



# SOCIAL INNOVATION LABS

**Accelerators as a Service**  
VIP Launch



March 11, 2023 • Austin, Texas



# Introductions



Over the past 6 years, [Blue Sky Partners](#) has designed, managed, facilitated, and co-created over a dozen accelerators for international non-profits, universities, and governments. We have focused on topics ranging from student entrepreneurship, to global social impact, to digital equity.



ATP Foundation, the non-profit arm of ATP, an early stage impact venture capital firm, builds programs and supports organizations developing innovative solutions to community challenges related to climate change, the future of work and healthcare.

# Problem

Cities and foundations are increasing their support for organizations that are creating new and innovative ways to improve their local communities

This results in a good intentioned spike of entrepreneurial interest from local residents and established organizations, but in the haste to propose a potential new solution, it is not fully developed

Funds and staff time are directed towards under-prepared and relatively inefficient emerging ideas which risk not achieving desired outcomes and reducing the likelihood of sustained programmatic funding.

# Solution

Social Innovation Labs has a proven framework, based on best practices of human centered design, to meet the needs of your community to help nonprofits, social impact companies, and small business grow and scale.

We have tools, curriculum, worksheets, facilitators, and facilitations that can be licensed or hired to run a program that can range from 8 - 16 weeks.

Our program and tools can be customized to meet the needs of your community while supporting the leaders and visionaries doing the work.

# Program Objectives

- Reduce the time for a new program to be designed, vetted and launched
- Convened and ongoing engagement of key stakeholders
- Increased capacity of local innovators
- Increased likelihood that launched programs are effective and sustainable

# Participants Gain

## Sponsors

- Access to more viable and higher impact ideas
- Best practices and benchmarking
- Expanded volume of engaged citizens

## Innovators

- Minimum viable momentum
- Baseline peer circle
- Demonstrated data-driven evolution

## Community Members

- Tactical engagement with related new efforts
- New and/or stronger relationships with related peers



# Methodology / How we facilitate

Typical 10-week program for new organizations or leaders of existing organizations considering launching a new program.

## Phase 1

- Problem Discovery & Characterization
- Customers & Beneficiaries



**Clarity of problem**

## Phase 2

- Value Proposition
- Financial Modeling & Unit Economics



**Solution sustainability**

## Phase 3

- Storytelling & Pitching
- Community Building
- Showcase



**Building Reinforcing Loops**



# Methodology / How we facilitate

## Curriculum

- 8-16 weeks
- Human Centered Design Approach
- Virtual, in-person, and hybrid

## Materials

- Application process
- Worksheets
- Videos

## Showcase

- Checklist
- Funder/VIP List
- Run of show

## Project Management

- Day-to-day and consulting options
- Curriculum and tracking documents

## Program Delivery Approach

- Peer-to-peer practice
- Expert-led discussions
- Offline analyses
- Tactical quick-hits



- Cohort in-person sessions
- Cohort virtual live sessions
- Expert pre-recorded videos
- Digital templates
- Large community gathering



### DIGITAL EQUITY ACCELERATOR

Founded in 2022, the Digital Equity Accelerator is a multi-year effort led by Aspen Digital, a program of the Aspen Institute, in collaboration with HP Inc.

This project fuels innovation by investing in not-for-profit organizations and NGOs that are working to advance social and economic equality in their local communities by accelerating digital inclusion.

### How we helped

- Developed Curriculum and equitable recruitment/selection process
- Recruited international speakers and specialist
- Ran day-to-day engagement with cohort

### Outcomes

In its first year, the effort successfully helped scale seven organizations in India, Morocco, and the United States, boosting their cumulative reach by 1.7 million people and counting.





“We would like to formally thank [Social Innovation Labs] for your help in launching the pilot of our Digital Equity Accelerator. To set up such an ambitious initiative in such a short time frame is a tremendous challenge. Your work helped lay the foundation for what we anticipate will be a long-lived initiative to promote digital equity worldwide. We want to extend a special thank you to Matt Glazer, Shayna Dunitz and Hannah Bailey for your tireless support and contributions to our success.”

HAZAMI BARMADA  
DIRECTOR/LEAD, DIGITAL EQUITY ACCELERATOR AT THE ASPEN INSTITUTE



## Case Study: Green Workforce Accelerator



### GREEN WORKFORCE ACCELERATOR

The Austin Civilian Conservation Corps (ACCC) was started in May 2020 as a re-employment and workforce development program in response to the COVID-19 pandemic. The program has evolved into a broad initiative aimed at creating positive sustainability and resilience outcomes in Austin while providing equitable access to green jobs and careers to underserved and marginalized residents. In 2022, ACCC transitioned to the Parks and Recreation department to continue cross departmental collaboration

### How we helped

Conceptualized, launched, and ran the program in partnership with the City of Austin

### Outcomes

- In its first pilot year, ACCC created jobs for 100 individuals over 11 different projects.
- In 2022, Provided grants of up to \$10,000 to members of the nine participating orgs





“[Social Innovation Labs] has been a vital collaborator in our strategy of spurring social innovation through community-focused accelerator programs. They're the best I've worked with in bringing diverse and often overlooked organizations together and elevating them to the next level of performance. Their work has directly created significant advances in homelessness services, displacement prevention, and green jobs access (among other areas) in Austin.”

DANIEL CULOTTA • INTERIM CHIEF INNOVATION OFFICER AT CITY OF AUSTIN



### STUMBERG PRIZE SUMMER ACCELERATOR

Stumberg finalists dive head first into 10 weeks of full-time, paid, rigorous, hands-on discovery, and development. All this while receiving guidance from Trinity's Entrepreneur-in-Residence, former Stumberg finalists, and successful business and community partners.

#### How we helped

- Co-created curriculum with Trinity University and Geekdom
- Direct day-to-day management
- Developed, graded, and shared feedback on assignments
- Supported students creating social capital and networks

#### Outcomes

- Over \$25,000 in prizes awarded per year
- \$325k awarded since 2015
- 44 companies launched since 2012



## Case Study: SEAL at UT Austin



### UT SEAL Accelerator

Founded in 2009 at The University of Texas at Austin, SEAL transitions the most promising startups emerging from campus to the Austin and national startup ecosystem. It helps teams identify and confront their next market-defined milestone through industry mentorship, workshops, and community building. Over 150 teams have participated which have gone on to raise over \$250M in capital and resulted in numerous exits.

### How we helped

- Program founder
- Curriculum design and delivery
- Participant recruiting and selection
- Program fundraising

### Outcomes

- 150+ startups from across campus participated
- \$250M+ in capital raised by alumni
- 500+ trained students and faculty

*"SEAL has been amazing! I have really enjoyed the conversations we have had especially the one about realities of a founder. The topics are exactly what I am looking for as I transition from a student startup to a legitimate one."*

### Amaan Dosani

*Founder, HiFive  
Class of Spring '22  
Management & Entrepreneurship*



Dr. Clay Spinuzzi of the UT Austin College of Liberal Arts used the SEAL program as an opportunity extend his long-standing research on the rhetoric of entrepreneurship by studying the developing communication skills of student startups.

“Working with the SEAL teams was fascinating,” he said. “Over the course of the summer, we saw how the teams sharpened their arguments, identified their target markets, developed their product designs, and adjusted their business models so that they could turn their good ideas into viable firms with convincing pitches.”



# Supplemental Services

## Pre-Accelerator

- Application and intake support
- Technical Assistance
- Needs Assessments
- Organizational Audit

## Core Program

- Collaboration and coaching on assessment implementation
- Accelerator & incubator
- Mentorship programs
- Direct coaching & support within program
- Assignment & reporting

## Post-Accelerator

- Strategic planning
- Direct technical support (finance, accounting, legal, etc.)
- Theory of change and logic model creation
- Tracking for success metrics
- Maintaining cohort model through digital communication and events

# Accelerator Team



**Kyle Cox**

Partner, ATP

*Advisor, Lecturer*



**Siri Chakka**

Senior Analyst

*Data and process analyst*



**Bart Bohn**

Co-founder of GWA  
Partner, ATP

*Facilitator, Advisor*



**Matt Glazer**

Co-founder,  
Chief Strategy Officer

*Senior consultant*



**Callie Kerbo**

Creative Director

*Marketing, Communications,  
Social Media Strategy, Design*



**Nathan Ryan**

Co-founder, CEO

*Account manager*



**Timothy Seaton**

Co-founder, COO

*Senior consultant, billing*



# Questions?

**Contact us:** [matt@blueskypartners.co](mailto:matt@blueskypartners.co)

[socialinnovationlabs.com](http://socialinnovationlabs.com)



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