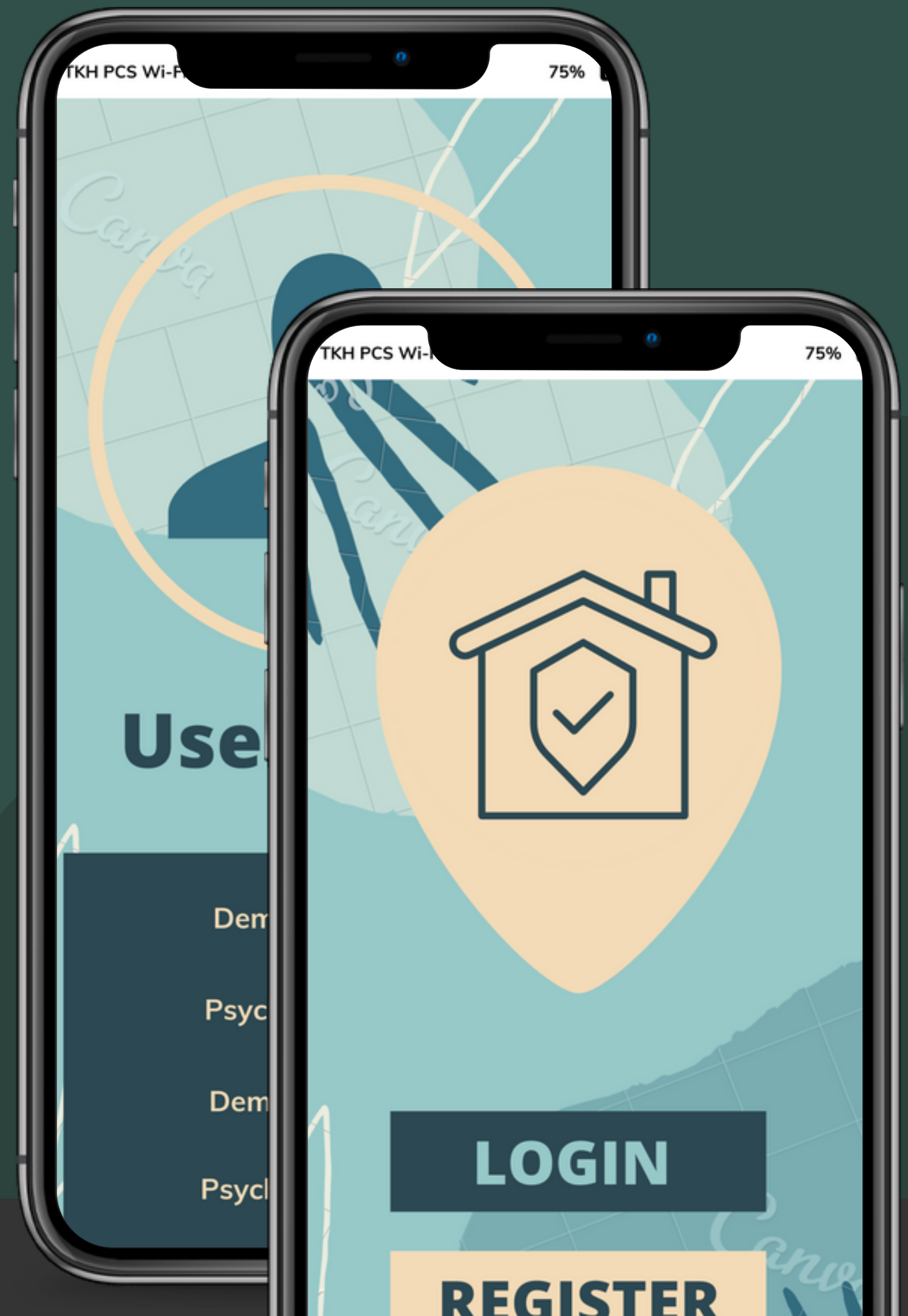




HouseVouch

YOUR SOURCE FOR NYC LOW INCOME RENTALS

DESIGNED BY. JAHAZIEL BEN ISRAEL | BLAQUEBEARDCODER@GMAIL.COM



► **Recipients of housing vouchers experience many barriers in finding affordable private housing in NYC.**

► **There is a lack of software for low-income New Yorkers who are often overlooked by traditional tech innovation.**

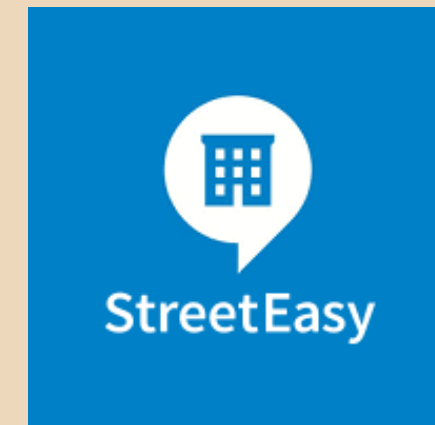
Currently, low-income renters have two bad options:



Very detailed and long application process.

Extremely high volume of applicants for a very limited number of units.

Notoriously long waits, often exceeding 18-24 months.

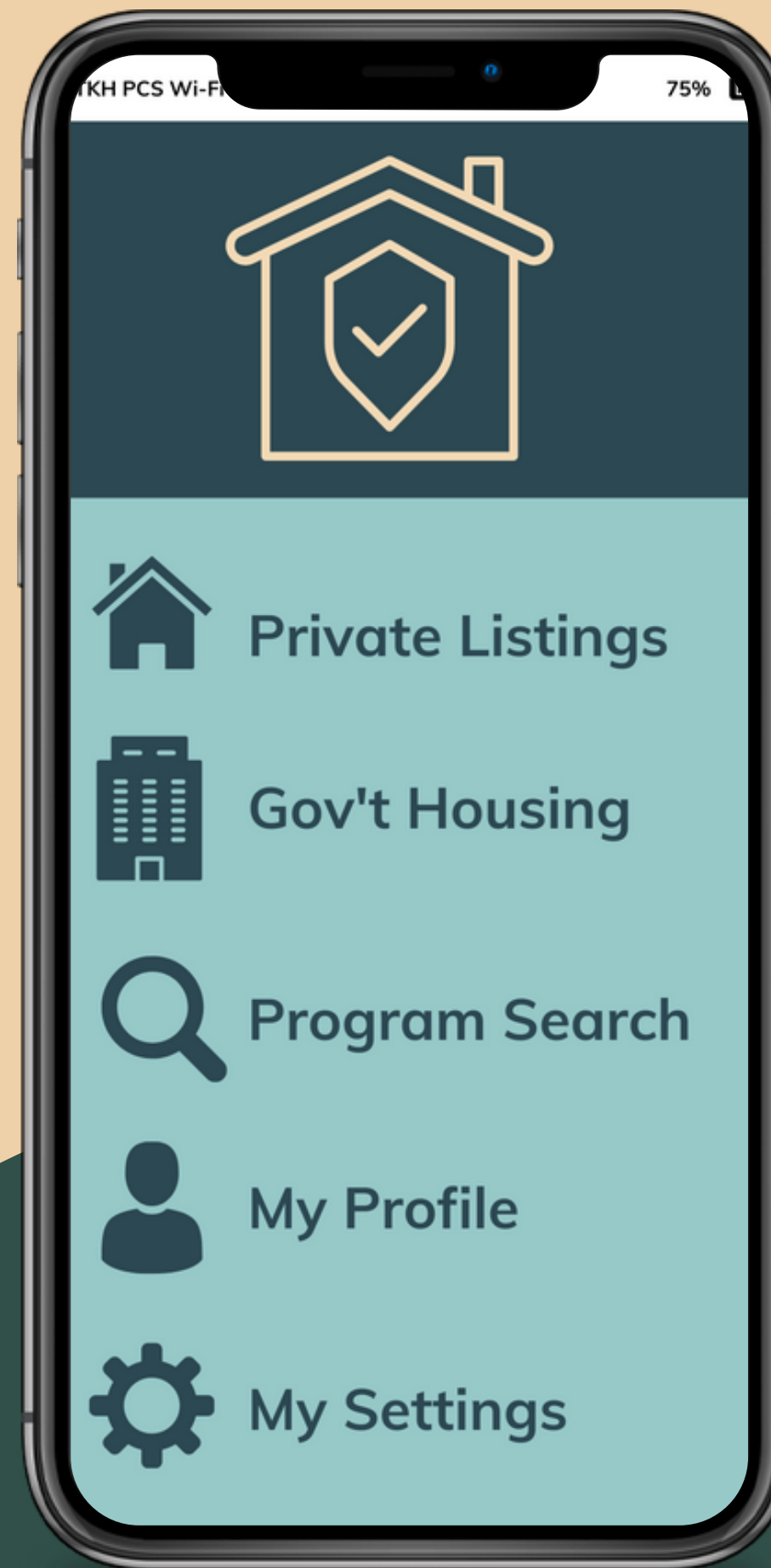


Listings require applicants to have an income of 40x the monthly rent.

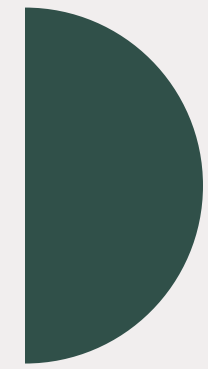
Listings often discriminate based on source of income.

Listings often require very good (700) to excellent (800) credit scores.

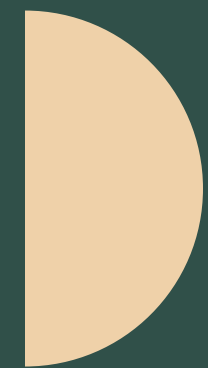
Solution



Aggregate low-income private rental listings that accept housing voucher applicants.

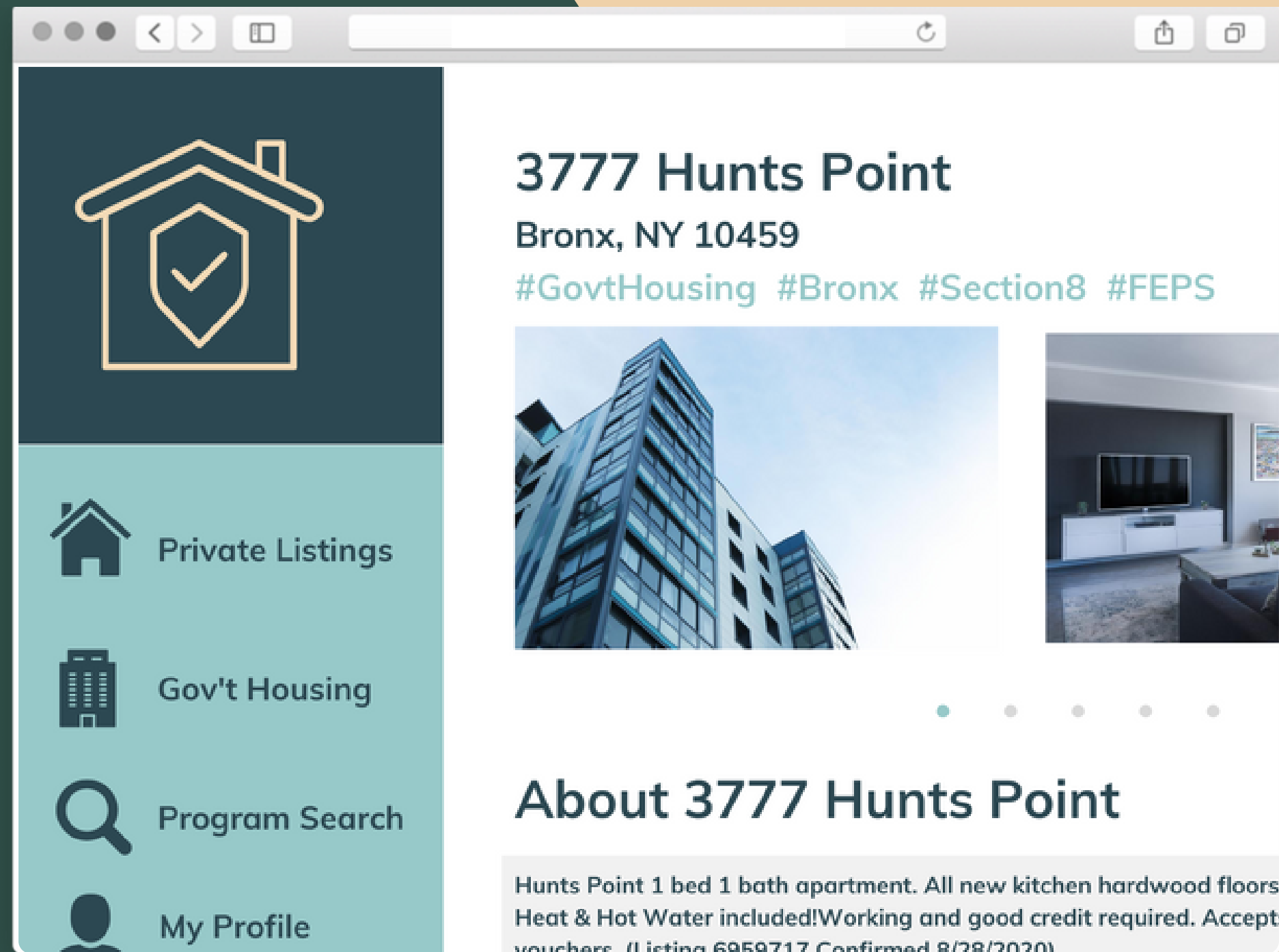


HouseVouch is free for tenants to search low-income listings!



Owners pay a fee for each active listing.

The HouseVouch Web App



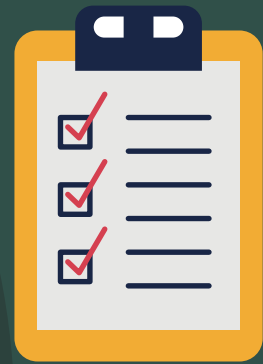
Tenants

- Sign up, upload housing voucher, and search for low income private housing in NYC.
- Respond and apply to rental listings aggregated from across the web.

Owners

- Sign up, create a profile and upload new listings.
- Review and respond to profiles of applicants.

And we have some great ways to grow.



Registered Rental Lists

We can obtain rental owner's names and contact information from city governments and market to them directly.



Add New Voucher Programs

We can start with one government voucher program, and expand to include others as we form partnerships.



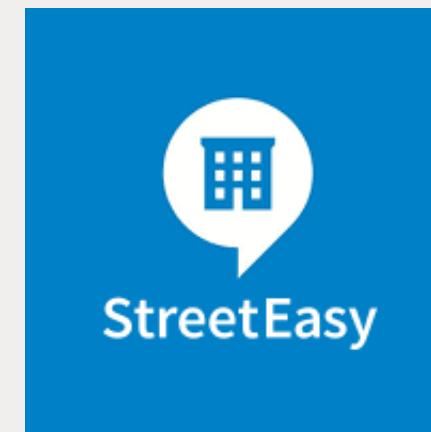
Expand to 50 States

We will initially market to NYC, and expand to include services for programs that span the continental USA.



Competition

Our current competition are traditional rental listing websites and apps;



Lean Canvas

PROBLEM

1. Traditional apartment listing sites omit or openly discriminate based on "source of income" and gov't voucher recipients.
2. Gov't voucher recipients have difficulty identifying private listings that willingly accept their voucher.
3. Low income applicants often do not meet the income (salary must be 40x the monthly rent) or credit (FICO 700+ score) requirements for private rental listings.

EXISTING ALTERNATIVES

- Inquire with voucher program for listings of brokers, properties and listings that accept their program.
- Search Craigslist using keywords such as "voucher".
- Housing Connect for affordable housing

SOLUTION

1. Require all listings to accept applicants with vouchers as their source of income.
2. Create an app/website that specifically targets this demographic, and provide search boxes based on program.
3. Provide tools for renter to report their source of income and credit info for listers.

KEY METRICS

- # of verified vouchers uploaded
- # of users
- # of new listings each week
- # of verified filled/closed listings

UNIQUE VALUE PROPOSITION

HouseVouch empathizes and understands the frustration of sorting through amazing NYC apt listings on sites, only to be disappointed that they mainly discriminate against source of income and government vouchers.

This is why all of our listings are committed to accepting applicants whose source of income is a government voucher. Stop searching in the wrong places-- search smart not hard.

HIGH LEVEL CONCEPT

We are the FreshEBT for Craigslist apartment listings.

UNFAIR ADVANTAGE

This will be developed by a founder who is a low income voucher client.

We will have access to local government listings of buildings and units that accept vouchers for payment.

CHANNELS

- Advertise on other listing sites.
- Google Adwords/PPC
- Partner with government agencies
- Partner with 3rd party agencies/non-profits
- Web App and downloadable IOS App
- Free to use the app

CUSTOMER SEGMENTS

- Immigrants
- Black/Hispanic Women
- Low-Income
- Recipients of Section 8, FEPS, HASA, SSI, Veterans
- Property managers
- Property owners
- Brokers

EARLY ADOPTERS

- Tech-savvy low-income single mothers.
- IOS users.

COST STRUCTURE

Fixed: Web domain, cloud services
Variable: Servers, advertising, marketing

REVENUE STREAMS

- Listing fees
- PRO user 30 day fees
- Government partnership fees

The People Behind HouseVouch



Jahaziel Ben Israel
Founder

Jahaziel understands firsthand the immense struggle of being underpaid and underemployed in NYC, and being in the unfortunate position to have to depend on government vouchers for housing assistance, which is what motivated him to become a fellow at The Knowledge House and develop this app.



HouseVouch

YOUR SOURCE FOR NYC LOW INCOME RENTALS

