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[www.twout.org](http://www.twout.org)

Eli Rivera (CEO)

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**Company Overview**

The Way Out Is a comprehensive job platform that aligns employers with qualified justice involved job seekers in their industry and provides additional services and technologies to help them integrate into their new roles successfully. The Way Out accomplishes this through a robust anti-bias employment platform and self-learning mobile app. ***The Way Out is partnering with University of Wisconsin-Madison’s Computer Science Department to develop the needed technology.***

**Team**

ELI RIVERA- CEO

In 2018, Eli launched the restaurant management app, ShyftFly <https://shyftfly.com/>. Eli worked closely with developers to design, test and launch the online platform and works directly with restaurants utilizing the app, using a hands-on approach to maximize the potential for users. Eli, an ex-felon, experienced firsthand the challenges associated with returning from prison and seeking employment upon his release in 2000.

RUBEN GANOA- CSO

In 2019, Ruben founded 2ndChanceWisconsin, LLC, providing motivational speaking to formerly incarcerated people and others facing barriers. Ruben is a U. S. Navy Veteran, former employee for the Department of Defense (NAVY) and an ex-felon. Ruben is currently a Junior at the University of Wisconsin-Milwaukee Helen Bader School of Social Welfare.

**Product**

The Way Out seeks to assist ex-felons to successfully reintegrate into society by offering:

1. An Employment Platform that helps formerly incarcerated job seekers matchup with employers who understand the social and economic benefits of hiring Justice Involved Job Seekers.
2. Ongoing training and support services for both Employees & Employers on our platform.
3. A self-learning mobile app offers real time analysis of stressors that may result in “at-risk” behavior (and subsequently re-offending) by the Justice Involved Employee.

**Market**

In the US almost 700,000 people are released from prisons and jails annually. At an average cost of $35,000 to house each inmate, incarceration costs over $24.5 billion annually. Almost two-thirds will re-offend and return to prison costing an additional $16.3 Billion. By keeping just 1% of these individuals from returning to prison with our platform, The Way Out will save our government $163,000,000 each year and help keep families together.

The Way Out will begin implementing its platform in Wisconsin and then spread into other states. Employees and employers will be our initial customer base. Once we begin aggregating data from our platform and its users, we will be able to share this data publicly.