

2022 IMPACT OVERVIEW

HEADSTREAM ACCELERATOR



» In 2022, Headstream welcomed its third cohort of 12 innovators chosen out of over 100+ applications. These multi-hyphenate entrepreneurs went through a five-month accelerator program ending with the Headstream Innovation Festival. During the accelerator, innovators worked with Headstream’s community of professional advisors and partners, immersed themselves in a contextual curriculum, co-created with youth, and measured their impact with Headstream’s research tools.

ACCELERATOR'S BENEFITS

These are the **benefits** that the entrepreneurs received to accelerate their innovations >>>>>

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| <p>Funding Support \$40k stipend</p> | <p>Contextual Curriculum Tailored 5-month program</p> | <p>Youth Advisory Board Two curated advisors</p> | <p>Professional Advisors Two curated advisors</p> |
| <p>Business Support 1:1 Advising</p> | <p>Wellness Support Resources and coaching</p> | <p>Online and in-person events Headstream Innovation Festival</p> | <p>Network Access 1200+ practitioners</p> |

THE IMPACT OF THE INNOVATORS

>>> **Click here** and meet the 12 innovators who are prioritizing wellbeing in thousands of schools, transforming health systems, and improving online community-building

These are the main outcomes achieved by the 12 innovators, during the course of the 5 month Headstream Accelerator.



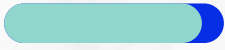
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| <p>Together, they reached 362,904 users</p> | <p>Jointly, they raised \$3.4M in funding</p> | <p>Together, they generated \$480K in revenue</p> | <p>Their funding opportunities increased by 32% during the accelerator</p> |
|--|--|--|---|

Learn more about the impact and accomplishments of this cohort of innovators on the next page >>

INNOVATOR PROGRESS

These are the most valuable outcomes and resources reported by our innovators

92% of innovators



IDENTIFIED

New procurement opportunities

Using Accelerator's benefits such as

- Events
- Business Support
- Professional Advisors

IN ACTION

Converted pilot into contracts and got prepared for seed funding round.

-Rap Research Lab,
Tahir Hepmhill

84% of innovators



CREATED

A network and community in the field

Using Accelerator's benefits such as

- Network Access
- Events
- Youth Advisors

IN ACTION

We expanded our support for middle and high school audiences and deepened our work in college and career levels.

-Local Civics,
Beverly León

43% of innovators



IMPROVED

Their approach to target BIPOC, Latinx, and LGBTQIIA+ youth communities

Using Accelerator's benefits such as

- Contextual Curriculum
- Network Access
- Youth Advisors

IN ACTION

With Headstream's cultural humility approach, we overcame barriers to better serve indigenous people.

-Shocktalk,
Austin Serio

41% of innovators



ACHIEVED

Business Model Breakthrough

Using Accelerator's benefits such as

- Contextual Curriculum
- Funding Support
- Business Support

IN ACTION

Shifted our offerings for female-identifying youth from B2B to D2C programs and courses.

-SHE Health,
Rina Patel

EVOLUTION AND OPPORTUNITIES

Learn more about our innovator's experience during the Headstream Accelerator

We created our first bibliotherapy demo with the support of our youth advisors.

-Youme Healthcare,
Hafeezah Muhammad

Created a marketing strategy in collaboration with youth to launch on TikTok in 2023.

-GABA,
Candice Blacknall

Created a circular economy around community schools and community health workers.

-Welfie, Steven Moyo

Took youth advisors' feedback and integrated SMS to the platform.

-Dreami,
Ashima Sharma

Created a new youth dialogue group with Y2I advisors. By the end of 2022, TTL surpassed 1.2 million downloads.

-This Teenage Life (TTL), Molly Josephs

We created and launched our digital wallet and learn-to-earn platform.

-Breakthru,
Gean Martínez

We discovered a new B2B business model at Headstream.

-Inpathy,
Ziarakenya Smith

Updated trigger warnings based on youth advisor feedback and hosted a selfsea design group to update other features.

-selfsea, Lisa Walker

