



G O G U

Get Out Get Up

A website and app to help the homeless and people at risk of homelessness to understand what services are available in their local area

"It would be awesome!"

Jess, Assistant Project Officer, Providence Row, and ex-homeless at the age of 17



PROBLEM

The homeless find it difficult to discover the services they can access. Getting it wrong can mean sharing a room with a drug user for three months. It can mean missing out on a shower, or a workshop that could help you get a job.

Today, those who don't want to or can't go to the borough's one homeless drop-in centre will continue suffering in their situation.

Those who do make it to the drop-in will be given leaflets of out-of-date information which rarely offers comprehensive details nor user's feedback on the services.



SOLUTION

Our service is an app, website with text messaging prompts that displays up-to-date services available in their location.

How it works

A homelessness service will tweak their online profile to say that they now have spaces in their free Monday and Wednesday morning shower services. We will provide the homeless or at-risk-of-homeless with this up-to-date information about a service in their local area, and provide the homeless service a free way of publicising their services in the process.



SOLUTION

[the demo]



WHY NOW

Homelessness services are cash- and resource-strapped and rarely have the time to update their marketing.

This is precisely at the time when homelessness among young people is rising, an audience increasingly reliant on mobile technology and less likely to act on leaflets, particularly in times of stress.



MARKET SIZE

136,000 young people presented to their local authority because they are homeless or at-risk-of-being homeless.

Of these 30,000 are turned away with no practical help.

One in ten adults have experienced homelessness at some point in their lives.

No one knows how many homelessness services there are. The whole reason we are doing this is because it is difficult to see a comprehensive list of services.



COMPETITION

ASK IZZY (AUSTRALIA) - lists services available to homeless

- the data is not kept live

SUPPORT IN MY OWN NEIGHBOURHOOD (N IRELAND)

- the data is not kept live
- smaller range of services
- no text messaging

WESHELTER (USA) - a sponsoring company will make a contribution to a local homeless services organization on your behalf

- doesn't list services



PRODUCT

Format: web app, w/ possibility of native apps

Architecture: Dependent on scale. Simple hosted solution -> AWS / Azure / Other

IP: Dependent on partner organisations & services. Ideally open source

Dev roadmap: Ideally develop offering to homeless services, gain adoption, wait for data model to stabilise and then open up an API for public use.



BUSINESS MODEL

Grant funds

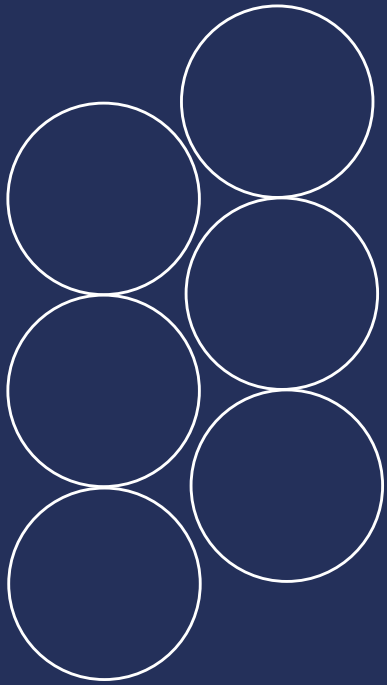
Given not-for-profit nature of services offered and user profile there is limited possibility for significant revenue generation and as such development and on going operational costs are expected to be grant funded.

Examples

£500,000 Google Impact Challenge award to Centrepoin't's Youth Homelessness Databank team to build:

- website to collate, measure & display youth homelessness data
- an app for young people who have experienced homelessness to allow youth homelessness charities and service providers to monitor the long-term impact of the support they provide

TEAM



Jack Tierney, Developer, Founders & Coders

Elias Malik, Developer, Founders & Coders

Tasnim Sultanah, Developer, Founders & Coders

Anna Markland, On Purpose Fellow

Kyro Brooks, On Purpose Associate

Alex Watson, On Purpose Associate



FINANCIALS

Expected development cost £4k (2 x 2 week sprint)

Expected UX development cost £2k

Ongoing operational cost £8k p/a



PLEASE GIVE US YOUR THOUGHTS

&

CONNECTIONS TO PEOPLE WHO CAN HELP

...THANKS!