# HomeList

HomeList assists individuals experiencing homelessness in finding, applying to, and securing stable housing. HomeList is a web-based application that uses dialogue to gather information on its users, and find them temporary housing, or stable housing. By leveraging a normally hidden list of private housing available to people who are currently homeless. Normally this is only accessible through case management services, which not everyone qualify for.

Every night, in Austin alone, 2,200 people spend the night without housing. A small percentage of those are accepted into shelters for the evening and have a place to stay. Of these 2,200 people, roughly 500 are on case management, and have people helping them find a place to stay on a more permanent basis. This does not even begin to address the scope of the problem. Our product, HomeList, is one way we can begin to help house the remaining individuals.

HomeList uses a dialogue interface, we ask our users questions informing the potential housing options available to them. Finding out their criminal histories, prior rental histories, income, and their basic information. HomeList is then able to match the users to housing available to them based on their information. By connecting with existing networks of renters through landlord outreach programs, we are able to connect these individuals to stable housing. Landlord outreach is a tactic organizations dedicated to helping homeless individuals use to place their clients into private rentals around the city. They incentivize landlords to accept their clients, but often landlords are unwilling to work with individuals with high barriers to housing. HomeList will leverage this connection to fill units. It connects individuals to stable housing by keeping track of the units available and placing a qualified renter into the available housing. People who may have certain criminal histories, eviction debts, or who lack the standard 3x of the rent per month for the unit. HomeList allows all individuals experiencing homelessness to capitalize on these lists and connect with available housing.

Below two journey maps illustrating the current system for people experiencing homelessness compared to the journey of an individual who is experiencing homelessness using HomeList. In the first journey, the distorted line shows how people meander on their own before becoming vulnerable enough to be qualified for case management. The system is not supporting people who are not "vulnerable," but is helping those of a higher risk. All of these people should be connected with housing, but are not. In the lower, you can see that HomeList serves to connect all people who are currently homeless to housing options fit for them with no wait. There are still waitlists and wait times to move in, but the time spent on the street is severely decreased.
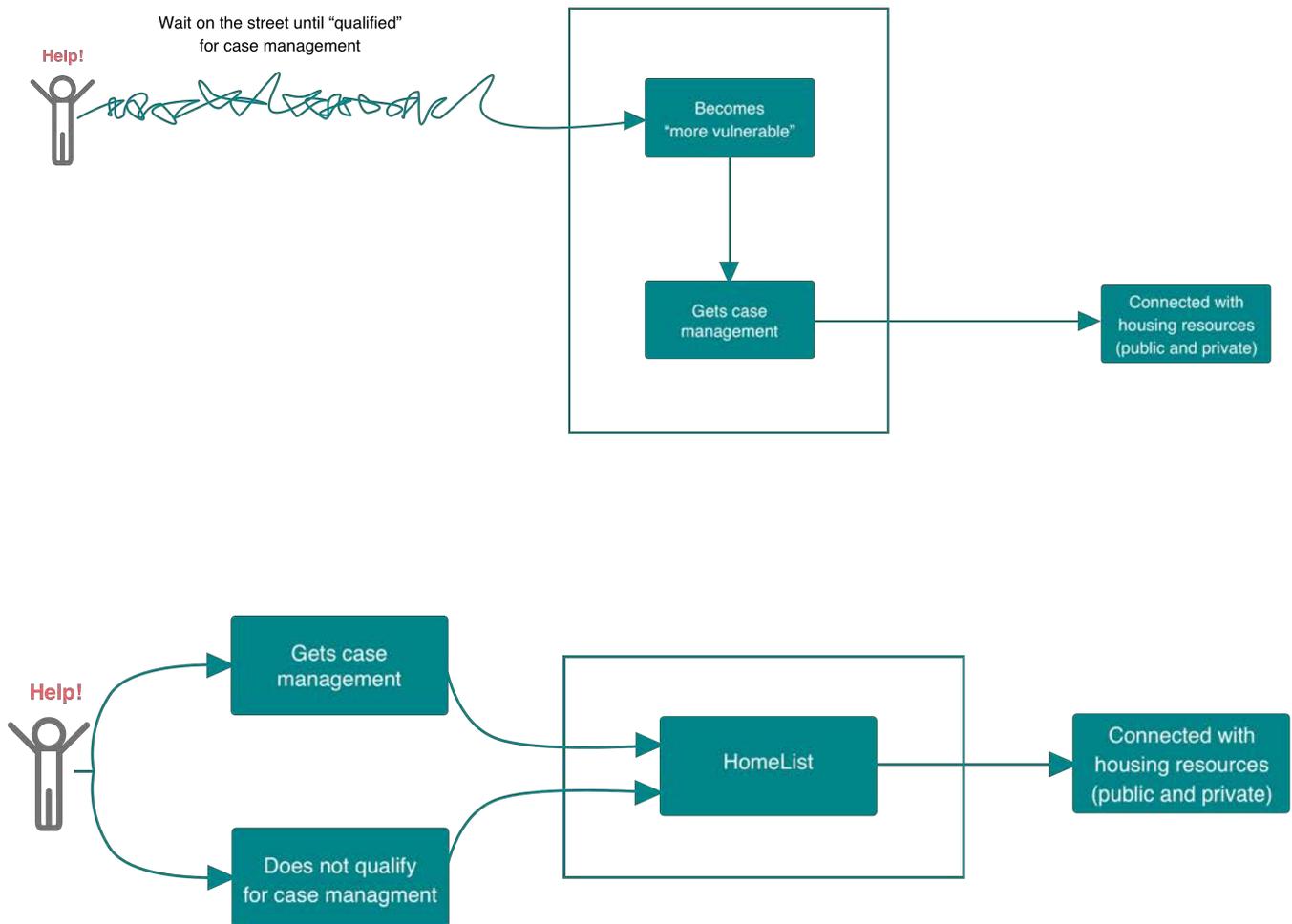
Value Promise

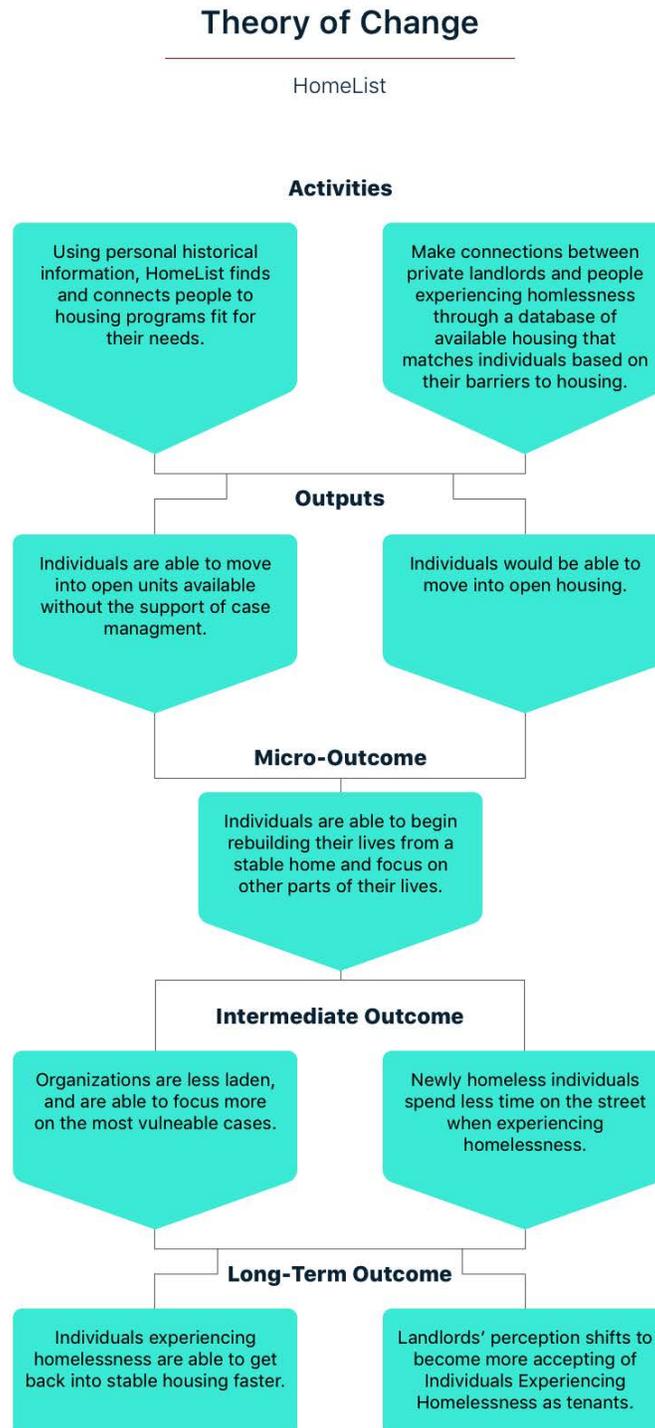We promise to connect individuals experiencing homelessness to stable housing.

There are on average 1,500 open rental units all over the city of Austin, waiting to be filled. By connecting people to both public housing, and leveraging the landlord outreach program of private rentals, HomeList capitalizes on the open units and places individuals in them. This is mutually beneficial to both the individual, and the landlord. The larger benefit comes to the individual though, as they are able to begin rebuilding their lives from a place of stability.

Creating this experience is necessary as the individuals HomeList targets are generally seen as likely to self resolve, or able to get themselves off of the street. In many cases though, this is not reality for these people. Due to certain debts, bad credit, or criminal history, many are unable to find housing for themselves. Some people, even without any barriers, are unable to find housing for themselves. This leads them to feeling stuck, and without qualifying for case management, they stagnate and lose hope for the future. With HomeList, we can help find available housing for some of these individuals; improving their quality of life.

To measure our success, we plan on looking at how long it takes individuals to get housing using HomeList compared with individuals who do not. While spending time on the street waiting to become eligible for case management, individuals mental and physical health normally decline. Once HomeList is prevalent in the community, individuals experiencing homelessness will shorten their time on the street and thus are less likely to experience declines in their mental and physical well being.

Theory of Change

Our hope is for HomeList to remove the cognitive load of the constant worry of finding housing, allowing our users to focus more on self care while waiting. These are our expected long term and short term outcomes as a result of implementing HomeList into the community.

Theory of Change

HomeList

Activities

Using personal historical information, HomeList finds and connects people to housing programs fit for their needs.

Make connections between private landlords and people experiencing homlessness through a database of available housing that matches individuals based on their barriers to housing.

Outputs

Individuals are able to move into open units available without the support of case managment.

Individuals would be able to move into open housing.

Micro-Outcome

Individuals are able to begin rebuilding their lives from a stable home and focus on other parts of their lives.

Intermediate Outcome

Organizations are less laden, and are able to focus more on the most vulneable cases.

Newly homeless individuals spend less time on the street when experiencing homelessness.

Long-Term Outcome

Individuals experiencing homelessness are able to get back into stable housing faster.

Landlords' perception shifts to become more accepting of Individuals Experiencing Homelessness as tenants.

Business Structure

Our company would be formed as a B-Corp. Choosing a B-Corp seemed logical as it allows us to carry on our mission above profit, and do not have to worry about fighting for limited grant money. The ability to also sell stake in the company is useful for leveraging funding options and procuring partners with similar goals and social intentions.

Without local knowledge, HomeList would fail. It relies on non-profits being connected with landlords in the area through landlord outreach programs or something similar. Without these relationships in place, our product would not be able to help a local population. HomeList being incorporated for social benefit is purposeful to ensure our partners and clients understand our commitment to helping make a difference for people experiencing homelessness.

Any profits from HomeList will be put in to the company to expand the reach of our product, and to expand it's capabilities to help people on the peripheral aspects of their lives that can effect their housing. Our goal is to establish HomeList in as many cities as possible with landlord outreach initiatives. This will lead to other cities and localities to cultivate these programs as they see the efficacy of the solution.
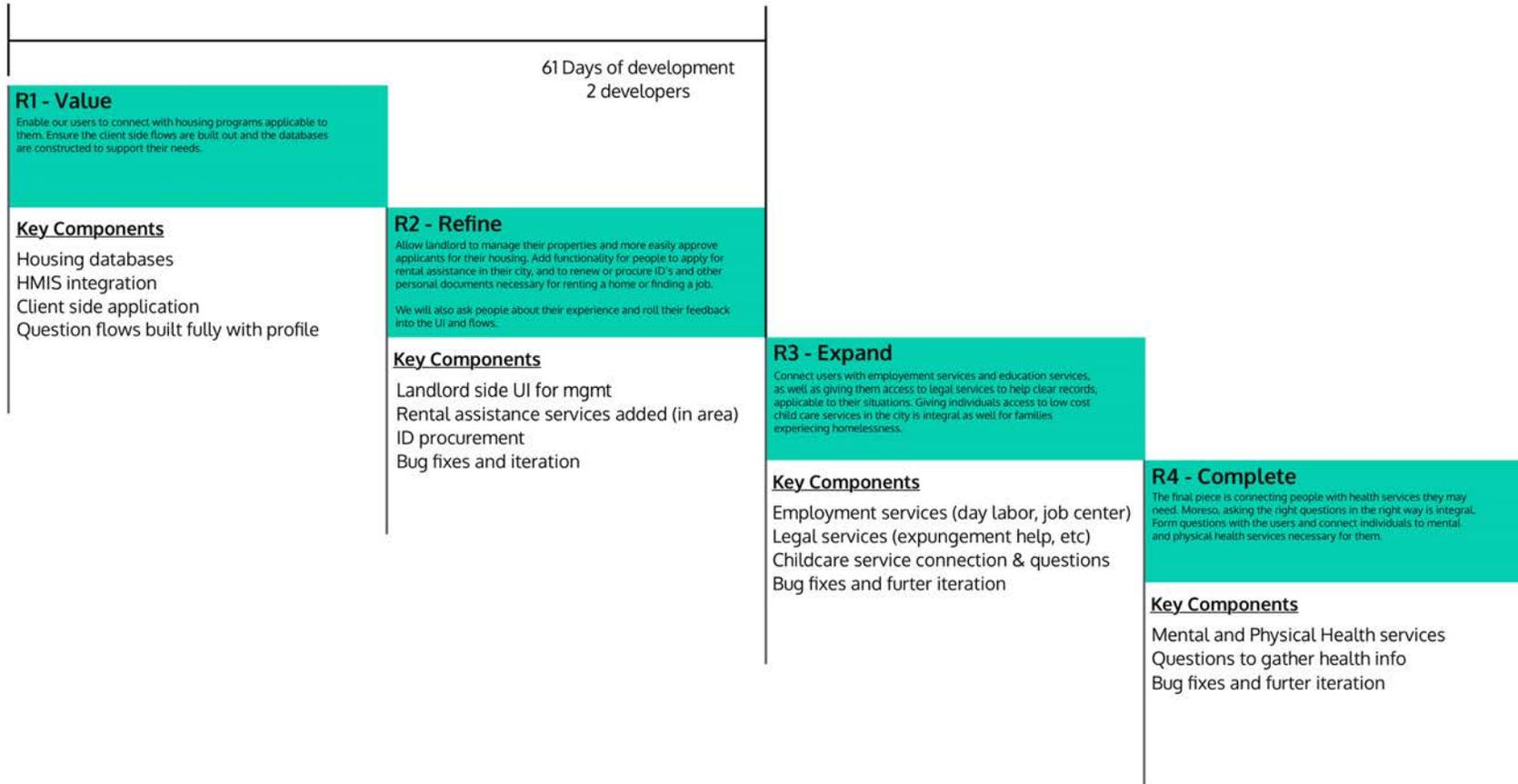
Development & Overhead Costs

For initial development and startup funding, we would seek $60,000 in funding to further test our product and create an MVP to deliver our value. The full development cost of our product is $95,000, but our profits in the second year should cover expansion. A second round of $45,000 would be needed to complete development midway through the first year. The development for our MVP would take two months, with a second release scheduled tentatively for a month after the first release. Below is a roadmap of our releases, the dates are not added because they are not concrete.

First, we will release the ability to connect to housing programs and landlord through the application. The second release will include the ability to e-sign leases and give the landlord a full UI to manage their properties and applicant approvals. The third and fourth releases will both come in FY2, allowing us to grow and test our MVP to ensure its success, and to ensure the further functionality is necessary. Our first three months as a business would be spent manually providing value through a text message platform while simultaneously developing our product.

Product Roadmap

HomeList

61 Days of development
2 developers

R1 - Value

Enable our users to connect with housing programs applicable to them. Ensure the client side flows are built out and the databases are constructed to support their needs.

Key Components

Housing databases
HMIS integration
Client side application
Question flows built fully with profile

R2 - Refine

Allow landlord to manage their properties and more easily approve applicants for their housing. Add functionality for people to apply for rental assistance in their city, and to renew or procure ID's and other personal documents necessary for renting a home or finding a job.

We will also ask people about their experience and roll their feedback into the UI and flows.

Key Components

Landlord side UI for mgmt
Rental assistance services added (in area)
ID procurement
Bug fixes and iteration

R3 - Expand

Connect users with employement services and education services, as well as giving them access to legal services to help clear records, applicable to their situations. Giving individuals access to low cost child care services in the city is integral as well for families experiecing homelessness.

Key Components

Employment services (day labor, job center)
Legal services (expungement help, etc)
Childcare service connection & questions
Bug fixes and furter iteration

R4 - Complete

The final piece is connecting people with health services they may need. Moreso, asking the right questions in the right way is integral. Form questions with the users and connect individuals to mental and physical health services necessary for them.

Key Components

Mental and Physical Health services
Questions to gather health info
Bug fixes and furter iteration

Revenue & Savings

HomeList is also a cost saving initiative. Current estimates show individuals who are homeless cost the city of Austin around $14,000 each. The estimate to house one of these people is $12,000. If we assume a savings of $2,000 for each person housed, with the current homeless population in the city, Austin stands to save $3,000,000 by housing the 1,500 people currently living on the street. City funds appropriated for homeless outreach could be used and applied for under the same notion, COC (Communities of Care) organizations appropriate funds for initiatives assisting in ending homelessness. The graph on this page illustrates estimated costs and revenue streams for HomeList. Our operating costs for the year, including salaries, are estimated at $35,000. The graph also shows our company becoming profitable at the end of our first year in business. At this point HomeList would be able to pay for further development without needing to seek external funding for development. Attached at the end of this document is the full spreadsheet with all of our financial projections broken down further.

Earnings vs. Cash Balance
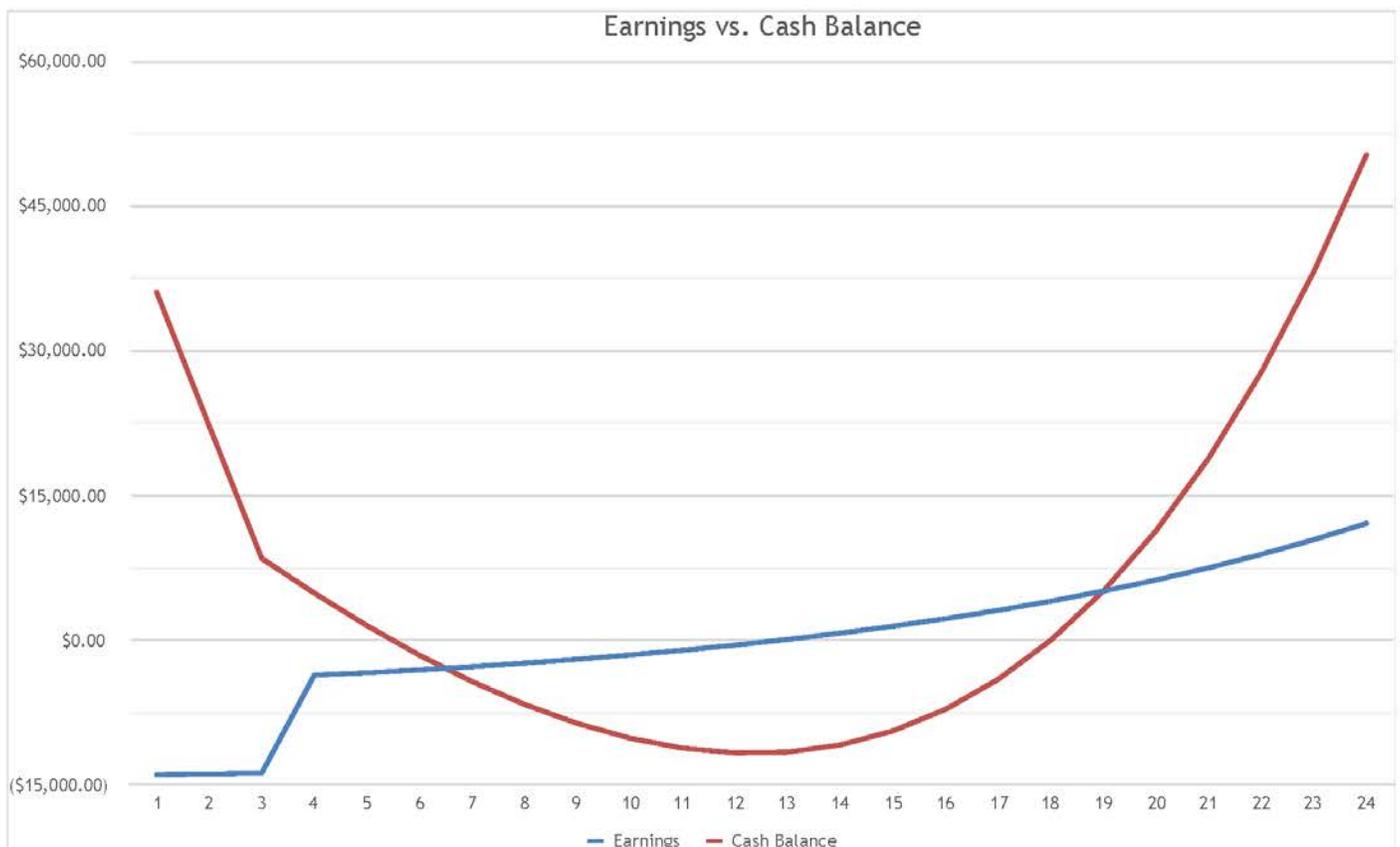
Perspective Customers & Cost Structure

There is also an opportunity to sell HomeList at the level of COC organizations and non-profit organizations. Selling to non-profits, we would charge $1,500 per month for licensing. Current Homeless Management Information Systems (HMIS) programs cost roughly $4,000 per month with an up front on boarding cost. Priced below the normal cost of HMIS software, HomeList would be sold as an addition to current software to add a client side application. Selling to Continuum of Care Organizations, or COC's, is larger opportunity for HomeList. COC organizations control funding for local non-profit organizations to ensure they have the funding required to meet their goals. Targeting these organizations would be useful to get multiple clients simultaneously. Targeting larger organizations such as ECHO, the COC in Austin, also aggregates more housing resources beyond what a single organization may have. Licensing our product to a COC organization is different than working with non-profits, and we would incentivize their buy in by charging $1,000 per organization signed through a COC.

While we realize funding is limited for non-profits, our hope is HomeList will save enough money for these organizations to make a difference in money put towards the efforts. Our licensing fee is not meant to be overly expensive, just enough to cover costs of business and expansion. HomeList may also be eligible for the same subsidy as other HMIS programs from HUD. HUD delegates funding for HMIS software and normally pays ~75% of the cost for the organization. We believe positioning HomeList as a cost saving venture as well as a beneficial service for the homeless population will incentive organizations to interface with HomeList.

Growth

In the first year, we will connect with at least 3 organizations and have them fully integrated with HomeList. To get these clients, we would show them how HomeList benefits the population being served, but also is a cost saving venture. Housing individuals faster displays the value to the organizations in a city. They would not spend as much assisting the individuals who use HomeList to get into housing. By directly contacting COC organizations and non-profits focusing on ending homelessness, HomeList becomes more well known through the entire outreach system in a city. As more clients come onboard and the success of HomeList is validated, we can contact organizations beyond the Austin city limits and expand to other markets facing similar issues with their homeless populations.

Our expected market size is roughly 7000 organizations, and our expected initial buy in is 2 organizations for the first few months of operation with an expectation of 10% growth. With the licensing fees as they are and development costs staying as estimated, there is no issue scaling to the infrastructure requirements of increased organizational buy in if growth is higher than expected.

First we would target cities with landlord outreach programs and integrate with them. For cities without landlord outreach initiatives, we would be in a position to facilitate landlord outreach through external mentorship from our network of COC providers. Currently, cities being considered for expansion are Miami, Boston, San Diego, and Baltimore. All have landlord outreach programs similar to Austin through their COC organizations, and all have mid-level homeless populations similar in size and scope to Austin.

Revenue and Expense Worksheet

Fill in only the blue squares.	Salaries and Funding				Baseline		
Pay the most attention to the first four months.	Monthly Salary, Individual #1	$2,500.00			Sale price of your service / product, per customer, per month:		$1,500.00
Beyond that, you'll begin to make more unlikely assumptions.	Monthly Salary, Individual #2	$2,500.00			Total addressable market size:		7,000
	Monthly Salary, Individual #3	$0.00					
					Preliminary Product Awareness & Transactions		
	Seed Funding	$50,000.00			Total percentage of awareness:		5.00%
					Total size of awareness:		350
	Hosting Service Fees, as a % of revenue	5.00%			Total percentage (of awareness) that transact:		0.500%
					Total preliminary transactions:		175.000%
	Development Funding	$60,000.00			Growth		
		Release			Month over month growth:		10%

	Year 1											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Monthly Starting Balance	$50,000.00	$36,093.75	$22,237.38	$8,482.75	$4,886.84	$1,515.26	-$1,553.48	-$4,289.09	-$6,658.27	-$8,624.36	-$10,147.06	-$11,182.03
Revenue												
Month over Month growth		2%	4%	6%	8%	10%	10%	10%	10%	10%	10%	10%
Projected number of sales	2	2	2	2	2	2	3	3	3	3	4	4
Total Revenue:	$2,625.00	$2,677.50	$2,784.60	$2,951.68	$3,187.81	$3,506.59	$3,857.25	$4,242.98	$4,667.27	$5,134.00	$5,647.40	$6,212.14
Expenses												
Salaries	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00
Development	$10,000.00	$10,000.00	$10,000.00									
Hosting Service Fees	$131.25	$133.88	$139.23	$147.58	$159.39	$175.33	$192.86	$212.15	$233.36	$256.70	$282.37	$310.61
Utilities (include heat, A/C, internet)	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00
Office Space / Rent / Parking	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00	$600.00
Legal	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00
Travel												
Marketing	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00
Healthcare												
Insurance												
Misc	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00
Total Expenses:	$16,531.25	$16,533.88	$16,539.23	$6,547.58	$6,559.39	$6,575.33	$6,592.86	$6,612.15	$6,633.36	$6,656.70	$6,682.37	$6,710.61
Monthly Profit / Loss	($13,906.25)	($13,856.38)	($13,754.63)	($3,595.91)	($3,371.58)	($3,068.74)	($2,735.61)	($2,369.17)	($1,966.09)	($1,522.70)	($1,034.97)	($498.47)
Monthly Ending Balance	$36,093.75	$22,237.38	$8,482.75	$4,886.84	$1,515.26	($1,553.48)	($4,289.09)	($6,658.27)	($8,624.36)	($10,147.06)	($11,182.03)	($11,680.50)
Total Users Served Per Month	2	2	2	2	2	2	3	3	3	3	4	4
Income Per User Served	($7,946.43)	($7,762.68)	($7,409.30)	($1,827.39)	($1,586.47)	($1,312.70)	($1,063.82)	($837.56)	($631.88)	($444.89)	($274.90)	($120.36)

(Note that taxes are not included in this model)