

Social Innovation Lab Accelerator Cohort 2021-22

Application Instructions

Hello! If you are reading this document, you are interested in learning more about applying for the Social Innovation Lab (SIL) Accelerator Cohort 2021-22. We are excited to learn more about your social venture and interest in SIL through the application process. Detailed instructions are listed below for how to apply.

For more information on the SIL Accelerator program, including eligibility, curricula, FAQs, and more, please click [here](#).

Application Period: August 16 – October 1, 2021

Application Checklist:

- #1: Submit **an online application**.
 - Step 1: Register your name and email address via our [online application portal](#).
Full URL: https://jhutv.co1.qualtrics.com/jfe/form/SV_cx9IR4mTswBdpkN
 - Step 2: You will receive an email with a link to continue filling out your application. The subject line of the email reads “Social Innovation Lab Application Instructions.”
Note: It may take a few minutes to arrive in your inbox. Please star or save this email so it is easily accessible in the future. You will be able to complete, save, and submit your application with the link provided in this email.
 - Step 3: Fill out the online application.
Note: We have included all the questions asked in the application below for your reference. In the event of a technical failure, we encourage you to complete your answers in a separate document first and then copy and paste them into the application.
 - Step 4: Submit application.
Note: Once you submit your application, you will not be able to make any additional edits. You will receive an email that verifies your application was

received. The subject line of the email reads "Social Innovation Lab application received." If you would like a copy of your application, please email jhtv-sil@jhu.edu.

- #2: Submit **a two-minute video** to accompany the online application.
 - Step 1: Record a two-minute video that provides us with an overview of your venture and what you are hoping to gain from participation in SIL. This should include a very brief mention of:
 - Your name and title (how are you affiliated with the venture?)
 - Name of venture
 - What is the problem you are trying to solve? Be brief. No need to go into detail as you have already done this in the online application!
 - What is the solution you bring and what makes it unique?
 - What are you hoping to gain from participation in the Social Innovation Lab?

Note: This video doesn't have to be high quality. You can point and capture it on a smart phone, record yourself on a Zoom call, or even a desktop camera.

- Step 2: Upload your video and share via email to JHTV-SIL@jhu.edu as an attachment or video link. Please make sure you use the following email headline: ("VENTURE NAME – Video Application.")

Both the online application and video submission are due by October 1, 2021. If you have any questions, please do not hesitate to reach out to jhtv-sil@jhu.edu. Good luck, and we look forward to learning more about your work.

SIL Online Application Questions

The following is a copy of the [online application](#) questions. We encourage you to prepare your answers in a separate document before copying and pasting them into the application.

Thank you for applying to the Social Innovation Lab at JHU! We are excited for the opportunity to work with you to grow your social venture. Before completing this application, please be sure to review our Call for Applications instructions at <https://ventures.jhu.edu/sil-apply/>. This includes a description of the program, key dates, a copy of the questions asked in this application, and a “Frequently Asked Questions” page.

For questions or more information, please contact SIL at jhtv-sil@jhu.edu.

Team Information:

1. Leader Name (First, Middle, Last)
2. Leader Email Address
3. Leader Phone Number
4. JHU Affiliation Type

Please note: no JHU affiliation is required to apply to the Social Innovation Lab and all applications will be given equal consideration. If you are non-affiliated with JHU, please select 'none.'

- None (No JHU affiliation)
 - Staff Member
 - Post-Doctoral Fellow
 - Faculty
 - Undergraduate Student
 - Graduate Student
 - Other
5. List full names, email, address, phone number and JHU affiliation type/school for each additional team member. Tell us about your team's background, experience and skills as they apply to this venture.



6. Headquarters (Street, City, State, Postal Code, Country) –*Note: if unincorporated, list the primary location where work occurs.*
7. Website (if applicable)
8. Social Media (if applicable, list any accounts used to promote the venture)

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Venture Information:

(Note: the term "venture" is used loosely to describe a project, program, product, service, business, or non-profit.)

1. Venture Name (*Please note that, if selected, The Social Innovation Lab will use this name in promotional materials. Please double-check accuracy and type exactly as you would like to see it promoted.*) (Short Answer)
2. Venture Status: *Which of the following applies best to the venture?* (multiple choice)
 - The venture is in the **idea** stage (we have not taken concrete steps to implement our project)
 - The venture is currently in the **prototype** or pilot stage (in the early stage and testing/evaluating our approach)
 - The venture is in **launch** stage (pilot or prototype phase is complete)
 - The venture is in **growth** stage (we are building on initial success and expanding to new areas/ideas)
3. Venture Registration Status (*If not incorporated yet, please select 'other'*) (short selection)
 - LLC – Limited Liability Company
 - C Corporation
 - S Corporation
 - Partnership
 - Unincorporated
 - 501c3 Non-Profit
 - Other
4. Describe your venture in one sentence: (*Please note this will be published without editing, so please write this as you would like to see it in public.*) (Short answer)



5. What is the social challenge the venture addresses? (*Describe the problem and why it's important.*) (Long answer, 2000 character-count)
6. What is your solution and how does it work? (*Describe specifically how your approach/product works*) (Long answer, 2000 character-count)
7. What have you accomplished so far? Can you identify what impacts you have had in addressing the problem stated above, any partnerships, potential customers, champions and supporters, or other progress? (Long answer, 2000 character-count)
8. What solutions currently exist to address this issue? How is your solution unique/improved compared to these solutions?
9. What partner organizations are important to accomplishing your goals and how are you currently working with them or how do you plan to work with them in the future? (*Please note whether these partners are committed to your work or important for the future, but not yet committed.*) (Long answer, 2000 character-count)
10. How much funding has your venture secured? (Include all types of funding including grants, donations, sales, investments, etc. from any source.) (Long answer, 2000 character-count)
11. What do you hope to achieve in the next 6 months? (Long answer, 2000 character-count)
12. How will participation in the Social Innovation Lab help you to achieve these short-term goals? (Short answer)
13. What do you anticipate will be the biggest challenge(s) in achieving these short-term goals? (Long answer, 2000 character-count)
14. What is your long-term vision for this venture and how will you sustain it? (Long answer, 2000 character-count)

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Certify and Submit

1. Have you participated in other start-up support programs with this venture? If so please list them here.
2. How did you hear about Social Innovation Lab (SIL)?
3. Have you applied to SIL for this project before? (Please note, you are welcome to re-apply for ideas previously considered by SIL.) (Yes/No)
4. I understand and (if selected) agree to adhere to the significant time commitment required to participate (roughly 10 hours/week from November - April) (Yes/No)
5. My team and I commit to attend all program bootcamps, weekly cohort meetings, the final Impact+Innovation forum, and other core programmatic activities. (Yes/No)
6. The information and ideas contained in this application are my own or my team's (Yes/No)
7. In the occasion I am not selected for the SIL cohort, I permit the SIL team to share my contact information with other applicants working on similar challenges to me, as relevant (optional). (Yes/No)
8. Anything else you would like to share with our reviewers? (Long Answer)

SUBMIT