

Together, we can stop the spread



HomePoints



“

Tomorrow: your reward for working
safely today.

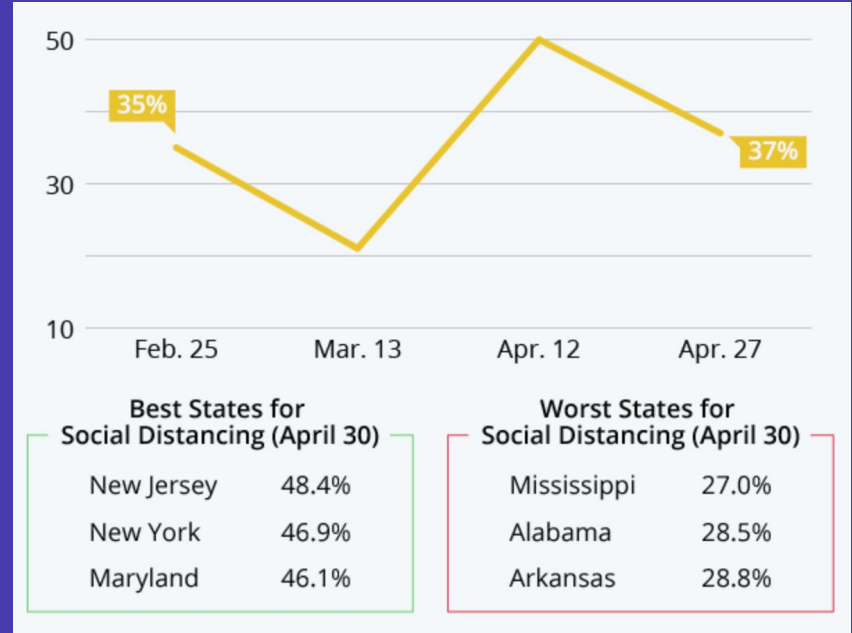
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- **Robert Pelton**

The Problem

Since the onset of Covid-19, a significant percentage of the United States population do not see a clear incentive to stay in their homes (1).

In addition, small businesses are suffering due to a lack of demand for their goods.



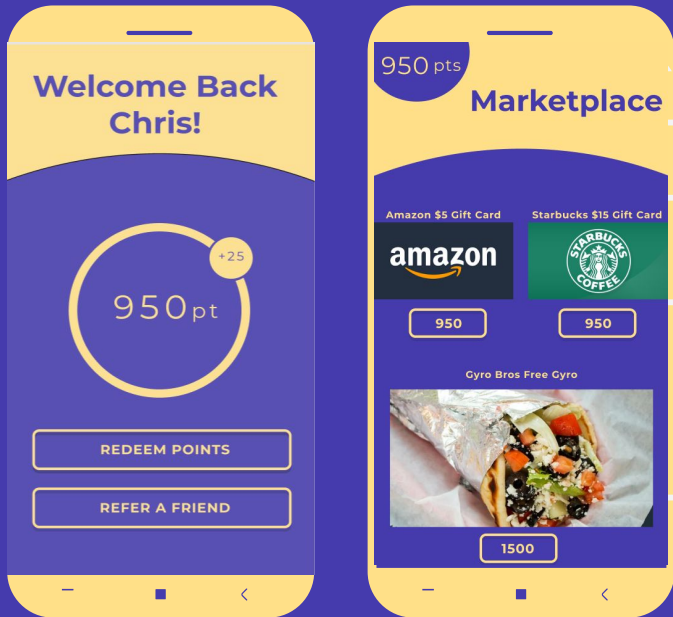


54%

The infographic features a large, dark blue speech bubble with a white border. Inside the bubble, the text '54%' is written in a large, bold, white sans-serif font. The bubble has a tail pointing downwards towards the explanatory text.

of small businesses reported that they have closed or will close
due to COVID-19 (2)

The Solution



How We Incentivize Social Distancing:

01

Points increment by-the-second while the user stays at home

02

If the user leaves home, points stop incrementing until the user returns home

03

Users can redeem these points for products and gift-cards for local businesses & popular brands through a marketplace section

Potential Impacts For Different Groups

People currently social distancing

Incentivizes those who social distancing to continue

People not social distancing

Incentivizes people from leaving their home for non-essential reasons

Local Businesses

Supports small and local businesses while providing a valid business model for future profitability

Implementation of Solution



Contact small
businesses that would
sponsor our app

01

Partially use \$10K
as sponsorship
money to fund our
marketplace

02

03

Use rest of \$10K to
market our app
and get customer
feedback before
full-release



Launch App!

Illustration of two pairs of hands clapping. One pair is on the left, with one hand in a yellow sleeve and the other in a brown sleeve. The other pair is on the right, with one hand in a pink sleeve and the other in a blue sleeve. Both pairs are clapping towards the center.

Thank You For Your Time

Any Questions?

#HOMEPOINTS

Illustration of a pair of hands clapping, with both hands in pink sleeves, positioned at the bottom center of the image.

Bibliography

- 1.) <https://www.uschamber.com/report/special-report-coronavirus-and-small-business>
- 2.) <https://www.statista.com/chart/21590/america-social-distancing/>