



JOHNS HOPKINS
UNIVERSITY

Social Innovation Lab



IMPACT REPORT 2021-22

Accelerating mission-driven ventures and leaders
to create change in Baltimore and beyond

TABLE OF CONTENTS

MESSAGE FROM THE DIRECTOR	1
ABOUT THE SOCIAL INNOVATION LAB	2
IN THE NEWS	3-6
COLLABORATIONS	7-8
ACCELERATOR OVERVIEW	9
2021-22 COHORT PROGRAMMING	10
ANNUAL SHOWCASE	11
MEET THE COHORT	12-22
ACKNOWLEDGMENTS	23

FROM THE DIRECTOR

As we enter our 11th year of programming, we're all about the ripples.

Splashes make an immediate impact but SIL recognizes that our work with entrepreneurs requires a longer view to support our alumni in order to see lasting and scalable change. It's those ripples that make a greater impact.

Year after year, we work with emerging social innovation leaders at Johns Hopkins and in our community who are bringing their skills, expertise, lived experiences, and ingenuity to build products and services with a defined, measurable impact on communities and our planet, starting right here in Baltimore. This past year was no exception.

For our 2021-22 Accelerator program, our teams wanted to make waves in a variety of ways, including encouraging healing through movement for youth and trauma survivors; ending period poverty; ensuring incarcerated mothers have the right to breastfeed; creating social change and job creation through sensory product design and recycled glass art; developing products and services to decrease dangerous escalations with law enforcement; and providing tools for women of color to achieve career and financial success.

We adopted a hybrid model for this year's Accelerator program to allow for in-person community building and shared learning experiences. We continued to dig deep with our curricular strengths in customer discovery, impact measurement, and storytelling, but also added segments on topics like board governance and movement building. We involved more alumni than ever as subject-matter experts to coach our teams on topics like pitching and storytelling, impact measurement, and crowdfunding. And, thanks to generous donations from Baltimore Homecoming and individual donors, we were able to give out more direct, non-dilutive funding than ever to SIL teams.

Outside of our Accelerator program, highlights of 2021-22 include partnering with FastForward U to host a pre-orientation session that included visits to SIL alumni sites around Baltimore and partnering with the Hopkins Office of Economic Development and Microsoft on the first-ever Hack Good 4 Baltimore initiative focused on panhandling. In Baltimore, we participated in working groups and sessions with Baltimore Together, UpSurge Baltimore, and the Baltimore Entrepreneurship and Leadership Network, as well as continued to find ways of supporting and amplifying alumni.

Our work and success would not be possible without the many advisers, mentors, ecosystem collaborators, alumni, and donors who so generously donate their knowledge, time, network, and resources to support our entrepreneurs. We recognize that the world's greatest challenges cannot be solved by one person, team, or accelerator, but believe and seek to practice a collaborative approach to supporting ventures from their time in SIL to future sustainability.

We look forward to deepening the splashes and widening the ripple effect of our work here in Baltimore. Thank you for joining us in this endeavor.

Sincerely,

Madison Marks
SIL Director, 2020-22



ABOUT SIL

The Johns Hopkins Social Innovation Lab (SIL) accelerates leaders and ventures building innovative, sustainable, and scalable solutions in Baltimore that work toward a healthy and prosperous world. We aim to see mission-driven ventures from both the Johns Hopkins and Baltimore communities develop into thriving ventures with measurable impacts.

SIL'S GOALS

1. Support innovators based in or focused on Baltimore, providing individuals and teams with tools to turn their ideas into sustainable social ventures.
2. Catalyze the Baltimore-area innovation ecosystem, ensuring inclusive pathways for social innovators to access appropriate resources and skills to sustain their businesses and scale their impact.
3. Provide meaningful opportunities for communal development, knowledge exchange, and collaboration between the Johns Hopkins community and the social innovation ecosystem in Baltimore.

OUR IMPACT

SINCE 2011

113

VENTURES
SUPPORTED

\$87.2M

FUNDING
SECURED

580

TRAINED IN
BOOTCAMPS

375+

EMPLOYEES AT
SIL VENTURES

2021-22 COHORT

70%

BIPOC LED

80%

WOMEN
CO-LED

70%

COMMUNITY
STARTUPS

60%

FOR-PROFIT
VENTURES

\$250K

FUNDING
SECURED*



IN THE NEWS

ACCELERATOR COHORT 2021-22

ANNOUNCING THE COHORT

[Meet the 2021-22 Social Innovation Lab Cohort](#) | Johns Hopkins Technology Ventures

COHORT NEWS

[Baltimore Boost features Kimberly Haven of Reproductive Justice Inside](#) | Johns Hopkins Connect

[Calming Exercise: Nikki Stokes Crochets Garments and Tools for Sensory Integration Therapy](#) | Bmore Art

[Hidden Gems: Meet Emily Fleming of Yoga In Classrooms and Schools Consulting](#) | Voyage Baltimore

COHORT AWARD WINNER: BALLET AFTER DARK



[Ballet After Dark Wins \\$25K Prize at Social Innovation Lab Innovators' Showcase](#) | The Hub, Johns Hopkins University

[Ballet After Dark Wins Johns Hopkins Social Innovation Lab's \\$25K prize](#) | Technical.ly

[Ballet After Dark Inspires and Wows with Winning 'America's Got Talent' Performance](#) | Technical.ly

“ Personally, this award makes me, my work and survivors in our community feel seen and heard. We’re finally growing into a space where private conversations about healing and the needs of our survivors are being elevated to public platforms.

-Tyde-Courtney Edwards, Ballet After Dark

”

IN THE NEWS

ALUMNI 2012-2021

HEALTHIFY (SIL cohort 2012-13) announced in July 2021 that it was being acquired by WellSky. Healthify aims to improve the health of communities by connecting healthcare organizations with social service organizations to address the social determinants of health.

[READ MORE](#)



Image credit: The Baltimore Sun

PARITY HOMES (2019-20) was awarded \$2 million by JP Morgan Chase as part of a \$20 million commitment to Baltimore over five years. The recipient of our \$25,000 cohort prize, Parity is a nonprofit acquiring and renovating homes in and around the Harlem Park neighborhood, then helping local residents purchase them. The funds will allow the organization to purchase more homes, hire additional staff, and develop a construction apprenticeship program.

[READ MORE](#)

T. Rowe Price Group, Inc. and Baltimore Corps launched a new program, Moonshot, to support diverse-owned social good businesses, innovators, and entrepreneurs of color on their entrepreneurial journeys.

Four of the 8 inaugural fellows were SIL Alumni:
-Brittany Young, B-360 BALTIMORE (2016-17)
-Nneka N'namdi, FIGHT BLIGHT BMORE (2018-19)
-Jamyé Wooten, CLLCTIVLY (2019-20)
-Bree Jones, PARITY HOMES (2019-20)

[READ MORE](#)



Image credit: The Baltimore Sun

IN THE NEWS

ALUMNI CONTINUED



TAARA PROJECTS (2020-21) collaborated with another Johns Hopkins University student startup, The New Norm, to make tote bags from recycled plastics. The tote bags were produced in Baltimore, and even ended up in the hands of Hilary Clinton. [READ MORE ABOUT THE COLLABORATION](#)



Steven Allbright, THE FRANCISCAN CENTER OF BALTIMORE (2020-21) and Janet Glover-Kerkvliet, director with BALTIMORE JOB SUPPORT HUNTERS GROUP/LIFE CAREER PIVOTERS INC (2018-19) were both named as Baltimore Homecoming Heroes 2022, an annual award recognizing exceptional community leaders who are working creatively to inspire and motivate change in Baltimore. [READ MORE](#)



INFINITE FOCUS SCHOOLS (2019-20) rebranded as CLYMB, a company using software to promote emotional health for young people. In the last year, Clymb has secured capital from funders like TEDCO Builder Fund, Ignite Capital, and the American Heart Association. In fall 2022, Clymb is expected to roll out to 70 sites across the country. [READ MORE](#)



WEGO FOUNDATION (2020-21) expanded its geographic presence to the Midwest by securing a partnership with The Field Museum in Chicago. WeGo works with young patients at 11 pediatric hospitals across the county providing opportunities for exploring outside the hospital walls via telepresence robots. [READ MORE](#)



MINDSTAND TECHNOLOGIES (2019-20) joined the [inaugural cohort](#) of the Techstars Equitech Accelerator in Baltimore in spring 2022. CEO Michael Ogunsanya, was recognized as a [Maryland 'Inno Under 25'](#), and CTO Eric Solender, was recognized by [Technical.ly](#) among 21 technologists who are building Baltimore's future.



HOSTS FOR HUMANITY (2018-19) has relaunched its website and is currently onboarding hosts to provide housing for travelers seeking medical care. With Maryland being a safe state for abortions, the Hosts for Humanity network provides a safe hosting experience. [READ MORE](#)

IN THE NEWS

ALUMNI CONTINUED



INTELEHEALTH (2016-17) was added to the Digital Public Goods Alliance DPG Registry. This underscores Intelhealth's commitment to the development and championing of digital public goods that will help achieve 'Health for All' and contribute to the Sustainable Development Goals (SDGs). Intelhealth is an open-source telemedicine software platform built as a Digital Public Good for telemedicine. [READ MORE](#)



ROSE HEALTH (2018-19) is raising a \$7.5 million in a Series A round, with plans to grow its team by 34 and continue its rapid expansion. The organization currently has 27 employees, the majority of which are in Baltimore. Rose Health offers digital therapy tools to both expand access to therapy and help patients build resilience. [READ MORE](#)



MERA KITCHEN COLLECTIVE (2017-18) opened a storefront location in March 2022. The team has been serving meals in Baltimore since 2016, first out of each other's homes, then to the Waverly Farmers Market before reaching its current home near Penn Station. [READ MORE](#)



B-360 BALTIMORE (2016-17) announced the launch of a \$10M campaign in March 2022 for an urban dirt bike park. Baltimore Mayor Brandon Scott honored the program by declaring March 25 B-360 day. [READ THE ANNOUNCEMENT](#) and the [#RIDE4CHANGE CAMPAIGN](#).



SIL Alumni B-360 BALTIMORE(2016-17), BALLET AFER DARK (2021-22), and WEGO FOUNDATION (2020-21) received grants as part of the United Way of Central Maryland 2021 Changemaker Challenge. [READ MORE](#)

HIGHLIGHTS: COLLABORATIONS AT HOPKINS

PRE-ORIENTATION FOR FIRST-YEAR JHU STUDENTS

SIL collaborated with Johns Hopkins FastForward U and Life Design Lab to host a two-day, pre-orientation event, "Innovate Towards the Future," in August 2021. As part of the program, more than 50 Johns Hopkins University students met with SIL alumni in Baltimore to learn about their work and then brainstormed solutions to problem statements presented by the founders.



Students visited LE MONDO, an artist-owned bar and event venue in downtown Baltimore with diverse art programming and studio space.



Students visited Green Street Academy's hydroponic greenhouse supported through URBAN PASTORAL, a development firm committed to creating a positive, sustainable value in America's historic urban spaces.



Eighty students heard a keynote from Brittany Young, founder of B-360 BALTIMORE, which utilizes dirt bike culture to end the cycle of poverty, disrupt the prison pipeline, and build bridges in communities.

SOCIAL ENTERPRISE BOOTCAMP

SIL collaborated with The Johns Hopkins School of Advanced International Studies' Social Enterprise Accelerator and Co-curricular and Experiential Learning Office for our fifth-annual SIL Impact Bootcamp in September 2021. This one-day program focuses on skills essential for launching and leading a community project, nonprofit or mission-driven business. Hosted at the SAIS campus in Washington, D.C., the Bootcamp was attended by graduate students at SAIS and the Johns Hopkins University Carey Business School. Teams also had the ability to pitch their ideas for feedback.



HIGHLIGHTS: COLLABORATIONS IN BALTIMORE

GCEC COMES TO BALTIMORE

[The Global Consortium of Entrepreneurship Centers \(GCEC\)](#) came to Baltimore in October 2021. The conference gave Baltimore a platform to show the connective work happening here to more than 300 attendees who run university entrepreneurship centers. SIL and FastForward U partnered to host more than 40 leaders of entrepreneurship centers across the globe at FastForward U to hear about programs and offerings.

[READ MORE](#)

SIL presented twice at the conference. The first presentation, “COVID Effects on Entrepreneurial Work Teams,” was a joint effort by Madison Marks (SIL) and Dr. Eric Rice and Dr. Bill Smedick of the Johns Hopkins University Whiting School of Engineering’s Center for Leadership Education. The second presentation, “Catalyzing Social Innovation: The Value of Engaging Community Entrepreneurs in University Accelerators,” shared SIL’s lessons learned around university-community engagement in the innovation space.



HACKGOOD 4 BALTIMORE HACKATHON

The Johns Hopkins Office of Economic Development, Microsoft, and the City of Baltimore partnered to host the inaugural HackGood 4 Baltimore Hackathon in October 2021. Designed to address panhandling, a problem impacting Baltimore residents, high school teams presented solutions and then received five months of mentorship from SIL on how to refine their pitch. The solutions were presented to the Mayor’s office of African American Male Engagement in March 2022. [READ ABOUT THE COLLABORATION](#)



ACCELERATOR COHORT PROGRAM OVERVIEW

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 learn from each other on their path to scale. Each fall, SIL conducts a competitive application process for Baltimore-area residents and JHU students, faculty, and staff looking for support for their social enterprise. SIL looks for talented teams and individuals with innovative ideas that have the potential to sustainably deliver social impact. Applicants are asked not only what they would learn from this community but also what they can contribute.

CURRICULUM FOCUS

- Diving deep into your logic model and theory of change to best articulate, measure, and capture your impact.
- Defining value proposition through a rigorous customer discovery exercise that helps to define problem-solution-fit and product-market-fit.
- Defining a fundraising roadmap moving forward and financial literacy.
- Developing leadership capacity as both a founder and in organizational governance.
- Storytelling as a fundamental for all communications, from your brand to the pitch.

OFFERINGS

- \$1,000 in non-dilutive seed funding, plus up to \$5,000 in additional support to conduct customer discovery and prototyping objectives via the [I-Corps Site Grant](#).
- The potential to receive additional funding up to \$25,000 via our peer-selected Cohort Prize.
- Mentorship and access to an extensive network of advisers.
- One-on-one coaching and intensive support from the SIL director.
- Learning sessions and bootcamps where participants learn from experienced entrepreneurs and social sector leaders.
- Other critical forms of technical 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 JHTV Pitch Feedback session and annual SIL Showcase event.
- Access to co-working and meeting space, including FastForward U's 10,000-square-foot innovation hub.

2021-22 COHORT PROGRAMMING

From November 2021 and April 2022, SIL offered its 10-team cohort 60 hours of group programming and more than 190 hours of individualized mentorship/coaching through weekend bootcamps (called "Super Saturdays"), Wednesday night meetings and weekly check-ins. At the end of the program, SIL received an 80% Net Promoter Score.



WEEKLY COHORT TOPICS

- Customer discovery
- Financial literacy
- Fundraising
- Governance and managing boards
- Human-centered design
- Legal essentials
- Leadership and team development
- Marketing, branding and communications
- Media and public relations
- Movement building and advocacy
- Operations and strategy
- Pitching and storytelling
- Sales

SUPER SATURDAYS

SIL hosted six in-person weekend workshops at FastForward U as part of our programming. These day-long "Super Saturday" sessions were designed to provide space for SIL teams to connect in-person for learning, sharing, peer feedback, and collaboration. Topics for our Super Saturday events included social design, customer discovery, impact measurement, crowdfunding, and pitching and storytelling.

Essential to our program is SIL's alumni, advisors, supporters, collaborators, and consultants who dedicated their time conducting workshops, speaking on panels, sharing their stories, or simply meeting with entrepreneurs. We extend a special thank you to all that participated in the cohort programming. A full list can be found on the Acknowledgements page.

ANNUAL SHOWCASE

THE MAIN EVENT

SIL held our annual Showcase at the Johns Hopkins Hospital Chevy Chase Auditorium in April 2022. SIL teams shared their inspiring pitches to a combined in-person and virtual audience of nearly 200 friends, family, and supporters. SIL alumni also played a vital role in the event, with Danna Thomas (HAPPY TEACHER REVOLUTION) serving as emcee; the SPREADKARMA team leading the crowd through an energizer halfway through the program; and MERA KITCHEN COLLECTIVE providing delicious bites at the reception.



WATCH THE SIL SHOWCASE

2021-22 COHORT PRIZE WINNER



The Showcase culminated with the announcement of the \$25,000 Cohort Prize. The winner is voted on by the cohort members based on the strength of their progress over the six-month Accelerator program, their plan for future growth, and their potential for impact. In 2021-22, we were able to give out more funding than ever thanks to generous donors. The winners were:

Cohort Prize 1 of \$25,000: BALLET AFTER DARK

Cohort Prize 2 of \$15,000: HGE DESIGNS CO.

Cohort Prize 3 of \$5,000: GRASS BALTIMORE

Audience Choice Award of \$2,500: TAMPAL

Our \$25,000 Cohort Prize winner is Tyde-Courtney Edwards of [BALLET AFTER DARK](#), the only holistic, trauma-informed dance therapy program created for survivors of trauma. [READ MORE](#)

BALLET AFTER DARK

Ballet After Dark uses a trauma-informed, dance therapy curriculum and holistic resources to encourage survivors of sexual violence and other trauma to heal their bodies using movement. Based on hearing feedback from their community via SIL's customer discovery exercise, Ballet After Dark pivoted to focus on launching B.A.D. Studios, a subscription-based digital platform using the healing power of dance to empower all bodies to get moving.

PROUD ACCOMPLISHMENTS

I'm most proud of being the grand prize winner and how I leveraged every opportunity and resource provided to reimagine the accessibility and affordability of trauma-informed dance therapy and somatic intervention resources.

CHALLENGES AHEAD

The next big challenge we face is continuing to raise funds to complete the B.A.D. Studios prototype. At this point, we've secured enough funding to focus on our landing page launch and primary promotional content.

SUCCESS AND IMPACT

Since 2018, more than 220 individuals, of which 70% are Black and brown in Baltimore City, have taken part in the Ballet After Dark dance therapy cohort. We have an 85% graduation success rate and women have reported a better sense of self, security, well-being and connection with body/kinesiology and how the body moves.

TEAM

Tyde-Courtney Edwards, Founder and Executive Director

PITCH



CONTACT

[WEBSITE](#)

[FACEBOOK](#)

[INSTAGRAM](#)

[TWITTER](#)



CARLTON STREET EQUINE CENTER

Carlton St. Equine Center leads gun violence interruption and administers post-violence trauma care through horsemanship led by the Arabbers, Baltimore's indigenous horse and wagon produce vendors.

PROUD ACCOMPLISHMENTS

We have expanded our team significantly to include a grant writer and horse therapist. We also have a better picture of our business, who our customers are, and what business models may or may not work.

CHALLENGES AHEAD

The biggest challenges will be fundraising and creating the structure needed to execute the projects and receive fundraising.

SUCCESS AND IMPACT

Our long-term vision is to have a series of stables throughout Baltimore that promote healthy lifestyles through horsemanship. We will sustain our work through a mixture of grant money and public-facing programs.

TEAM

Levar Mullen, CEO

Matthew Holden Warren, Vice President

CONTACT

[WEBSITE](#)

[FACEBOOK](#)

[INSTAGRAM](#)

[TWITTER](#)



ENIGMA SCIENCE & TECHNOLOGY

Enigma Science & Technology aims to bring science and technology to the forefront of solving current and future challenges impacting our society. Our initial technical solutions will be targeted for law enforcement, first responders, and general public safety.

PROUD ACCOMPLISHMENTS

We finalized our license agreement for the technology to bring our first product to market to help reduce the amount of arrest-related deaths across the country. We have conducted many customer discovery efforts to understand the public safety/law enforcement environment and to determine if our initial product is needed and will be beneficial. We also were accepted to the spring 2022 cohort of Conscious Venture Labs.

CHALLENGES AHEAD

Discussions around our first product have been well received but ensuring we have enough capital to bring everything to fruition is a challenge. Raising the necessary capital to “make it happen” is the first major hurdle to really get things off the ground.

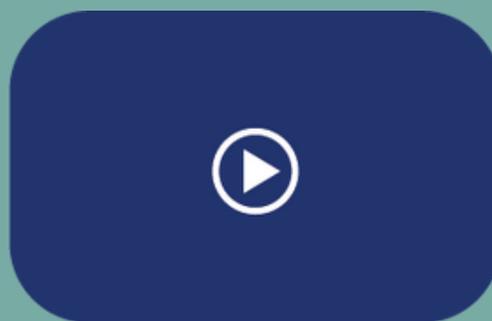
SUCCESS AND IMPACT

What constitutes success for us is seeing wide adoption of our product(s) designed to help make a difference in our communities and country as a whole. We truly believe that for every issue/problem we face there is a solution that is more apparent and achievable than we may originally think. These solutions, when implemented properly, can be bridge-builders to bring and keep us together as a society.

TEAM

Malik Little, Founder
Anju Little, Medical Adviser

PITCH



CONTACT

[WEBSITE](#)
[LINKEDIN](#)

FEM EQUITY

Fem Equity strives to make pay equity a reality for all women of color by providing them the tools, support, and confidence they need to make empowered decisions for career success and financial security as we move toward an equitable society.

PROUD ACCOMPLISHMENTS

We are most proud of our crowdfunding campaign, “Know Your Worth!” conducted during the cohort period. We were able to raise \$2,033 on top of the funding provided through SIL.

Additionally, in 2021, we worked with a cohort of 10 beta members and secured our first client partner for our corporate membership option. From this beta group, our members have had a combined \$18,000 in salary raises through negotiation or promotions; 80% of members are now working in their preferred field; and approximately \$18,000 student debt/consumer debt has been erased.

CHALLENGES AHEAD

Raising \$250,000 in non-dilutive funding.

SUCCESS AND IMPACT

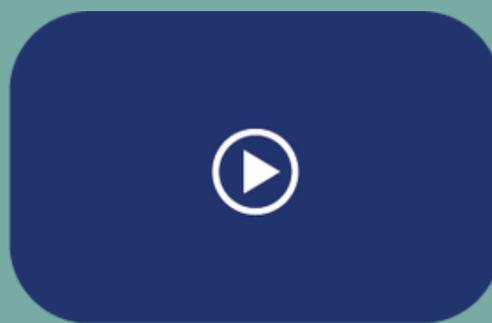
Success for Fem Equity is continually creating and offering effective tools for disrupting systems for underserved communities, including BIPOC and women of color.

TEAM

Adeola Ajani, Chief Executive Officer and Founder

Chidera Egbuche, Director of Systems and Management

PITCH



CONTACT

[WEBSITE](#)

[INSTAGRAM](#)

[LINKEDIN](#)

[TWITTER](#)



GLASS RECOVERY & SUSTAINABLE SYSTEMS

Glass Recovery and Sustainable Systems (GRASS) Baltimore will be a zero-waste cooperative that maximizes the value of glass by turning it into artwork and reselling bottles to local breweries. GRASS also will be a space for learning about zero waste, and for local and traveling artists to sell or perform their work.

PROUD ACCOMPLISHMENTS

We have started our proof of concept, getting a dozen pieces produced by an existing glass studio in Baltimore. We are on our way to getting another 40 pieces produced for sale. GRASS also has raised \$37,800 on our way to our \$145,600 goal for our first year. We have also been excited to participate in the Social Innovation Lab and Innovation Works' accelerator programs.

CHALLENGES AHEAD

Identifying funding has been the biggest challenge. Several funders have not been interested in supporting a startup social enterprise. A second challenge has been finding a site for GRASS. We arguably had the perfect space for most of 2021, but the site owner abruptly lost interest in us being there.

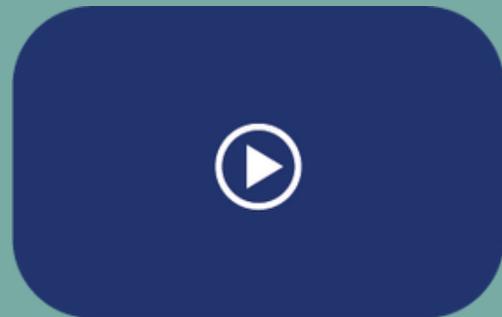
SUCCESS AND IMPACT

Success for GRASS is having several restaurants divert their glass through us so we can reuse it as much as possible. It also means we have developed young POC entrepreneurs who co-own GRASS with its parent nonprofit. Three of our five workers will be 18-to-35-year-olds from the Westport neighborhood in Baltimore, the home of the city's Wheelberator incinerator. I think it's critical to build a model for the future by supporting people who live in the shadow of a toxic history.

TEAM

Dante Swinton, Founder

PITCH



CONTACT

[WEBSITE](#)

[FACEBOOK](#)

[INSTAGRAM](#)



HGE DESIGNS CO. (PUZZLING DISORDER PROJECT)

The Puzzling Disorder Project is an outgrowth of HGE Designs Co. that offers sensory and kinesthetic support for autistic children through functional fashion, sensory inclusive products, and customized sensory kits.

PROUD ACCOMPLISHMENTS

I am an Elevation Awards alumni, a BGE Energizing Business Grant recipient, and a new autism resource center coordinator in Baltimore.

CHALLENGES AHEAD

Scaling and expanding our products and making them available to organizations and families.

SUCCESS AND IMPACT

Success for me is the ability to earn a living by minimizing the hardships parents and caregivers endure through sharing my story and resources and creating solutions.

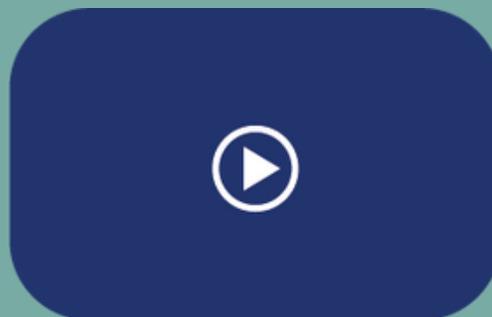
“ **My confidence in using my life experience as a teaching tool has grown. I have learned that this process is not something I can solve overnight. Slow, steady and meaningful progress is just as important. Impacting one family at a time is still a huge win.** ”

-Nikki Stokes-Harris, HGE Designs Co.

TEAM

Nikki Stokes-Harris, Founder and Designer

PITCH



CONTACT

[WEBSITE](#)

[INSTAGRAM](#)



LOAM

Loam is a social design and facilitation practice that empowers changemakers to repattern within their own circles, communities, and collectives to animate transformative change.

PROUD ACCOMPLISHMENTS

Since officially founding Loam in December 2021, we've been focused internally on building our infrastructure and becoming full-time entrepreneurs. We've picked a name and invested in our branding, polished our flagship workshops, completed 20 customer discovery interviews, clarified our impact, signed two new contracts, led ourselves in a three-day strategic planning retreat, got accepted as a fiscally sponsored project under Empowerment Works, submitted four new project proposals, and led another four workshops with 55 participants. We've been rooting our work and growing in Baltimore.

CHALLENGES AHEAD

Finalizing fiscal sponsorship details and developing better time management skills with the amount of projects we are taking on as a team of two.

SUCCESS AND IMPACT

Success is finding the courage to embrace our daily lives and work as a primary place to practice transformative change. Change requires a commitment to a different way of understanding and being in the world. It is hard to do and even harder to measure.

TEAM

Samantha Novak, Co-Founder, Designer and Facilitator

Kasey Armstrong, Co-Founder, Designer and Facilitator

PITCH



CONTACT

[WEBSITE](#)

[INSTAGRAM](#)

[LINKEDIN](#)



loam

REPRODUCTIVE JUSTICE INSIDE (BOOB'R)

A project of Reproductive Justice Inside, BOOB'R is an innovative program that encourages incarcerated new moms to maintain their breast milk supply, reinforcing maternal bonds and providing health benefits to their newborns.

PROUD ACCOMPLISHMENTS

We applied to SIL and got accepted. This was huge, as it took the idea out of the head and started to breathe life into it. Through our involvement with SIL we have evolved from a project to a concept. We have started to rethink our model as both a service and a solution. We engaged in a broad range of supporters and interests through our customer discovery. We also created a work plan, began to retool our distribution channels, and have begun to develop our organizational structure and leadership team to explore business models.

CHALLENGES AHEAD

Taking what we have learned during SIL and operationalizing it and getting the funding to take our project to its next stage.

SUCCESS AND IMPACT

Success comes in a lot of ways but that one that really jumps out especially when talking about BOOB'R, is seeing others have the "aha!" moment when they understand not just the how of the work but the WHY.

TEAM

Kimberly Haven, Executive Director

PITCH



CONTACT

[WEBSITE](#) | [RJI](#)

[FACEBOOK](#) | [RJI](#)

[INSTAGRAM](#) | [RJI](#)

[TWITTER](#) | [RJI](#)



TAMPAL

TamPal is a products and services company aimed at making access to tampons and pads as easy as toilet paper. Period.

PROUD ACCOMPLISHMENTS

Our pivot to our current three products in their more simplified form: the @Home, school dispenser and period product locator app.

CHALLENGES AHEAD

The first product we were working on for commercial development was a dispenser specifically designed for schools. As students left classrooms during covid and were spending more time at home, it made us turn back to what originally made us start working on TamPal — making period products more accessible in the home. This made us pivot to developing our @Home product at the same time we were continuing to work on our school dispenser.

Challenges moving forward include how to bring our product to life. We need to finalize product design, find a manufacturing partner, and raise the funds needed or manufacture and market our product.

SUCCESS AND IMPACT

Success is TamPal becoming one part of a movement of companies founded by menstruators creating solutions for menstruators to eliminate the shame and stigma surrounding periods. We are working to change this narrative so menstrual products can finally be viewed as what they are — necessary sanitation products, like toilet paper, that should be supplied and taxed as such.

TEAM

Erica Duffy, Founder and CEO
Reem Larabi, Head of Software Development
Avinash Narisetty, Head of Hardware Development
Stefanie Zins, Head of Product Design

PITCH



CONTACT

[WEBSITE](#)

[INSTAGRAM](#)



YOGA IN CLASSROOMS & SCHOOLS CONSULTING

Yoga In Classrooms and Schools Consulting (YCSC) works directly with schools and school districts to develop tailor-made, impactful, and long-term yoga and mindfulness programming for students, staff, and families through a model of long-term coaching and support, cross-curricular integration and the creation of culturally relevant programming aligned to the needs, values, and goals of the school community.

PROUD ACCOMPLISHMENTS

My value proposition and a website to support it!

CHALLENGES AHEAD

Enrolling schools/districts to take advantage of our services.

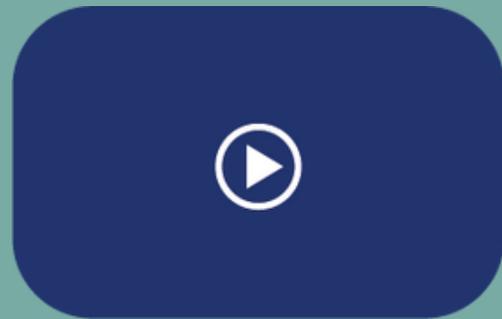
SUCCESS AND IMPACT

I work with a lot of kids yoga teachers who want to bring yoga into schools but are encountering roadblocks getting in the door, and every time someone gets a position, or says they learned something, it's success. I think that's all we can hope for as entrepreneurs and business owners — that we are providing enough value to someone that they let us know.

TEAM

Emily Fleming, Founder and CEO

PITCH



CONTACT

[WEBSITE](#)

[FACEBOOK](#)

[INSTAGRAM](#)



YOGA IN CLASSROOMS AND SCHOOLS CONSULTING

WHY DID YOU APPLY TO SIL?



I have participated in some other really wonderful incubators but what attracted me to SIL was that I knew I would be surrounded by other companies that were grounded in a social mission. I was excited to learn from other business leaders on the best way to lead a for-profit company in a way that ensures its social mission remains at the core of its business decisions. I also saw several organizations that I looked up to also had also participated in SIL.

-Erica Duffy, TamPal



I applied to SIL because it is an accelerator program designed to help entrepreneurs that are more grounded in improving society. Our company is a “tech venture” but we are developing and providing tech capabilities with the sole purpose of strengthening our communities and improving our world.

-Malik Little, Enigma Science & Technology



I actually applied to SIL a few cohorts ago and was not accepted — it was not the right time, it was not the right fit, and it was not the right initiative. I applied this year in a “Why not?” moment, and the minute I hit “Submit,” BOOB’R became real. It went from my heart and head to a thing. Being in SIL and working with my amazing cohort breathed life into what started as a snarky idea and is now moving fast.

-Kimberly Haven, Reproductive Justice Inside (BOOB'R)



I applied to SIL because it gave me hope that I could make a difference as a regular person. There was a need for the work I was doing and SIL was going to give me access to a network of professionals and resources to make it all happen.

-Nikki Stokes, HGE Designs Co. (Puzzling Disorder Project)

ACKNOWLEDGEMENTS

SPONSORS

Johns Hopkins Technology Ventures

DONORS

Baltimore Homecoming, Mike Brooks and Jessica Waite, Yair Flicker, Nicholas Gilson and Devika Bhise, Dr. Charles J. Homcy, Thomas Jaklitsch, Ashley Kienzle, Michael Leffer, Donald and Brigitte Manekin, Ellis U. Singer McCue, Mary Miller, Todd and Alissa Murphy, Dr. Sarah Noonberg and Mark Richards, Myra Norton, Dr. Jeffrey M. Ostrove, Maxwell M. Rebarber, Michael Rosenbaum and Amy Kiesel

ADVISERS

Delshan Baker, John Brothers, Jennifer Clark, Cinnamon Dornsife, Bree Jones, Dr. Jim Kucher, Elise Liberto, Jamie McDonald, Dr. Kunal Parikh, Shantell Roberts, Colin Tarbert, Dr. Bill Smedick, Brittany Young

GUEST SPEAKERS AND MENTORS

Tracey Barbour-Gillett, Sherman Barksdale, Delshan Baker, Dani Battle, Mike Battle, Wendy Bolger, John Brothers, Kellie Brown, Patti Chandler, Jennifer Clark, Stephanie Geller, Darius Graham, Danny Jacobs, Claire Broido Johnson, Bree Jones, Dr. Jim Kucher, Elise Liberto, Brendan McAdams, Chris Martin, Carter McClure, Jamie McDonald, Aaron Moore, Charles J. Morton, Mary Miller, Paddy Morton, Jay Nwachu, Michael Ogunsanya, Shantell Roberts, Ana Rodney, Dr. Bill Smedick, Brian Stansky, Mark VanderZyl, Jamye Wooten, Christy Wyskiel, Peter Yeargin, Brittany Young

JOHNS HOPKINS TECHNOLOGY VENTURES

Josh Ambrose, Mark Bailey, Liz Burger, Desiree Cleves, Mary Howard, Kerry Ingram, Danny Jacobs, Cindy Madden, D'Mario Northington, Julie Ofrecio, Julie Simon, Brian Stansky, Maddy Stokes, Mark Vanderzyl, Dana Weisgerber, Christy Wyskiel

CONNECT WITH THE SOCIAL INNOVATION LAB

[WEBSITE](#)
[NEWSLETTER](#)
[EMAIL SIL](#)

[FACEBOOK](#)
[INSTAGRAM](#)
[LINKEDIN](#)
[TWITTER](#)



JOHNS HOPKINS
UNIVERSITY

Social Innovation Lab