Grantee Selection Criteria

As a grant applicant, it is important to clearly, concisely and compellingly demonstrate why you have chosen to undertake and lead this work, why you are motivated to pursue addressing the problem you are solving, and why you feel compelled to do so at this particular moment in time. The JLH Fund is an early stage fund focused primarily on you as a founder, your potential to create, as well as your progress in executing your idea.

Overall, we want to see that you have a deep understanding of the problem you're addressing and a clear vision for how you can make a meaningful difference. By crafting a compelling narrative that addresses these key points, you can increase your chances of success in the grant application process. We encourage you to review the following criteria that will be used to evaluate you as a leader and your organization as you work on your application.

Founder Video

How does your video look, feel, and flow?
Is everything clear, and did you describe how being a recipient will impact your business?

Pitch Deck or One Pager

How does your presentation look, feel, and flow?
Is everything clear, and did you describe you and or your team members' skill sets and how those skill sets can solve the problem?

Problem Diagnosis

Did you properly define the user/individual/community, their problem, and why it is occurring?
How painful is this problem to the user/individual/community?
Did you use supporting facts?
Do you show a deep understanding of the user/individual/community problem?

Value Proposition & Solution

Do you have a compelling message for why you are different and worth using for the user/individual/community?
How innovative is the idea or approach to solving the problem?
Does your vision for growth have the organization solving a large piece of the global problem in 10 years?

Minimum Viable Product

How does your website look, feel, and flow?
Is the Value Proposition clear, and is the overall messaging clear?
Are the graphics and imagery aligned with the brand?
Is there a clear call to action to subscribe to a mailing list (or similar feature)?
How does the organization and/or founder's social presence look, feel, and flow?

Go-To-Market Strategy, Traction, & Scale

What is your plan to get users/customers/donors to love your solution?
Do you understand any hurdles to entering the market and have a strategy to overcome them?
Who are the potential partners and why would they agree to work with your team?
Are you knowledgeable about competitors within your industry and your competitive advantage ?
Did you provide evidence from potential customers that the solution solves key pain points?

Revenue Model

Does your revenue model and budget make sense?
Is the proposed model sustainable and achievable?
For Nonprofits, are you broadening your sources of revenue and creating sustainable funding channels beyond just grants and donations.

Social Impact

Does your proposed solution have the potential to create a significant and radical social impact on individuals or communities in the United States, if successful?
Does your application demonstrate a comprehensive understanding of the larger system or landscape in which your solution operates?
Does your proposed solution aim to address long-term systemic barriers ?
Does your proposed solution challenge the status quo and push boundaries on mainstream solutions?

Program Fit

Is our program the right fit for you and your idea?
Can we help remove barriers and provide the necessary resources and support?
Will you bring authenticity and vulnerability to the program?

Founder Execution

Have you demonstrated a clear plan with measurable outcomes for your proposed solution?
Are you actively working to execute your idea with the resources you have available?