

2019-2020 Cohort Launch



JOHNS HOPKINS  
UNIVERSITY

Social Innovation Lab

## ACCELERATOR GUIDE\*

November 2021-April 2022

\*Note: Our schedule is still being confirmed. Sessions and dates may be subject to change leading up to the start of the Accelerator program.



# SIL 2021-22 SESSIONS

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**WEDNESDAY, NOV 10**

**SIL ORIENTATION (VIRTUAL)**

**SATURDAY, NOV 13**

**SUPER SATURDAY #1 (IN PERSON)**

Teambuilding  
Introduction to Human-Centered Design  
Customer Discovery  
Alumni Meet & Greet

**WEDNESDAY, NOV 17**

**DIVING DEEP(ER) INTO VALUE PROPOSITION (VIRTUAL)**

**WEDNESDAY, DEC 1**

**LEADERSHIP & BUILDING A STRONG TEAM AND COMPANY CULTURE (VIRTUAL)**

**SATURDAY, DEC 4**

**SUPER SATURDAY #2 (IN PERSON)**

Theory of Change  
Logic Models  
Impact Measurement & Storytelling  
Alumni Meet & Greet

**WEDNESDAY, DEC 15**

**CAPTURING VALUE - YOUR SOCIAL RETURN ON INVESTMENT (VIRTUAL)**

2021



# SIL 2021-22 SESSIONS

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WEDNESDAY, JAN 12

**CUSTOMER DISCOVERY SYNTHESIS & INSIGHTS**

SATURDAY, JAN 22

**SUPER SATURDAY #3 (IN PERSON)**

OKRs & Goal Setting  
Storytelling  
Alumni Meet & Greet

WEDNESDAY, JAN 26

**DELIVERING A COMPELLING PITCH (VIRTUAL) & PITCH PRACTICE**

WEDNESDAY, FEB 2

**EFFECTIVE BUSINESS MODELS & COMPETITIVE BENCHMARKING FOR SOCIAL ENTERPRISES (VIRTUAL)**

WEDNESDAY, FEB 9

**BRANDING, MARKETING, COMMS 101 (VIRTUAL)**

WEDNESDAY, FEB 16

**HOW TO FUND YOUR VENTURE: FINANCIAL LITERACY AND BUDGET PROJECTIONS (VIRTUAL)**

WEDNESDAY, FEB 24

**FUNDRAISING PANEL (VIRTUAL)**

Philanthropy  
Venture Capital

SATURDAY, FEB 26

**SUPER SATURDAY #4 (IN PERSON)**

Individualized coaching (MarComms & Financial Projections)  
Designing your fundraising roadmap  
Alumni Meet & Greet

2022



# SIL 2021-22 SESSIONS



WEDNESDAY, MARCH 9

**GOOD GOVERNANCE & BUILDING A BOARD:  
RECRUITING, ENGAGING AND UTILIZING A  
BOARD (VIRTUAL)**

WEDNESDAY, MARCH 16

**LEGAL ESSENTIALS FOR SOCIAL ENTERPRISES  
(VIRTUAL)**

WEDNESDAY, MARCH 23

**STARTUP ADVOCACY & MOVEMENT BUILDING  
(VIRTUAL)**

SATURDAY, MARCH 26

**SUPER SATURDAY #5 (IN PERSON)**  
Pitch Practice & Feedback Sessions  
Prep for Board Meeting Simulations  
Alumni Meet & Greet

MARCH 30-APRIL 13

**BOARD MEETING SIMULATIONS**  
Individual dates to be set in advance

WEDNESDAY, APRIL 13

**MEDIA & PR**

WEDNESDAY, APRIL 20

**SIL INTERNAL COHORT PITCHES**

SATURDAY, APRIL 23

**SUPER SATURDAY #6 (IN PERSON)**  
**PITCH PRACTICE FOR FINAL SHOWCASE**

TUESDAY, APRIL 26

**SIL SHOWCASE EVENT (IN PERSON) &  
AFTER-PARTY**

2022





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