and exercise.

"A healthy community starts with healthy people. Exercise is a tool we all can use to not only improve our individual health outcomes but to also reshape our communities."

-ANTHONY WATTERS, FOUNDER



ABOUT MOTHERSHIP

Martelle founded the nonprofit Mothership on the idea that today's parents deserve better — better experiences with health services and better health outcomes. Mothership believes that getting the health information and support you want to grow a healthy family should be as easy as turning to a friend you trust. To date, we have developed two programs, earning a Core77 Design Award for research and strategy. Our pilots have yielded positive feedback from parents and health providers. We are getting ready to publicly launch the programs after developing a sustainable business model and launch plan over the past six months.

ON THE HORIZON

This year, Mothership is launching the Friends Health Benefits website and the Mothership Certified course. We are seeking \$100,000 to study the impact of our two programs on patient satisfaction and health behavior outcomes and identify a research institution and a maternal/child health provider to partner with for parent recruitment and data collection.

"Millennials are redefining parenting and health care expectations. They've had enough of a health system lingering from an older era that fails to address sexism, racism, classism and other destructive power dynamics that contribute to poor health outcomes."



-MARTELLE ESPOSITO, PRESIDENT AND CEO

MOTHERSHIP

Mothership is changing the way health services are delivered to a new generation of parents who expect better from the American health system, starting with a multimedia education website, Friends with Health Benefits, and a health professional training program, Mothership Certified.



Martelle Esposito, president and CEO

ourmothership.org
@OurMothership

NEXVS

NEXVS radically reshapes how 911 systems, private practitioners and hospitals coordinate care. We use advanced analytics so any health care system can more efficiently serve their community with the care they need when they need it.



Taj Keshav, Chat Halambe, and Antonio Romero

ABOUT NEXVS

We are first responders with over 16 years of experience as emergency medical technicians, paramedics, and firefighters as well as nearly a decade of public health experience and data analytics. After seeing how often our patients call 911 and go to the emergency room with medical issues that could be better and more cheaply managed elsewhere, we knew we could make a difference.

At NEXVS, we are a health care strategy and innovation consulting firm dedicated to helping hospitals, local 911 systems, and public health systems better support patients who over-rely on EMS and the emergency room as their primary source of care. Over the past six months, we took a problem, conducted customer interviews to better analyze it from multiple perspectives, organized as an LLC and are now building an emerging clientele of public and private health care administrators interested in our work.

ON THE HORIZON

As we sign initial contracts and build our consulting firm, we are looking for those with experience in financial management, legal expertise for small business, cybersecurity, and marketing/design to join our team and help us manage our operations.

"In the time of COVID-19, we need every ambulance and every ER bed we can get. Through redesigning health care systems and helping patients access appropriate care for their needs, we help our communities repair to tackle this pandemic head on."



-NEXVS TEAM

COHORT PRIZE WINNER

ABOUT PARITY

Bree started Parity as a response to the gentrification and displacement that she experienced in her hometown. Using her background in finance and her passion for housing justice, she's working to do "Development without Displacement" and create ownership in the process.

Parity is launching in one of Baltimore's most culturally rich and historic African-American neighborhoods. We are raising capital to acquire and redevelop 96 abandoned properties, getting buyers credit-ready so that they can join the neighborhood as engaged and compassionate homeowners. We're also building out anti-displacement initiatives to tackle issues like rising property taxes, deferred maintenance, and deed entanglement.

ON THE HORIZON

Parity is raising equity investment, seeking philanthropic partners, accepting donations, and looking for people to get involved as volunteers or future homeowners.

"Parity envisions a society in which historically disinvested communities can experience revitalization that is selfdirected, equitable, and just."



-BREE JONES, FOUNDER

PARITY

Parity is an equitable development company that acquires and rehabilitates vacant and abandoned properties in distressed neighborhoods to create affordable homeownership opportunities.



TEAM
Bree Jones, founder



parityhomes.com @parityhomes

IMPACT BOOTCAMP 2019

Through the summer of 2019, SIL convened Baltimore-area entrepreneurship support programs to learn from our past bootcamp programming and prepare a newly reformatted event. The bootcamp is a one-day, intensive training for people looking to gain or enhance the skills essential for launching and leading a social venture.

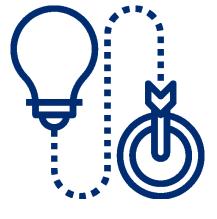
Our new Impact Bootcamp, held Sept. 28, focused on the No. 1 most appreciated element of the workshop over the last few years: connections with other social entrepreneurs in Baltimore.

Co-hosted with Impact Hub Baltimore, Baltimore Corps' Elevation Awards, and OSI Baltimore's Community Fellowships, there was a full day of workshops, exercises, and activities. Participants connected on topic areas related to: workforce and economic opportunity; health and wellness; education and youth; community development and housing; green initiatives and sustainability; city planning and transit; and social justice.

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.



SINCE THEIR INCEPTION,
OUR BOOTCAMPS HAVE
PROVIDED **567 STUDENTS AND COMMUNITY MEMBERS**WITH THE SKILLS, TOOLS,
AND CONNECTIONS
TO SPARK CHANGE IN
BALTIMORE AND BEYOND



IMPACT FORUM 2020

In 2020 we reimagined our Impact Forum so we could broaden our reach to share the good news about these remarkable teams!

Over the last two weeks of May, we highlighted one of our Social Innovation Lab teams per day on our event page at **ventures.jhu.edu/impact**. We released a new pitch video daily and hosted a live interview on our new Instagram page @SIL_Baltimore. Through social media content, elevator pitches, "Meet the Entrepreneur" profiles and the full-length video pitch, we created many opportunities for our audiences to engage, and connect directly with our participating teams.

Visit **ventures.jhu.edu/impact** to hear from the teams directly, learn about the challenges our communities face, share their message, offer advice, give, and invest to help them reach their goals.



THE SIL 2019-2020 COHORT PRIZE

This year's \$25,000 Cohort Prize was supported by the Abell Foundation. In support of The Social Innovation Lab and the Abell Foundation's shared interest in nurturing entrepreneurial talent and in growing our local ecosystem of successful ventures, the prize was created to help further accelerate high-potential ventures in the cohort. The winner was selected in a vote by the cohort members based on the strength of their progress over the six-month cohort period, their plan for future growth, and their potential for impact.

Our 2019-2020 Cohort Prize winner is **Bree Jones of Parity**. To meet Bree and learn more about her work, **check out this profile on JHTV's website.**

Previous recipients of the Cohort Prize have included Shantell Roberts of the Portable Alternative Crib Initiative, the ClearMask, Danna Thomas of Happy Teacher Revolution and Nneka N'namdi of Fight Blight Bmore, all of which remain active in the Baltimore area and continue to grow their model and deliver impact.

SIL COHORT WINNER SELECTION PROCESS

OUR COHORT & ADVISORY TEAM EVALUATE EACH TEAM'S







During the 2019-2020 program year, our cohort teams faced remarkable challenges and opportunities associated with the COVID-19 pandemic. Our cohort community moved online, finding the technology-enabled connections we needed to continue the strong community we started in our Johns Hopkins-based facilities. The teams also made personal and business adjustments to ensure sustainability of their worthy causes. These times have reminded us that resilience is an essential quality of any entrepreneur - and that networks are a critical resource.

Toward the end of our cohort, we also felt the collective weight of a national reckoning with systemic racism. The issues underlying the death of George Floyd are not news to our cohort: 50% of our teams are black-led, and a number of our teams are in various ways building more diverse communities and combatting racism through their work. And yet this shook us.

Therefore, as we process recent events and plan for another year of the Social Innovation Lab, we are called to consider how our program can facilitate resilience and network building for those seeking to innovate in an unpredictable world to address profound social challenges, including and especially those tackling racism. How can we equip our teams to face the unexpected, to learn to pivot or double down, to innovate mid-air... How can we ensure that we are targeted and deliberate in our desire for equal outcomes, not just equal opportunity?

We hope that you – our supporters – will join us in another year of growth, not just for our social ventures but for our program, as well.

SPONSORS

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

MENTORS AND COHORT SESSION SPEAKERS

Delshan Baker, John Brothers, Jennifer Clark, Brian Dombrowski, N Cinnamon Dornsife, Brian Holtmeier, Jim Kucher, Elise Liberto, Jamie McDonald, Kunal Parikh, Kylie Patterson, Shantell Roberts, Gorkem Sevinc, Bill Smedick, Angela Steuart, Colin Tarbert, Lindsay Thompson

SOCIAL DESIGN FELLOW

Heidi Good Boncana

JOHNS HOPKINS TECHNOLOGY VENTURES AND FASTFORWARD

Christy Wyskiel, Brian Stansky, Alex Riehm, Kerrie Carden, Kevin Carter, Kerry Ingram, Mary Howard, Liz Burger, Maddy Stokes, Cindy Madden, Margie Arguello, Mark Bailey, Julie Simon, Dana Weisgerber, Danny Jacobs







CONNECT WITH US

VISIT

ventures.jhu.edu/sil @TheSocialInnovationLab

@SIL_Baltimore

SUBSCRIBE

tinyurl.com/silsubscribe

SUPPORT

ventures.jhu.edu/give
Or contact Maddy Stokes

