

Pitch Day FAQ's

Who can apply?

Anyone with a strong idea to advance health equity in the U.S. is eligible to apply. Applicants do not need to be affiliated with an organization or hold formal credentials. Individuals or teams can apply. We especially encourage applications from individuals with a strong connection to the communities they aim to serve.

What's the difference between Pitch Day and Springboard MicroGrants?

Springboard [MicroGrants](#) provide up to \$5,000 in funding for short-term pilots—great for testing a narrow idea quickly.

[Pitch Day](#) is about long-term growth. It's for projects that have potential for broad impact and would benefit from extended hands-on incubation, strategic coaching, and infrastructure support to move from idea to implementation or implementation to scale.

What kinds of ideas are you looking for?

We're open to early-stage concepts that are bold, equity-driven, and focused on addressing community needs. Think: harm reduction, community-based care, digital tools, systems change, or entirely new approaches.

Is this a grant or funding opportunity?

This is an incubation opportunity. While we may offer funding in the future, there is no guaranteed financial award at this stage. However, we will work closely with you to explore funding pathways as part of the incubation process.

Will Springboard own or control my idea?

No. Your idea remains entirely yours. Springboard's role is to support and amplify your vision. We stay in the background, helping you build something lasting and sustainable. If your project is incubated with us, we plan to acknowledge it as a Springboard-supported initiative in our materials and communications.

What kind of support does Springboard provide?

Every project is different, and so is the support it needs. We tailor our incubation services to meet you where you are. This may include:

- Strategic coaching and thought partnership
- Branding and communications support
- A **virtual organizational home** while your idea takes shape
- Access to financial and contracting infrastructure

- Help with needs assessment, business planning, project management, and strategic development

Our goal is to strengthen your project and help it move toward scale, sustainability, or a long-term organizational home.

What happens at Pitch Day?

Finalists will present their ideas live to a panel of public health leaders, funders, and Springboard partners on **October 29, 2025**. Think of it as a launchpad: an opportunity to build visibility, gain feedback, and access long-term support. From there, selected projects will enter our 12-month incubation program.

When will I know if I'm selected to participate in Pitch Day?

We'll notify applicants by early October. Finalists will be invited to present their idea at Pitch Day on October 29, 2025.

Do I need a complete plan or team?

No. We're looking for strong ideas with potential for impact, not polished proposals. We're here to help you *build* it. All you need is a compelling idea, a commitment to equity, and the drive to bring it to life.

Why Apply for Pitch Day?

- **Access to Springboard's ecosystem:** Even if you're not selected, your idea gets on the radar of a national public health incubator that may have future opportunities, partnerships, or referrals.
- **Clarity and feedback:** The application process can help you refine your idea and clarify your goals. Selected finalists may receive feedback or referrals, even if not chosen for incubation.
- **Visibility and networking:** Finalists will present at Pitch Day in front of public health leaders, funders, and community advocates.
- **Practice your presentation skills:** Receive guidance to refine your idea and strengthen your presentation skills before Pitch Day.
- **No need for a polished proposal:** We're looking for bold thinking and strong potential, not perfection.
- **Be part of a growing community:** Applicants will be added to Springboard's innovation network for updates, invites, and possible future collaborations.

Why Incubate with Springboard?

Springboard HealthLab is a nonprofit incubator helping bold, equity-driven public health ideas move from concept to scalable impact. We've launched nationally recognized programs like:

- **TakeMeHome** – a free, discreet at-home HIV/STI testing program that began in four jurisdictions, scaled nationally, and is now expanding globally
- **BHOC (Building Healthy Online Communities)** – a digital health initiative connecting dating apps with public health institutions to promote HIV/STI prevention, reaching millions of users across the U.S.

We also help community-rooted innovation grow and find a permanent home. One example:

- **MpoxVaxMap.org** – In response to the 2022 mpox outbreak, we collaborated with a community member who initiated a grassroots effort to compile a list of vaccination site locations. Within weeks, we built a national mpox vaccine locator website, crowdsourcing, vetting, and mapping vaccine sites with our partners. Over 200,000 users accessed the tool in six months before it was successfully transitioned to the CDC in March 2023.

Is there a cost to participate in the Incubation Program?

No. There is no fee to apply or participate. If selected, Springboard provides incubation services free of charge.

Are accommodations available?

Yes. If you need assistance completing your application or participating in Pitch Day due to a disability, please contact us; we're happy to help.