

Statement of Support

1871
222 W. Merchandise Mart Plaza
Suite 1212
Chicago, IL 60654

Official Nominee: mRelief

Too many Americans, specifically low-income families, who are eligible for crucial public benefits are prevented from receiving them because of wait times and other delivery obstacles. Additionally, social workers, a group that is 71.1% comprised of women, desperately need tools and services to help expedite getting this available aid to those who need it the most. mRelief, the InnovateHER submission from 1871 in Chicago strives to solve this important and urgent problem.

About mRelief

mRelief is streamlining social services delivery through eligibility determination for public benefits done through adaptive questionnaires available online and through text messaging. After a user completes a form, our website generates personalized results for users on which safety net programs they qualify for and actionable steps -- whether they qualify or not. In this way, their platform efficiently facilitates discovery of programs fostering economic relief for people in poverty.

mRelief's go-to-market strategy is robust and involves targeted outreach to over a thousand Illinois organizations that have registered with the IRA as low-cost or free services in the categories of food, housing, health, and employment assistance, as well as a digital media strategy and some traditional advertising.

Co-Founder Rose Alfriye is extremely knowledgeable, passionate, and overall an impressive candidate for this competition.

Success from mRelief

mRelief has already achieved several major milestones including:

- Signing a contract with the City of Chicago
- Scaling to multiple administered centers within the City of Chicago that has led to 75% reduced eligibility determination time
- Integrating eligibility for college students in SNAP
- Integrating with the Chicago Public Library

Rationale for InnovateHER Selection (based on Challenge criteria)

- Have a measurable impact on the lives of women and families (30%): The tool, integrated into City of Chicago administered centers, has reduced eligibility determination time by 75 percent – a process that is predominately managed by the woman of the household among low-income families

- Have the potential for commercialization (40%): mRelief is already on the market for people to use. By using technology to connect eligible people with available aid, our judges believe that the company has the ability to commercialize and remain sustainable. Please note that the best construct for mRelief is as a not-for-profit entity.
- Fill a need in the marketplace (30%): Forty-four percent of US children live in low-income households. Helping families find and access the assistance that is already available to them is of the utmost urgency.

It is with confidence and enthusiasm that 1871 submits mRelief as our official nomination for the InnovateHer 2016 Business Challenge.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lakshmi Shenoy', with a stylized, flowing script.

Lakshmi Shenoy
Director of Business Development