

DiversIT Health

DiversIT Health is the only collaborative innovation, seed stage incubator in the US, focused on developing health solutions by and with underrepresented minority entrepreneurs and communities.

Who we are: Because we believe that technology based health innovation can lead to health and wealth for innovators and consumers of all backgrounds, DiversIT Health supports non-traditional health tech entrepreneurs and the development of health innovations for all consumers.

“80% of the US population is a person of color, female or both, who have \$3.4 trillion in buying power. This is expected to increase exponentially over the next 5 years

Sherrell Dorsey, Fast Company 1-21-2016

DiversIT Health’s parent company, The Greystone Group, Inc., was founded in 2010 and is led by Johns Hopkins trained physician innovators with extensive expertise in Health IT, digital health, public health, medicine, computer science, data science and minority health. Greystone currently operates a successful federal sector Health IT consulting and research business.

Our Value proposition: Our nuanced understanding of market segmentation, depth of experience with underrepresented communities and unique collaborative innovation approach, involves nontraditional entrepreneurs and underrepresented communities in the innovation process as partners. This helps avoid the problems associated with “retrofitting” solutions for new market segments. Perhaps most importantly, DiversIT Health develops local community capacity in a way that promotes community cohesion and social responsibility.

What we do: DiversIT Health provides talent and start-up development services. Talent development is our process of identifying individuals whose backgrounds are historically underrepresented, yet who have significant promise and potential for success in the health innovation sector. We provide these talented individuals with significant applied training opportunities, working on real innovations and emerging solutions with actual entrepreneurs, business professionals and start-up businesses. Our goal is to rapidly prepare these individuals to be successful health tech innovators. Our start-up development program is designed to enable underrepresented innovators to launch and lead successful efforts to bring next-gen health solutions to market.

Our Incubation philosophy:

*“Tell me and I forget. Teach me and I remember.
Involve me and I learn.”*

Ben Franklin

Specifically, we provide culturally appropriate ideation services, networking, prototyping assistance, IP protection assistance, business plan/revenue model guidance, start up assistance, management team and start-up assistance, and capital development services. Bottom Line - DiversIT Health is leading the transformation of the Urban neighborhoods by developing a world class health innovation and business start up program, designed to catalyze the development of disruptive innovation in the health sector and help spur economic revitalization in West Baltimore by enabling health, hope and opportunity.

Our Partners:



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