mRelief

Modernizing welfare one form at a time.

www.mrelief.com

Company Purpose

mRelief helps low income families easily access available public assistance and streamlines social service delivery for program providers.

PROBLEM

Waiting in long lines is a key barrier to receiving public assistance

Eligibility for public assistance is complicated

Time is wasted on unsuccessful applications

SOLUTION:

A web & SMS prescreening tool that helps low-income users determine:

their eligibility for public assistance

their nearest comparable resource *if they are ineligible*

a guide to help them along their journey *to receiving their benefit*
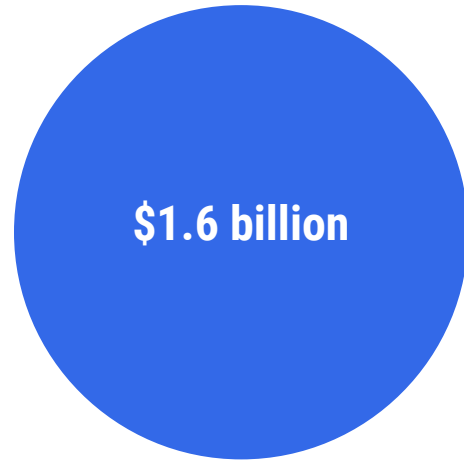
WHY NOW

One of the primary barriers to receiving public assistance is long wait times and unclear eligibility requirements. To fix this, we focus on streamlining social service delivery through adaptive questionnaires available online and through text messaging.

Our platform facilitates discovery of programs and fosters economic relief for people in need. Our tool, integrated into City of Chicago administered centers, has reduced eligibility determination time by 75 percent.
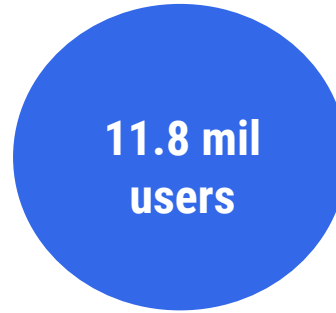
MARKET - BENEFICIARIES

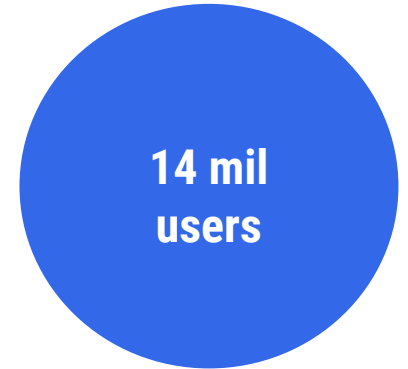**A significant amount of eligible beneficiaries are not receiving assistance**:

$1.6 billion

Amount in food stamp
benefits left on the table
each month
Estimated from FY 2011 Participant Data

11.8 mil users

21% of eligible people don't
participate in food stamps

Estimated from FY 2011 Participant Data

14 mil users

18% of eligible people don't
participate in Medicaid

from Recent federal data

MARKET - PROGRAM PROVIDERS

53,526 human service organization and 3,400 city governments or county equivalents

TAM: $409,184,088

SAM: $57,597,444

SOM: $24,000,732

COMPETITION

Eligibility screeners created by government agencies
- Time consuming, focused on data collection, difficult to use and biased towards Internet users

Competitive advantage: mRelief asks only the minimum number of questions for accurate eligibility determination, allows users to maintain their privacy and is accessible both online and through text messaging

PRODUCT (WEB)

GLOBAL SCREENING → MULTI-PROGRAM SCREENER → RESULTS PAGE

Hello

Welcome to mRelief! We help you check your eligibility for public assistance. For foodstamps, text 'food'. For early learning programs and child care, text 'kids'. For RTA ride free, text 'ride.' For Medicaid, text 'medicaid.' If you make a mistake, send the message 'reset'.

Kids

Text the letter(s) that applies to your child by 9/1/15. I care for a child ages: a. 0-2 b. 3-5 c. 6-12. d. none of these Ex: 'a' or

📷   Text Message   Send

¡Bienvenido a mRelief! Nosotros le ayudamos a averiguar si califica para asistencia pública. Para estampillas de comida (food stamps) envíe un texto con la palabra 'comida'. Para programas de educación temprana y cuidado de niños, envíe un text con la palabra 'ninos'. Si cometa un error, envíe texto con la palabra 'reset' o 'inicio'.

Comida

¿Está inscrito en una universidad o institución de educación superior? Ingrese 'si' o 'no'

📷   Text Message   Send

City of Chicago Contract - Early Learning Finder

Results: You may be eligible!

Your family may qualify for these early learning programs.

Early Learning Centers Near You

**Chicago Child Care Society **
5467 S University Ave
Chicago, IL 60615
Phone Number: 1-773-643-0452
Weekday Availability: Full Week, Part Week, Full Day, Part Day
Program Information: Home Visiting, Community Based, Early Head Start
Quality Rating: Gold
Ages Served: 0 to 5 years old

**Ounce of Prevention Educare **
5044 South Wabash
Chicago, IL 60615
Phone Number: (773) 924-2334
Weekday Availability: Full Week, Full Day
Program Information: Community Based, Head Start, Early Head Start
Quality Rating: Gold
Center Website
Ages Served: 0 to 5 years old

**Cuddle Care **
4800 S Lake Park
Chicago, IL 60615
Phone Number: (773) 285-1114
Weekday Availability: Full Week, Part Week, Full Day, Part Day
Program Information: Community Based, Head Start
Quality Rating: Licensed
Ages Served: 0 to 5 years old

** This program provides full day care supported by the state Child Care Assistance Program (CCAP). Based on the information you provided, you may qualify for CCAP. Please contact the agency for more information.

Learn more and contact these centers on the Early Learning Portal →

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Key Impact

Key Metrics

11/1/ 2014 to Present

> **6,000** families have been helped since launch.

> **25,000** text messages processed

>**134 percent** online user growth between May and June

> **Tripled** the number of text messages processed between June and July.

Impacting Social Workers

75% reduction in eligibility determination time

Delivered in 5 grant cycles & CoC contract

Smart Chicago Collaborative (2)

Sunlight Foundation

Invest Chicago

Knight Foundation

City of Chicago

PRODUCT EVOLUTION

At Launch:

> Web Form for 12 Programs

> SMS for 1 Program

> Community Resources
  for 12 Programs

Present Day:

> 12 Programs + All City Programs Form

> SMS for 4 Programs

> Partnership with Purple Binder API providing 2
  community resources for each ineligible user

> Launch of mRelief espanol

> Launch of transparent eligibility requirements for SNAP

>Integration of student and legal permanent resident eligibility

>mRelief redesign launching screening from very first page

>Launch of Early Learning Finder

Revenue & Pricing Model

Software as a service for program providers

Pricing: Three level pricing tier with varying degrees of service.

Basic= Free   Standard= $99/month   Premium= $299/month or $3,500 annual

Contracts

Licensing Software

Sales and Distribution Model

Lead generation services and personalized outreach to program providers

Social media marketing to social workers

Community Partnerships such as community service centers and public libraries to reach beneficiaries

CORE TEAM

Rose Afriyie, Co-Founder
Core Tasks: Business Development, Marketing, Policy Research.

Genevieve Nielsen, Co-Founder
Core Tasks: Full-stack Developer of Ruby on Rails,
Javascript, Ajax, HTML & CSS.

Marina Goldshteyn, Co-Founder
Core Tasks: Design and Marketing.

BOARD

Rose Afriyie, President & Co-Founder of mRelief

Genevieve Nielsen, CTO & Co-Founder of mRelief

Paras Desai, Director, Global Transformation Strategy at KPMG

Derek Eder, Founder and partner at DataMade

Raghu Betina, Adjunct Assistant Professor of Operations Management at the University of Chicago Booth School of Business

Janaé Bonsu, Doctoral student at Jane Addams College of Social Work

Melissa Pierce, Former COO at Everpurse

ENTITY STATUS & REVENUE STREAMS

mRelief is pursuing 501C-3 Certification

Incoming revenue to sustain includes:

> Contracts with local governments to streamline wait times with web forms and SMS

> Developing a universal template for eligibility screening conducted by program providers in the public and private sector

> Corporate Social Responsibility Partnerships

OUR ASK

$750,000 is our ideal budget for growth in FY 2015 to do the following:

> Scale Universal Template to all 50 states

> License software in 3 new US cities

> License software internationally in one new location