

 **FastForward U**



JOHNS HOPKINS
UNIVERSITY



YEAR-IN REVIEW

FASTFORWARD U FY2021

YEAR-IN REVIEW

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2021 HIGHLIGHTS



SPRING 2021 ACCELERATORS

Our Spark and Fuel accelerator programming this past semester received great feedback from the teams that participated. We were able to award **\$40K** in stipends and **over \$30K** in startup prizes to our top student teams, thanks to generous donations from Hopkins Founders' Pledge member and KSAS alumnus, Yury Yakubchyk, the Migliara Family Foundation and Johns Hopkins Federal Credit Union. Throughout the accelerator, student ventures participated in weekly sessions with entrepreneurial speakers. Our culminating event, the Demo Day competition, had over 300 registrants and 100 attendees.



RECENT VENTURE WINS

FastForward U awarded **\$110K** in funding awards through the inaugural Spring 2021 Innovation & Entrepreneurship challenge, which brings together philanthropically funded prizes from Baltimore partners and alumni leaders. These funds enable student teams to build momentum over the summer. Over **\$30K** in additional small-scale funding was dispersed to teams via the donor-supported Ignite Fund over the year, and recent alumni startups raised over **\$29.7M** in investment and revenue.



INCREASED SOCIAL & COMMUNICATIONS ENGAGEMENT

FastForward U maintained steady engagement and community building online, despite the oversaturation of virtual marketing during the pandemic.

Click here to learn more
about our space!

BUILDING

>> LIMITED USAGE

- Closed fall 2020
- Opened March 2021 with limited staff

>> FALL 2021 REBOOT

- Execute a comprehensive update to our programming
- Host multiple classes from partners across campus
- Create new community-building initiatives



COMMUNICATIONS

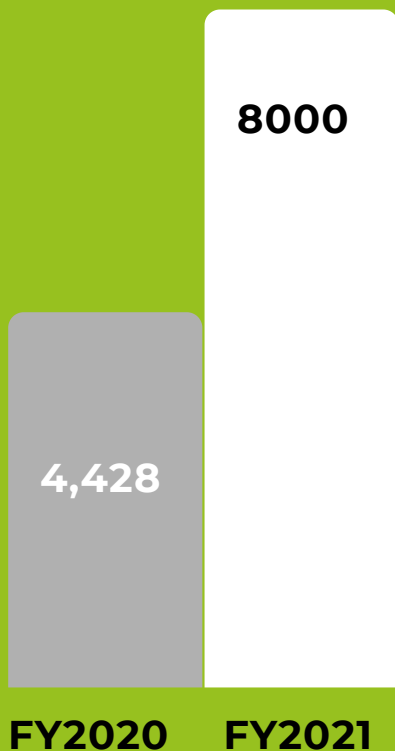
FY2021 FOCUSES:

- Strengthened our digital communication strategy
- Increased our social media and newsletter engagement
- Completed a homepage overhaul

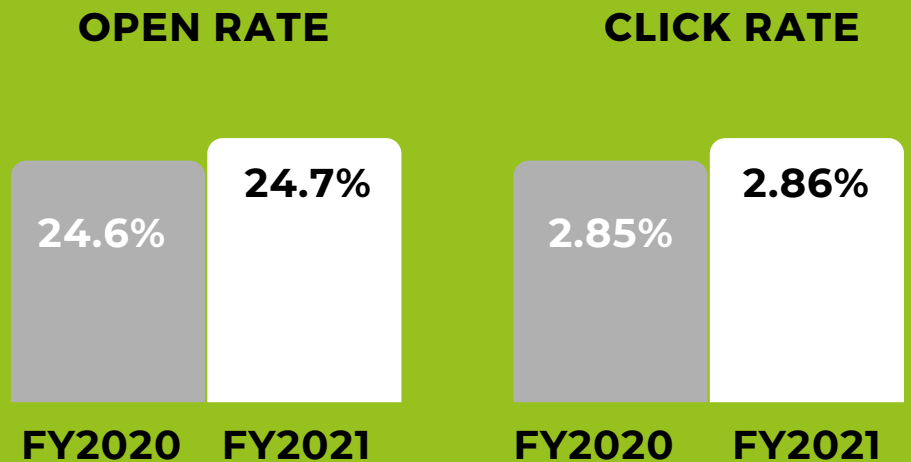
Our goal for the FastForward U webpage was to not only highlight our expanding offerings, but to also feature the different resources across our campus available to entrepreneurs. This cross-promotion has been favorably received by campus partners and has created a foundation for additional communication efforts next year.

OUTREACH & ENGAGEMENT

AVERAGE HOMEPAGE VIEWS



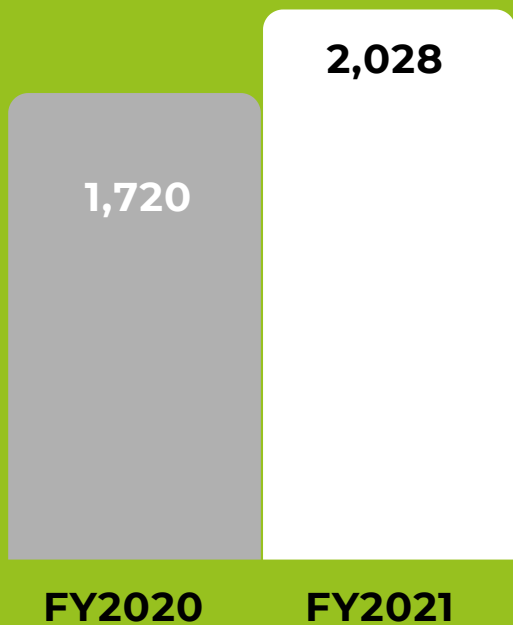
AVERAGE NEWSLETTER OPENS & CLICK RATES



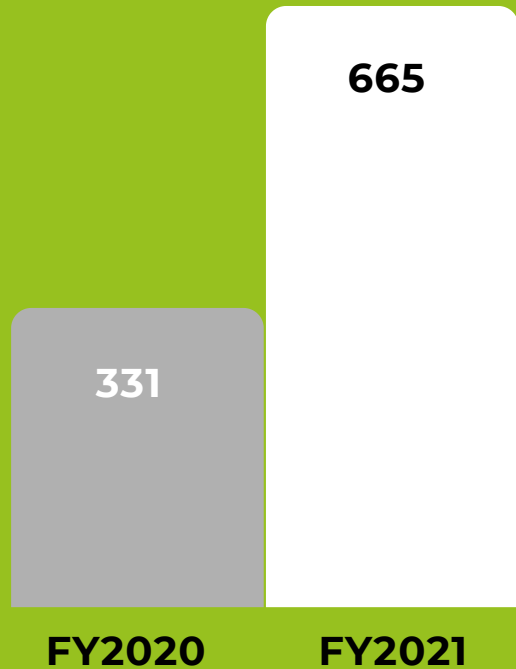
NEWSLETTERS SENT
FY2020: 83
FY2021: 85

ANNUAL SOCIAL MEDIA STATS

SOCIAL MEDIA FOLLOWERS
(Across all platforms)



AVERAGE SOCIAL MEDIA MONTHLY ENGAGEMENT #s
(Across all platforms)



INTERNSHIP



STRATEGIC ADVISORS

- Student advisors led 30+ early stage teams through our Spark Accelerator curriculum
- Hosted weekly mastermind sessions twice a week
- Supplied valuable feedback on team worksheets
- Provided open office hours for student entrepreneurs



CREATIVE INTERNS

- Contributed to virtual marketing efforts and creative strategy
- Created animated and graphic social media content
- Offered promotional assistance for events
- Provided open office hours for student entrepreneurs



COMMUNICATIONS INTERN

- Curated content for team coverage and FastForward U exposure
- Published stories on student startup teams and happenings
- Co-hosted the FastForward U podcast

FastForward U communications intern, Erica Avery, & Marketing Coordinator, Kerry Ingram, are pictured left.



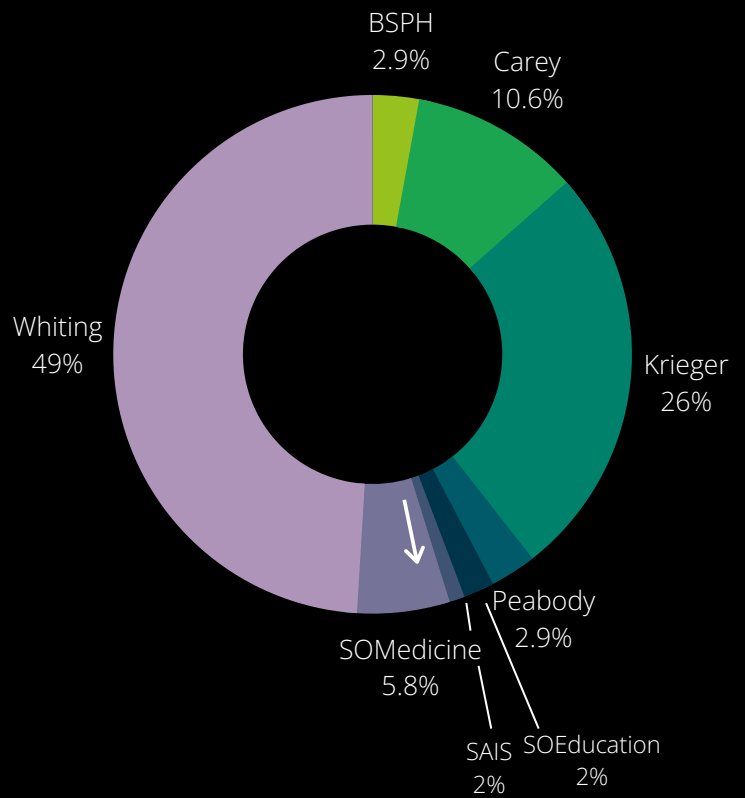
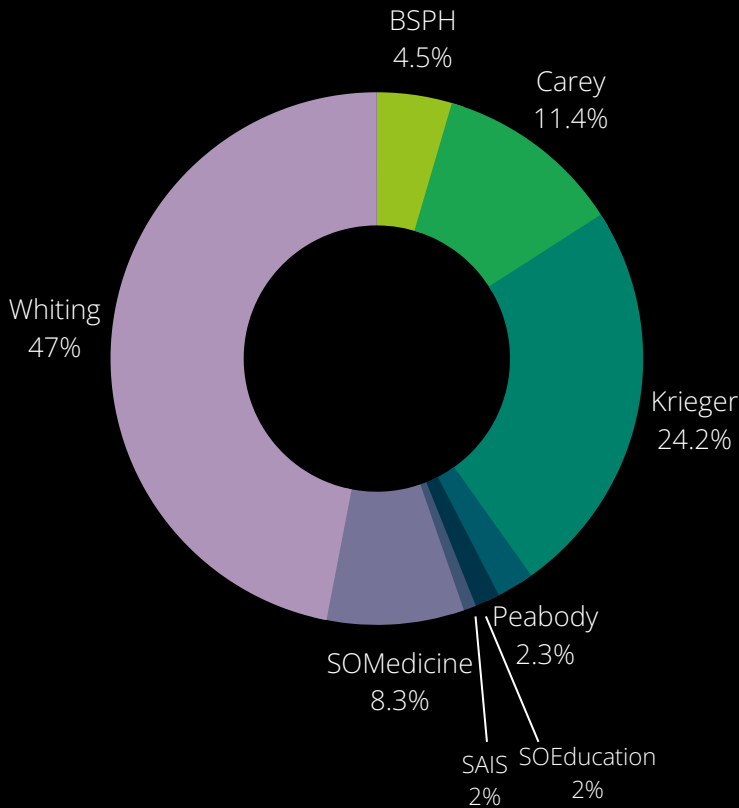
INTERACTION

This past year, FastForward U had substantive contact with approximately 120 ventures, of which 108 were new to FastForward U. This represents significant growth from the previous year.

A breakdown of school connections are indicated below:

TOTAL TEAMS: 120

NEW TEAMS: 108



DATA NOTE: FastForward U worked with several teams that had members from different schools. There may have been more cross-pollination than what is fully captured in the above graphics.

TEAM DETAILS



FOUNDERS OF COLOR

More than **50%** of our teams are **BIPOC-founded**.



WOMEN FOUNDERS

FUEL: 3 out of 8 teams were female-founded

SPARK: 7 out of 12 teams were female-founded



GRADUATE STUDENT TEAMS

FUEL: 3 out of 8 teams were founded by grad students

SPARK: 6 out of 12 teams were founded by grad students

Fall 2019 Fuel cohort team, First Friday's Group, is pictured below. This team created an entertainment-based startup to help college students have safer social options and promote the talents of youth from low-income communities.



Click here to learn more about our accelerator program!

ACCELERATORS

SPARK

Fall '20:

35 accepted teams
19 active teams

Spring '21

24 teams applied
12 active teams

- Encouraged advanced teams to apply for funding through Ignite
- Developed online curriculum

FUEL

Spring '21

22 teams applied
8 invited teams

- Record amount of \$31K awarded at Demo Day
- 8 founders engaged as guest speakers
- 7 alumni mentors worked with student teams

FUTURE PLANS

- Scale up and run both accelerators each semester
- Revamp strategic advisor training
- Develop additional in-house mentorship support from the Carey Business School, the Design Leadership MICA partnership, and our multiple student consulting clubs



Click here to learn more about our funding opportunities!

GRANTS

Funding for our student startups remained an extremely high interest this year, and our team implemented new strategies to better streamline our grant application and review process (especially with our Spring Innovation and Entrepreneurship Challenge application). Moving forward, we are going to continue to refine and expedite our funding processes.

IGNITE FUND

- **Fall:** 7 teams awarded over **\$13K**
- **Spring:** 31 applications, 22 awarded over **\$22K**

ACCELERATORS

- **Spark:** Teams could apply for the Ignite Fund. Our Fall '19 funding model will return for Fall '21
- **Fuel:** **\$5K** awarded for participating, **\$31K** awarded for Demo Day

SPRING INNOVATION & ENTREPRENEURSHIP AWARDS

- 51 teams applied
- 8 teams awarded a total of **\$110K**
- 12 alumni judges

CAMPUS CONNECTIONS

Click here to learn more about our networks!



We have rapidly increased networking, relationship building, and communication efforts at FastForward U and, this spring, we met with many internal stakeholders. **The following lists are only a sampling.**

>> STUDENT GROUPS

Agara Bio, A-Level, Cobalt*, Enactus, Hopkins Biotech Network, Innovation Factory*, Johns Hopkins' American Marketing Association, MedHacks, Product Management Club*, Semester.ly+, TCO Labs, Undergraduate Consulting Club

>> FACULTY

Larry Aronhime, Tony Dahbura, Ken Dion, Constanza Miranda, Phil Phan, Charbel Rizk, Pam Sheff, Bill Smedick, Youseph Yazdi, and additional faculty from colleges across campus.

>> ADMINISTRATION

Admissions, Carey Business School careers staff, Digital Media Center, Life Design Lab, Student Affairs, Student Engagement, Student Life

**Advisor or Informal Advisor
+Advisor and Board Member*





MENTORS & ALUMNI

Ethan Agarwal, Ansh Bhammar, Manik Bhat, Puneet Chadha, Sibyl Chen, Heather Culp, Sathya Elumalai, Yair Flicker, Kelvin Fu, Nick Gilson, Elyse Heob, Aaron Hsu, Tom Jaklitsch, Monica Kang, Kevin Keenahan, Elliot Kim, David Koch, Ethan Leder, Sarah Lee, Jay Lester, Mariama Massaquoi, Jordan Matelsky, Ian McClane, Ellis McCue, Mike McQuigg, Joe Miglaria, Devin Miller, Todd Murphy, Goke Olubusi, Jeff Raider, Karthik Seshan, Alex Shtarkman, Bailey Surtees, Sean Sutherland, Dan Teran, Alex Villa, Barb White, Yury Yakubchyk, Feng Zhang



FUTURE COLLABORATIONS

Building a series of network connections for campus stakeholders is a top initiative for FY22.

- Help hire a new Makerspace Coordinator
- Roll out a freshly invigorated Social Innovation Lab partnership which will include collaborative workshops, Spring accelerator coordination, and more
- Present at Hop-In to first-year undergraduates this summer
- Offer a two-day pre-orientation experience for up to 50 incoming first-year undergraduates through a partnership with Social Innovation Lab, Student Affairs, and Life Design Lab

COMMUNITY CONNECTIONS

Click here to learn more about our networks!



Collaborating with off-campus stakeholders is a key value of FastForward U as we work to build the Baltimore innovation ecosystem, give back to enrich connections for our student ventures, and encourage them to stay in the city after graduation. We plan on pursuing the following to keep our community connections thriving.

- **Continue networking with Seawall and Baltimore City Public Schools**
- **Host a networking event with the Global Consortium of Entrepreneurship Centers in Baltimore**
- **Work with Upsurge Baltimore + TechStars**
- **Increase involvement with Innov8 Maryland**
- **Pursue deeper connections with Made in Baltimore, Harbor Designs, Baltimore City mayor's office, Early Charm Ventures, and World Trade Center Institute**

GOALS FOR FY2022



OVERALL GOALS

- **Tell the story:** Create new conversation series and forum, continue to broaden our website, highlight news stories, and more
- **Create space:** Increase support for student entrepreneurs through incubators, intersession, and more.
- **Expand the network:** Increase investment, establish an alumni advisory board, and revamp the mentorship structure.



Specific Goals

1. Re-introduce in-person programming and collaborative events aligned with the University's guidance around COVID protocols.
2. Engage 25+ student teams in our accelerator programs.
3. Launch a networking series to more efficiently connect the campus network of stakeholders who support student entrepreneurship and innovation. Special focus on Johns Hopkins faculty and staff members.
4. Design and implement a more proactive communication plan to raise awareness beyond campus about student venture successes.
5. Develop a diverse, six-to 10-member alumni advisory board.



FastForward U



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STUDENT FEEDBACK

"I love how we get to talk to and connect with other entrepreneurs from Hopkins! The conversations are always very insightful."

"Thank you so so much for leading this accelerator! It was really such a positive and valuable experience for our team, and we are so grateful for all the opportunities it's provided for us!"

"The networking and the mentorship provided was very helpful. Talking to individuals who have had entrepreneurial experience was very inspiring!"

"Please do more of these think-tank workshops! I loved it; it's like candy for my mind."

Click here!

MEET OUR TEAM!

