

QUARTERS

COMMITTED TO HELPING END HOMELESSNESS

Through ethnographic research we found there is a section of individuals experiencing homelessness who are marginalized within the system.

The Coordinated Assessment, a 50 question test evaluating an individual's likelihood of dying on the street, decides which people get case management and which stay on the street.

Individuals who aren't vulnerable enough for case management or "rapid rehousing" services end up spending longer periods of time experiencing homelessness.

These people are seen as capable of resolving their homelessness, or getting back into housing without any outside help.

We promise to give individuals experiencing homelessness structured support to connect them with stable housing.

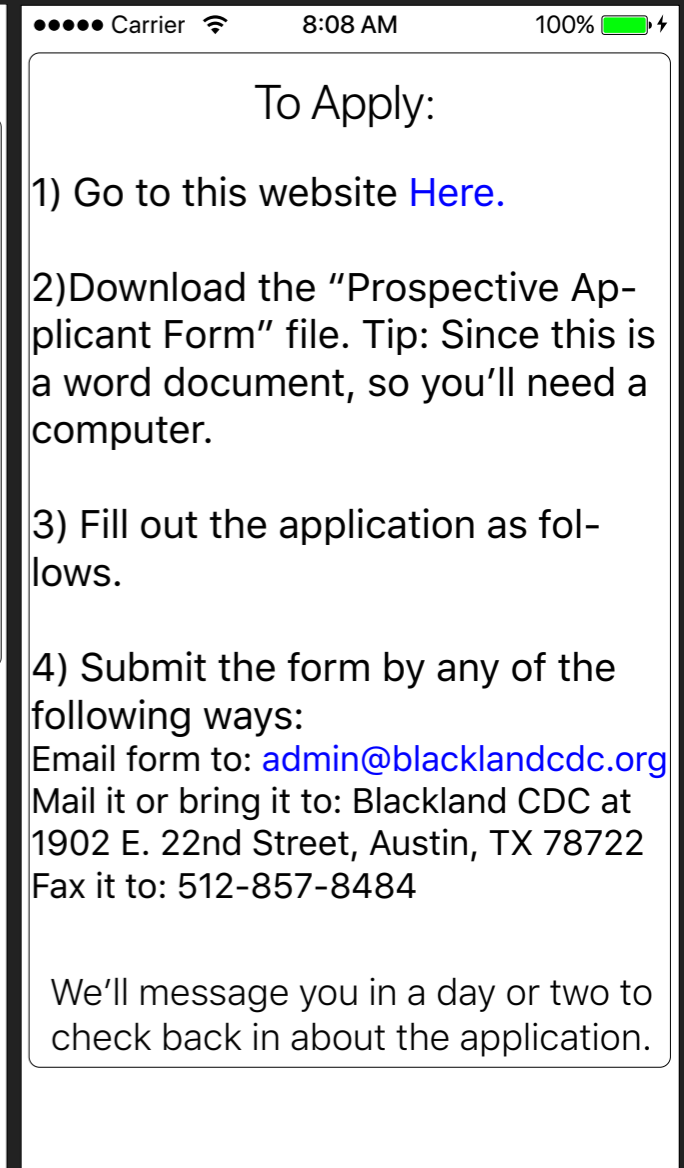
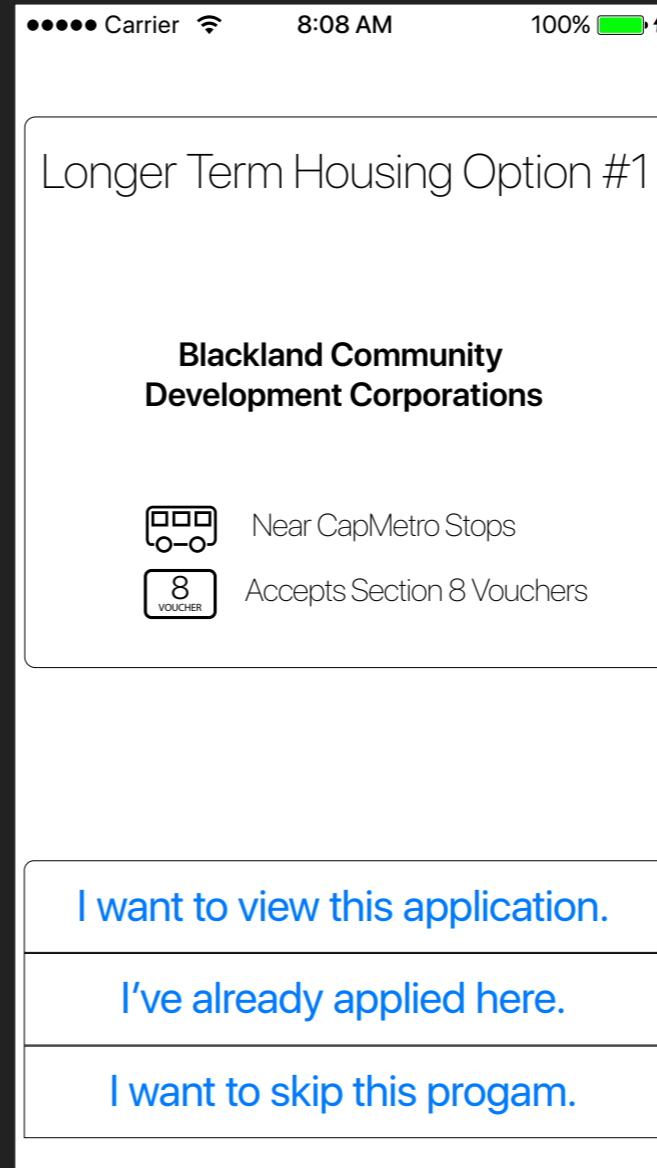
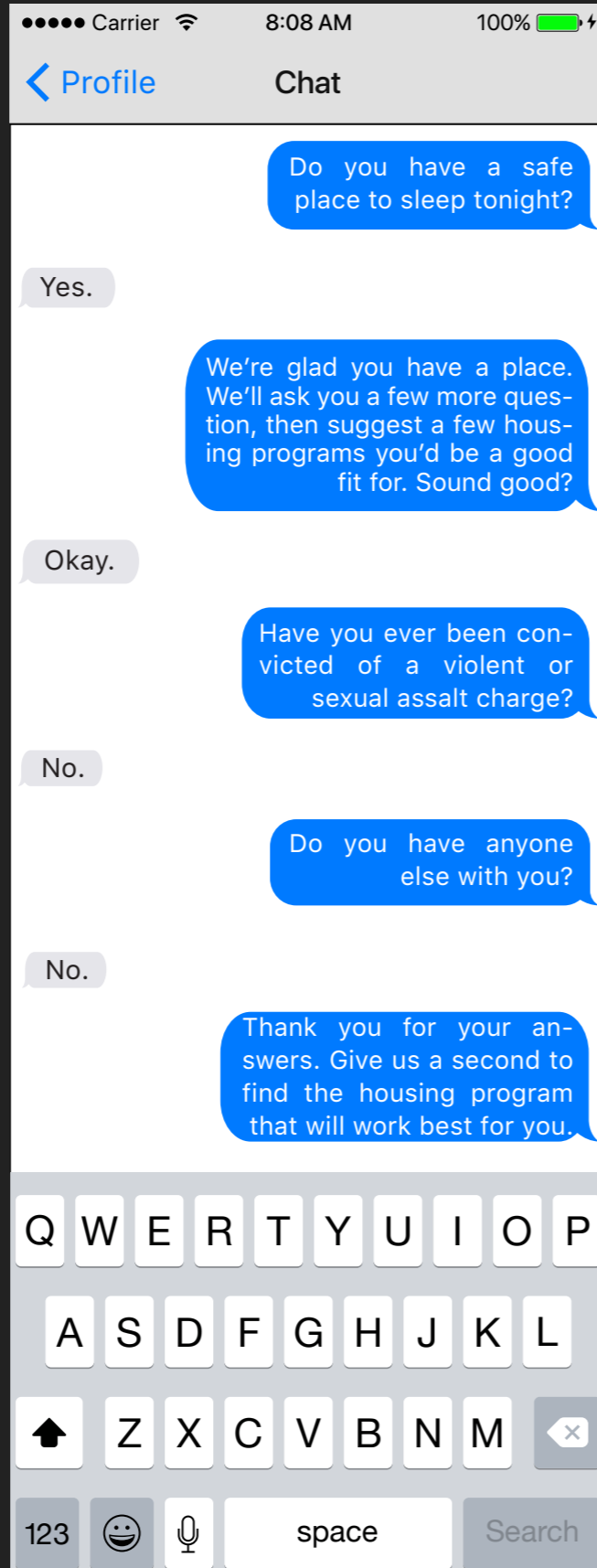
- ▶ **Individuals feel like they have no control over their lives** while experiencing homelessness. We want to give them back some feeling of control.
- ▶ **People feel hopeless while living on the street for long periods.** We want to shorten that time period by helping them apply to and track their housing program applications.
- ▶ **These people are seen as capable of resolving their homelessness;** we want to give them the tools to do so.

This value will be delivered through a digital experience: Quarters.

Quarters is designed to:

- ▶ **Use dialogue to create an experience** sending the user daily tasks which revolve around applying to and checking up on their housing program applications.
- ▶ **React to specific needs of each user.** Different programs require different identification and information. Ensuring the individuals have the proper identification and information before applying will help to mitigate any failed efforts.
- ▶ **Tailor other offerings to each individual.** Through the dialogue, our application will gather information on users—their barriers and their goals—and offer organizations who help in those areas specifically so individuals get comprehensive support.

Quarters.



For The Future

- ▶ We hope to expand functionality to cover all areas individuals experiencing homelessness may need support for. Whether this takes the form of needing help with mental health or physical health, substance abuse help, or job training services.
- ▶ Enable individuals without case managers to connect with organizations equipped to assist with their current situation.
- ▶ Help individuals beyond the “less vulnerable” population. All individuals experiencing homelessness could benefit from using this, as case managers rely mainly on their tacit knowledge to recommend organizations and guide individuals toward their goals.
- ▶ Shoulder some of the burden from case managers in the system. They are overworked, often visiting with over 20 clients per week, and also managing walk-in appointments.

Non-Profit Organization

A non-profit needs to use public and private funds to stay afloat. Luckily, there are many grant opportunities at the federal, state, and local levels slated for individuals experiencing homelessness. Using these grants, our product would be developed and our business created. Our goal would be to use as little public money to cover overhead, and to use member and donor contributions to cover operating costs.

Finding experienced directors would be crucial to the success of Quarters. In the beginning market, we could leverage local connections with non-profits to find an experienced team to help navigate the fundraising and development efforts.

Non-Profit Organization

Working through a non-profit organization is the best fit for our company. A horizontal management structure seems appropriate to keep an open relationship between staff and directors. This will more easily allow the vision and promise of the company to proliferate.

The population targeted by Quarters is already disenfranchised due to monetary constraints. It would be predatory to sell the product, or offer it for a monthly fee. Licensing the product to other organizations would also limit the breadth of impact of our product.

Keeping our company a non-profit organization allows us to work for the individuals experiencing homelessness instead of working for the benefit of shareholders. Quarters should be usable by anyone in need of help finding housing.

Quarters.

Thank you.