

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.

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 and give individuals 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.

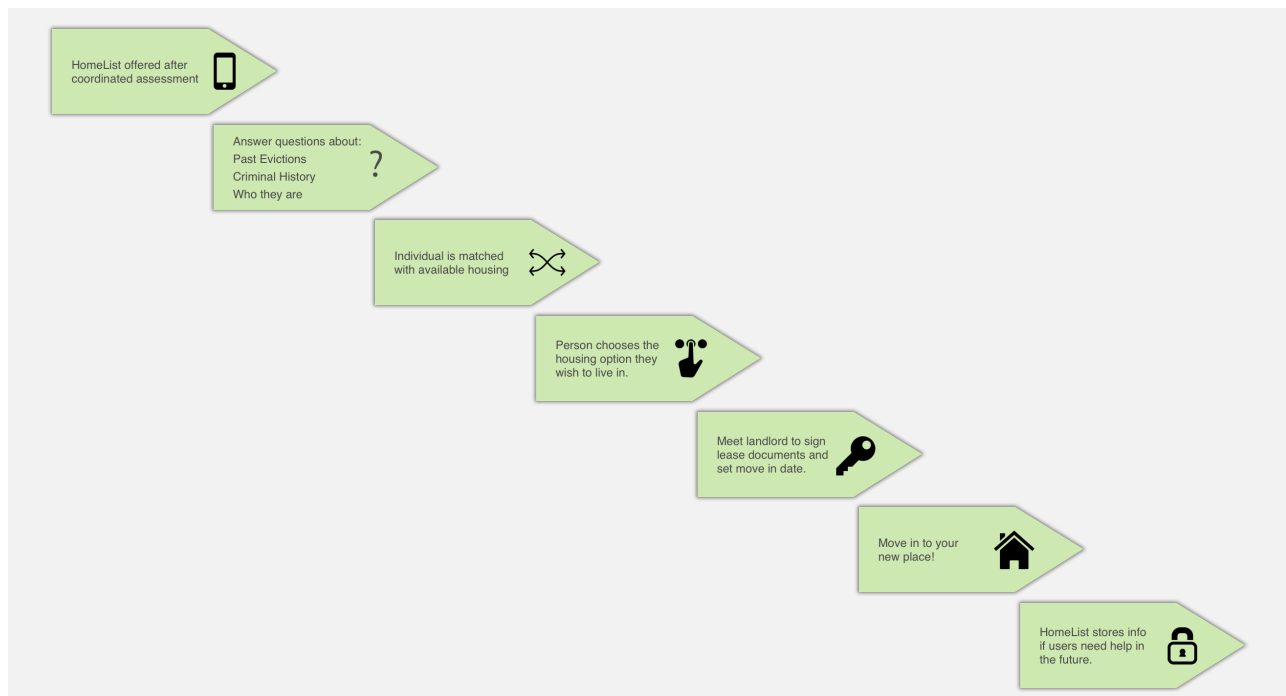
Value Promise

We promise to connect individuals experiencing homelessness to stable housing.

There are open rental units all over the city of Austin, waiting to be filled. This is not public housing, they are private landlords who are willing to help people in need. Organizations in the city have had success using a landlord outreach approach, but are not always able to fill these units. HomeList capitalizes on the open units and places individuals in them, benefitting both the individual, and the renter.

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. The journey map below shows the projected user experience with HomeList.

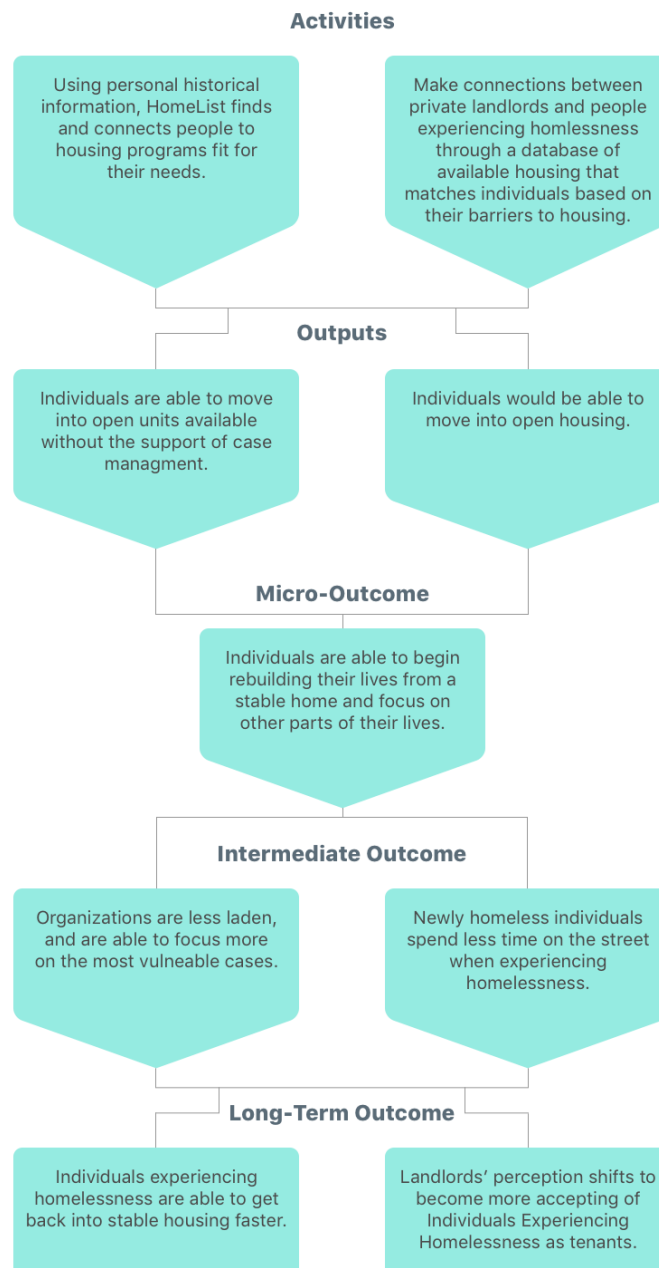


Theory of Change

Our hope is for HomeList to remove the cognitive load of worrying about 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



Non-Profit Organization

Our company would be formed as a non-profit. Taking money from this population is nothing short of predatory. For our initial development costs as well as first and second year operating costs, HomeList will require the use of federal and state grant money, and funds appropriated for initiatives working towards ending homelessness. HomeList is to become self-sustaining after our second fiscal year through licensing the product to non-profits.

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. By licensing HomeList to cities, non-profits, or interfacing with the COC organizations in a city, we can capitalize on the existing outreach networks. Allowing local organizations to continue their outreach programs, but put all of the available resources to use. Our status as a non-profit creates a higher level of trust, ensuing the organizations we partner with do not feel taken advantage of, or that we are exploiting the population.

Any profits after the second year would be put into furthering the efforts of HomeList and it's capabilities. Our hope is to scale to the size of the problem and add additional functionality to assist people with needs beyond housing and to make an impact on as many people as possible. The non-profit model allows for all incoming revenue to be put towards these efforts without question

Financial Information

Our initial funding needs would be \$350,000 for development and implementation within the first few organizations. The majority of the funding (\$250,000) required is development costs and to hire on a developer to continue working with the program to ensure it's stability. The development costs would cover a 6 month cycle of client side and server side development to ensure database integrity and ease of use from a UI standpoint. The remaining \$100,000 is for first year operating costs and estimated costs of scaling to a larger client base. After the first year, we would require one additional round of grant money estimated at \$40,000 to continue supporting the required infrastructure for our clients and for operating costs, before HomeList would be self-sustaining.

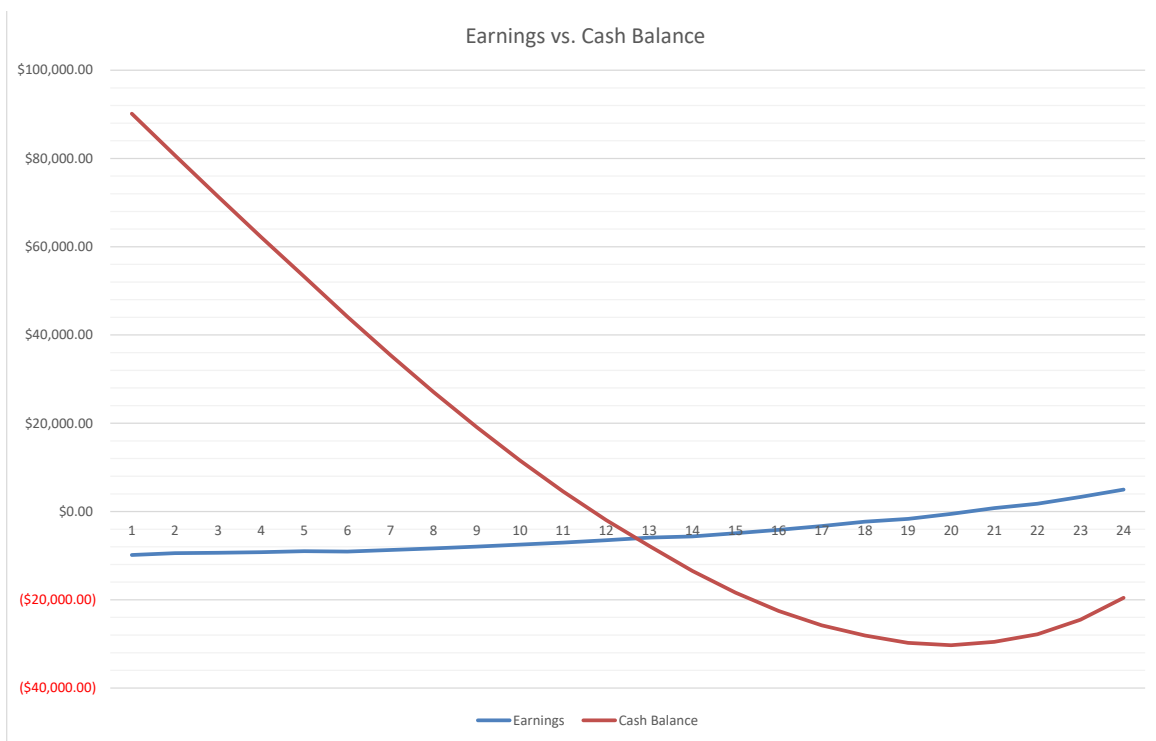
For initial development and startup funding, we would seek the GBHI (Grants for the Benefit of Homeless Individuals), as well as the McKinney Vento Grant. Both grants are earmarked for initiatives moving towards ending homelessness. There is also funding available from the city government for efforts towards ending homelessness, and ECHO, an organization formed with

the intent of ending homelessness in Austin, has funding available for housing and homelessness outreach programs. HomeList would not only help their population, but also save money by housing individuals faster. 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 spreadsheet on the next page illustrates estimated costs and revenue streams for HomeList from the first month of the first year, to the second month of the second year.

Financial Projection - First Year Projection

	Year 1												Year 2
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Monthly Starting Balance	\$100,000.00	\$90,150.00	\$80,700.00	\$71,352.00	\$62,163.12	\$53,199.13	\$44,138.74	\$35,412.31	\$27,053.24	\$19,098.26	\$11,587.79	\$4,566.26	-\$1,917.41
Revenue													
Month over Month growth		2%	4%	6%	8%	10%	10%	10%	10%	10%	10%	10%	10%
Projected number of sales	1	1	1	1	2	2	2	2	2	2	3	3	3
Total Revenue:	\$2,500.00	\$2,550.00	\$2,652.00	\$2,811.12	\$3,036.01	\$3,339.61	\$3,673.57	\$4,040.93	\$4,445.02	\$4,889.52	\$5,378.48	\$5,916.32	\$6,507.96
Expenses													
Salaries	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00
Equipment													
Hosting Service Fees	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00
Utilities (include heat, A/C, internet)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Space / Rent / Parking	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Legal	\$500.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Travel													
Marketing	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
Healthcare	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Insurance	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
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	\$100.00
Total Expenses:	\$12,350.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,400.00	\$12,400.00	\$12,400.00	\$12,400.00	\$12,400.00	\$12,400.00	\$12,400.00	\$12,400.00
Monthly Profit / Loss	(\$9,850.00)	(\$9,450.00)	(\$9,348.00)	(\$9,188.88)	(\$8,963.99)	(\$9,060.39)	(\$8,726.43)	(\$8,359.07)	(\$7,954.98)	(\$7,510.48)	(\$7,021.52)	(\$6,483.68)	(\$5,892.04)
Monthly Ending Balance	\$90,150.00	\$80,700.00	\$71,352.00	\$62,163.12	\$53,199.13	\$44,138.74	\$35,412.31	\$27,053.24	\$19,098.26	\$11,587.79	\$4,566.26	(\$1,917.41)	(\$7,809.46)
Total Users Served Per Month	1	1	1	1	2	2	2	2	2	2	3	3	3
Income Per User Served	(\$7,880.00)	(\$7,411.76)	(\$7,049.77)	(\$6,537.52)	(\$5,905.11)	(\$5,426.02)	(\$4,750.92)	(\$4,137.20)	(\$3,579.28)	(\$3,072.07)	(\$2,610.97)	(\$2,191.79)	(\$1,810.72)

To achieve the goal of sustainability, HomeList would charge a licensing fee at an organization level. Monthly, at a cost of \$2,000 per organization, we would need a small round of funding for the beginning of the second year. After this point, HomeList will be sustainable. Our plan is to research other markets where similar situations are found and seek to deploy HomeList to the benefit of these populations. This price may sound high for small non-profit organizations, but as an additional component of their current HMIS software (which are required by HUD), HomeList would qualify for a similar subsidy allowing for the organization to pay a fraction of the cost of the program, normally 25% of the total cost or less. Below is a graph estimating our first year without funding added for our second round of grant money. As is illustrated in the graph below, the dip below our cash reserves falls mid-January of our second year. This is where we would request the additional \$40,000 for operating costs.



There is also an opportunity to sell HomeList at the level of COC organizations. 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. When selling to a COC organization, the monthly licensing fee would increase to \$10,000 monthly, but allow use for up to 10 organizations, with a \$1,000 charge for each additional organization to offset the cost of server rental and general maintenance of the code and databases.

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.

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. Our expected market size is roughly 5000 organizations, and our expected initial buy in is 1 organization for the first few months of operation. We are expecting a 10% growth continuously. 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.