2016 IMPACT REPORT

SOCIAL INNOVATION LAB AT JOHNS HOPKINS UNIVERSITY

ACCELERATING VENTURES THAT CREATE CHANGE AND OPPORTUNITY IN BALTIMORE AND BEYOND
FROM THE DIRECTOR

Thank you for reading Social Innovation Lab’s first-ever Impact Report. As you’ll see in the following pages, the 2015-16 program year was a great one for SIL and our ventures. Notably, we reached beyond our university community and opened the program to anyone in the Baltimore area for the first time. You’ll also see SIL’s impact to-date and what specifically we helped our ventures achieve.

SIL is constantly looking for ways to enhance our impact and deepen our connections within the Baltimore community. I invite you to get in touch with our ventures or directly with me if you have any ideas or suggestions that can help us move our mission forward.

Sincerely,
Darius Graham, Director
Social Innovation Lab

ABOUT SOCIAL INNOVATION LAB

The Social Innovation Lab at Johns Hopkins University accelerates ventures that create change and opportunity in Baltimore and beyond. SIL does this by providing funding, mentorship, office space, and workshops to help innovative non-profits, mission-driven companies, and disruptive technologies develop and grow into thriving, sustainable ventures that make a measurable impact.

SIL was founded by graduate students at Johns Hopkins University in 2011 and is now part of the FastForward Innovation Hub within Johns Hopkins Technology Ventures. Darius Graham joined SIL as the first staff director in May 2014.

SIL aims to:
1. Provide promising, emerging social ventures with the essential resources they need to reach milestones, achieve sustainability, and scale faster
2. Foster and contribute generously to a collaborative and inclusive social entrepreneurship/innovation ecosystem in Baltimore
3. Retain and grow entrepreneurial talent in Baltimore
OUR IMPACT

Ventures supported by SIL since 2011
52

Funding secured by SIL ventures
$13M+

Lives impacted by SIL ventures
268,131

Individuals hired in paid roles by SIL ventures
269

Volunteers mobilized
925

Venture leaders who indicate SIL was helpful in their success
96%

Venture leaders who indicate their venture would not exist in its current form without SIL
2/3

AWARDS AND ACCOLADES RECEIVED BY OUR VENTURES

TED Fellowship; Ashoka Emerging Innovator; Case Foundation Finding Fearless winner; Civic Hacker of the Year; InvestMaryland winner; PilotHealth winner; Baltimore Social Innovation Journal honoree; Baltimore Ravens Community Quarterback Award; United States Public Health Service Excellence in Public Health Award; Reimagine Education Award; TEDCO Technology Commercialization Fund awardee; Accenture Innovation in Technology Award; Towson University Business Plan Competition winner; JHU Business Plan Competition winner; US State Department Innovator Program: Expo Milano; 2014 EPA People, Prosperity, and Planet (P3) Award; 2016 InfyMaker Award
VENTURES HAVE BEEN FEATURED IN THESE PUBLICATIONS

- The New York Times
- Popular Science
- Wired
- The Daily Record
- The Baltimore Sun
- Forbes
- Fast Company
- Baltimore Business Journal
- JAMA (Journal of the American Medical Association)
- Baltimore STYLE

THE COHORT

Each fall, SIL conducts a competitive application process where Baltimore-area residents and JHU students, faculty and staff can apply to seek support for a social venture. SIL seeks driven, experienced and altruistic applicants – people who have observed or experienced a problem, have been thoughtful and deliberate at developing a potential solution rooted in extensive research or experience, and are willing to exert extraordinary dedication to make the venture reach scale and achieve sustainability.

SIL PROVIDES VENTURES IN THE COHORT WITH THE OPPORTUNITY TO:

1. Establish and refine strategies for growth and sustainability – SIL’s workshops and mentorship help ventures hone their strategies for scale and long term viability; and,
2. Connect and collaborate with other entrepreneurs – SIL’s cohort model allows participants to learn from and collaborate with each other along the entrepreneurship journey.

VENTURES IN THE COHORT RECEIVE:

- $1,000 in unrestricted funding upon selection with the potential to receive additional funding at the end of the program
- Office and event space at Impact Hub Baltimore
- Dedicated mentors and access to an extensive network of advisors including issue experts, experienced entrepreneurs, and connections within the Johns Hopkins ecosystem
- One-on-one coaching and support
- Workshops and sessions with experienced entrepreneurs and social sector leaders
- Opportunities to pitch potential funders and supporters at SIL events, including the annual Impact+Innovation Forum
2015-16 VENTURES & MILESTONES ACHIEVED

FUSIFORM  fusiform.co
Revolutionizing how orthotic devices are made in order to more efficiently get better orthotics to those in need.
TEAM LEADERS: Param Shah, undergraduate student, Whiting School of Engineering; Alex Mathews, undergraduate student, Whiting School of Engineering
MILESTONES ACHIEVED DURING PROGRAM: established partnerships with orthotics clinics, refined business model, accepted into Accelerate Baltimore, moved into own office at Impact Hub

BALTIMORE TEACHER SUPPLY SWAP  teachersupplyswap.wordpress.com
Equipping educators with classroom materials and school supplies that are vital to student learning by repurposing supplies that others no longer use.
TEAM LEADER: Melissa Badeker, community member
MILESTONES ACHIEVED DURING PROGRAM: piloted donation pick-up service, developed membership model for sustainability, refined communication strategy around economic impact

HERO LAB  theherolab.org
Using positive psychology (the science of human flourishing) and design thinking to build a culture of positive mental health amongst at-risk Baltimore youth.
TEAM LEADERS: Siddhi Sundar, post-baccalaureate student, Krieger School of Arts & Sciences; Adil Qureshi, MBA student, Carey School of Business
MILESTONES ACHIEVED DURING PROGRAM: completed pilot programs, refined program model based on evaluation of pilot programs, incorporated as a non-profit, changed curriculum to be more responsive to individual student needs
GREATER BALTIMORE HEALTH IMPROVEMENT INITIATIVE

gbhi.org

Developing and implementing culturally adapted, health outcome focused programs for targeted areas in the greater Baltimore region.

TEAM LEADERS: Brian Sims, community member; Angela Wells-Sims, community member

MILESTONES ACHIEVED DURING PROGRAM:
secured tax-exempt status, finalized theory of change, launched monthly programming in schools

BRIGHT ENERGY AFRICA

brightenergyafrica.weebly.com

Bringing sustainable cost-efficient fuel solutions to Tanzania while providing local citizens with employment, training and entrepreneurial opportunities.

TEAM LEADER: Miguel Dias, undergraduate student, Whiting School of Engineering

MILESTONES ACHIEVED DURING PROGRAM: created micro-franchising program, incorporated as a non-profit, formalized team roles, establish succession plan and recruitment pipeline for organization leaders

BALTIMORE TAX CREDIT PROJECT  baltimoretaxcredit.com

Preserving homeownership and introducing millions of dollars into the Baltimore economy by taking a data-driven approach to increasing adoption of the Maryland Homeowner's Tax Credit Program.

TEAM LEADER: Ryan J. Smith, graduate student, School of Medicine

MILESTONES ACHIEVED DURING PROGRAM: developed dynamic online map and data sets, partnered with leading statewide consumer advocacy organizations to use data
B’MORE HEALTHY TEACHING KITCHEN
Fostering enthusiasm for and the desire to embrace lifelong healthy eating habits among Baltimore residents through free interactive sessions about local resources, cooking skills, and nutrition.
TEAM LEADERS: Shannon Wongvibulsin, MD/PhD student, School of Medicine; Helen Knight, medical student, School of Medicine
MILESTONES ACHIEVED DURING PROGRAM: established partnership with established teaching kitchen facility, conducted pilot courses for feedback, formalized leadership structure and succession plans, provided custom teaching cookbook to partners

SOAR soarbaltimore.org
Digitally empowering students in Baltimore to showcase and fund their academic needs, interests and passions.
TEAM LEADER: Bobby Moore, alum, School of Education
MILESTONES ACHIEVED DURING PROGRAM: hired outreach coordinators, created recruitment and onboarding toolkit for teachers, developed and implemented incentive program for teachers and school leaders

#POPSCOPE popscope.org
Bringing Baltimore together through public astronomy.
TEAM LEADERS: Ariel Hicks, community member; Audrey Buckland, Research Associate, Bloomberg School of Public Health
MILESTONES ACHIEVED DURING PROGRAM: created open-source guide for anyone to host public astronomy events, piloted school-based program, implemented new process for collecting impact data, recruited new team members
CONVENING & COLLABORATING

IMPACT+INNOVATION FORUM

On April 21st, SIL hosted the Impact+Innovation Forum – our annual event showcasing ventures in the cohort.

At this year’s event, teams from our 2015-16 cohort shared the stories behind their inspiration and innovation to an audience of more than 150 people, including JHU administrators and students, community leaders, and more.

In addition to hearing from the cohort, the audience heard:

- Remarks from Ronald J. Daniels, President of Johns Hopkins University, who offered perspective on the event and on SIL’s evolution over the past few years
- A timely conversation on social innovation and inclusive entrepreneurship with Sheila Herrling of the Case Foundation and Sheilah Kast of WYPR
- Insights and words of wisdom from Jessica Ladd, a TED Fellow and Founder/CEO of Sexual Health Innovations on her journey as a social innovator

#SILFORUM16

139 posts
42 users
559,665 reach
1,178,203 impressions
Prior to the Impact+Innovation Forum, SIL hosted an afternoon roundtable discussion event at Impact Hub Baltimore. This discussion included funders and leaders of social impact incubators/accelerators in Baltimore; Philadelphia; and Washington, DC.

The goal of the roundtable was to connect these leaders in order to share best practices, new insights and spur collaboration. The group focused on:

- **Supporting social entrepreneurs and innovators in our region** (How might we collaborate? What can we learn from each other? Are there new trends and insights in our sector/region to share?)
- **Creating an inclusive community of social entrepreneurs and innovators** (How might we ensure that our programs and ecosystems engage traditionally under-represented groups? What has worked in other communities to build inclusive communities of social entrepreneurs and innovators? How might we adapt our efforts individually or collectively in order to be more inclusive?)

**DISCUSSION PARTICIPANTS INCLUDED LEADERS OF THESE ORGANIZATIONS:**

- Mission Hub / Impact Hub DC
- DC Social Innovation Project
- George Washington University (GWupstart and Center for Civic Engagement & Public Service)
- Starting Bloc
- The Case Foundation
- Mentor Capital Network
- Impact Hub Baltimore
- Invested Impact
- Open Society Institute – Baltimore
- Johns Hopkins University (Social Innovation Lab)
- GreenLight Fund Philadelphia
- Philadelphia University (Blackstone Launchpad)
ACKNOWLEDGEMENTS

INNOVATORS-IN-RESIDENCE
Adrian Bordone, Rahama Wright, Sarah Hemminger

COHORT SESSION SPEAKERS
Fagan Harris, Anders Jones, Michelle Geiss, Pres Adams, Rodney Foxworth, Jamie McDonald, Mike Fried, Dan Sparaco, Matt Gallagher, Panagis Galiatsatos, Tyler Mains

SOCIAL DESIGN FELLOWS
Demi Canty, Julia Passik

ADVISORY BOARD
Amanda Allen, Olga Brillman, Cinnamon Dornsife, Allen Eghrari, Fagan Harris, Sarah Hemminger, Philip Leaf, Jamie McDonald, Carrie Nieman, Kunal Parikh, Sebastian Seiguer, Phil Spector

JOHNS HOPKINS TECHNOLOGY VENTURES & FASTFORWARD
Christy Wyskiel, Elizabeth Smyth, Brian Stansky, Kasim Ahmad, Julie Simon, Hanju Lee, Mary Howard, Marlene Moore, Jania Matthews, Laura Thornton

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FACEBOOK: facebook.com/TheSocialInnovationLab   TWITTER: twitter.com/SIL_Baltimore

SAVE THE DATE FOR THE NEXT IMPACT+INNOVATION FORUM: TUESDAY, APRIL 25, 2017