

DISRUPTIVE INNOVATION LETTER OF INTENT

ORGANIZATION INFORMATION

Applicant Organization:

Submission Date:

Fiscal Agent, if applicable:

Organization Type:

Nonprofit

Public Entity

Nonprofit Tax-Exempt ID or EIN #:

Mailing Address:

Project Contact Name, Title:

Phone:

E-mail:

Organization Website:

Organization Budget (current fiscal year):

PROJECT DESCRIPTION:

Project Title:

Grant Amount Requested:

Time Period:

Project Reach:

Santa Clara County

N. San Benito County

Indicate the type of funding under which you would like your project to be consideredⁱ:

Seed Funding

Pilot Funding

Implementation Funding

Provide brief responses to each of the following questions. This portion should not exceed two (2) pages:

- Describe the project goals and objectives and the challenge(s) this project seeks to resolve. What specific social determinant of health does the project address? What do you hope to accomplish?
- How you are planning to use (or have used) the Disruptive Innovation theory to support your work?
 - What market/sector are you trying to disrupt or displace? Who is your target population? How is this population similar or different from your traditional customers/clients?
 - Who is currently doing, or trying to do, what you are proposing?
 - How is the product/service/program similar or different than what you or others are offering?
 - How does the "cost" to the purchaser of the product/service/program compare to competitors?
 - List any collaborations and/or partnerships (funding or in-kind).
- Why are you looking to The Health Trust for funding? What role do you see THT playing in the project?
- Do you anticipate another unique phase requiring grant funding beyond this? What is the plan for sustainability beyond this funding?

ⁱ **Seed Projects** – Concepts/products/programs to be explored. The core idea(s) to be explored should be based in the Disruptive Innovation theoretical framework.

Pilot Projects – Projects for which the business case and plan have been developed using the Disruptive Innovation theoretical framework but which require a test or pilot to determine true viability and potential success prior to larger scale implementation.

Implementation Projects – Well-developed business case and plan ready for full-scale implementation. These projects are ready to roll-out with little or no additional planning time.