

Launch Cohort 3 Application Questions

Thanks for your interest in the Launch Innovation Accelerator. Applications will be formally opening soon! In the meantime, you can start to prepare for your application by taking a look at the questions below. You can expect to answer these questions on your application. The full application for the Launch Accelerator may take up to 2 hours to complete.

Innovation teams who want to focus on scaling and sustaining their innovation are a great fit for Launch. As you can see in our program description, we will spend a lot of time considering the desirability, feasibility and viability of your innovation—and what that means for how you make the innovation available to the world. Specifically, we are seeking teams that have:

- Already developed a prototype or innovation
- Obtained feedback from some end-users about its usefulness
- Have a sense of its potential impact

If this sounds like you and your team, we encourage you to apply!

If you are not sure if your innovation team's idea is the right fit for the Launch Accelerator, we encourage you to complete questions 1 through 7 to receive information about other innovation hubs that might be appropriate for your innovation and to provide the Launch team with important information for improvement in future cohort recruitment.

Please note that the Launch Accelerator is funded by the Office Assistant Secretary of Health's (OASH) Teen Pregnancy Prevention Program (TPP Program). The [Program Policy Notice \(PPN\)](#) published on July 1, 2025 delineates when materials and activities are not "medically accurate," "age appropriate," do not "reduce teen pregnancy," or are otherwise outside the scope of the TPP Program. **We encourage you to review this policy notice before developing your application materials** to ensure that you are aware of the funding requirements, the content that will be supported, and the actions that may be required by innovators. You will be required to confirm your understanding and acceptance of this policy before submitting your application. Please join an office hour session if you would like to discuss further or send us a question at hello@launchinnovation.org.

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
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 gaps in teen pregnancy prevention that your innovation will address, and what proof or evidence you have that your innovation is [feasible for and acceptable](#) to your end-user.
6. How are you hoping to benefit from Launch?
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 your innovation.

Please provide the following as a written application or video

8. Provide a detailed description of your proposed innovation and the gap in teen pregnancy prevention your innovation is seeking to address.
9. How is your innovation different compared to other solutions or strategies that address this gap?
10. 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 were they chosen for this role?

Be sure to let us know if you have involved young people or key collaborators (e.g., parents) on your team and/or into your innovation design.

11. How do you know that your innovation will work in the real world? Describe testing you have done so far, who your testers were (i.e., the number and age of your testers), feedback received, and what you have learned.
12. How do you know that this innovation will fill an existing gap for your end user group of focus? Provide information on market opportunity (appeal and need).
13. How will you make your innovation available to the end user group of focus?
14. If successful, what will be the impact of your innovation?
15. We would love to see what you have so far! Please upload the best representation of your innovation. It can be a document, picture, website, or video.