

## Application

Welcome to the Launch Accelerator! The application process includes questions about your innovation, a written or video application, and, for finalists, a virtual presentation. Innovation development teams with innovations in **Stage 3 or 4** are best suited for the Launch Accelerator. If your innovation is in Stage 3 or 4, we encourage you to apply.

If your innovation is not in Stage 3 or 4, we encourage you to complete the demographic questions and submit your application to receive information about other innovation hubs that might be appropriate for your innovation and to provide the Launch team with important information for improving future cohort recruitment.

1. Innovation Title:
2. Primary Contact
  - Name:
  - Email:
  - Phone:
3. Where did you hear about this opportunity?
  - TPP23 Innovation Hubs
  - TPP20 Networks
  - TPP18 Formative Testing Projects
  - TPP15 2A Projects
  - TPP Tier 1 Projects
  - Title X Family Planning Grantees or Site
  - Other
  - If "Other", where did you hear about this opportunity?
4. Has your team, or organizations affiliated with your team, received federal or state funding for any teen pregnancy prevention activities- even outside of this innovation?
  - Yes
    - If yes, how many years?
  - No
  - I don't know
5. In 250 words summarize your innovation, who it aims to serve, the sexual and reproductive health equity gap/challenge that your innovation will address, and what proof or evidence you have that your innovation is [feasible for and acceptable](#) to your potential audience?
6. Why are you interested in LAUNCH and what [support](#) are you hoping to benefit from?
7. Which stage best summarizes your innovation?
  - Stage 1 - You have a knowledgeable team and an initial idea, but you have not developed your innovation – you would like support to flush out your ideas or develop the initial model of your product.
  - Stage 2- You have a team with the necessary knowledge and know-how to develop your innovation, have developed your idea or prototype, but have not sought feedback from any end-users about its usefulness – now you would like to get input from your audience.
  - Stage 3- You have a team with the necessary knowledge and know-how to develop your innovation, have developed your idea or prototype, and have obtained

feedback from some end-users about its usefulness – how you would like to refine it and begin to evaluate its impact.

- Stage 4- You have a team with the necessary knowledge and know-how to develop your innovation, have developed your idea or prototype, have obtained feedback from some end-users about its usefulness, and evaluated its impact – now you are looking to scale it up or refine your approach.

- Stage 5- You have demonstrated the scalability of your innovation – now you would like support for rigorous evaluation, mass production and/or distribution of your innovation.

**If you have a Stage 3 or 4 innovation, please provide the following as a written application or video.**

8. Provide a detailed description of your proposed innovation, the sexual and reproductive health equity gap/challenge your innovation seeking to address, and how it is different or adds value compared to other solutions or strategies that address the gap or challenge it is seeking to solve.
9. Tell us about each of your team members who will work on this innovation development team. What is their name? What is their role as a member of this team? Why are they in this role? Be sure to let us know if you have had any involvement from young people or key collaborators (e.g., parents) on your team and/or into your innovation design.
10. How do you know that your innovation will work in the real world? What evidence have you gathered to indicate that there is interest in and desire for your innovation? Describe testing you have done so far, feedback received, and what you have learned.
11. How has your innovation advanced sexual and reproductive health equity so far? How will your innovation consider equity as it moves forward in development?
12. How do you know that this innovation will fill an existing gap for your end user group of focus? How will you make your innovation available to the end user group of focus? Provide information on market opportunity (appeal and need) and competitive landscape (why would individuals select your innovation over others).
13. If successful, what will be the impact of your innovation?

Budget to be sent if selected to pitch.

14. How much will it cost to refine your innovation during the LAUNCH accelerator experience (12 months)? Provide a budget, including a justification, for your innovation (budget should not exceed \$150,000) and expected milestones (guidance will be provided).