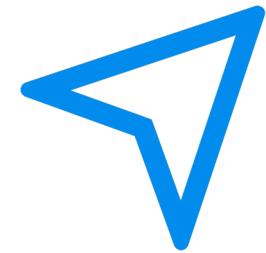


ADVENA

By newcomers. For newcomers.



Problem Statement

*Newcomers face difficulty
integrating & feeling connected
in the Canadian community.*



Refugees

TARGET



English as a second language

No relatives or friends currently in Canada

Unfamiliar with elements of Canadian culture

THE NEED



Isolation



Lack of
access to
services



Lack of
information

FEATURES



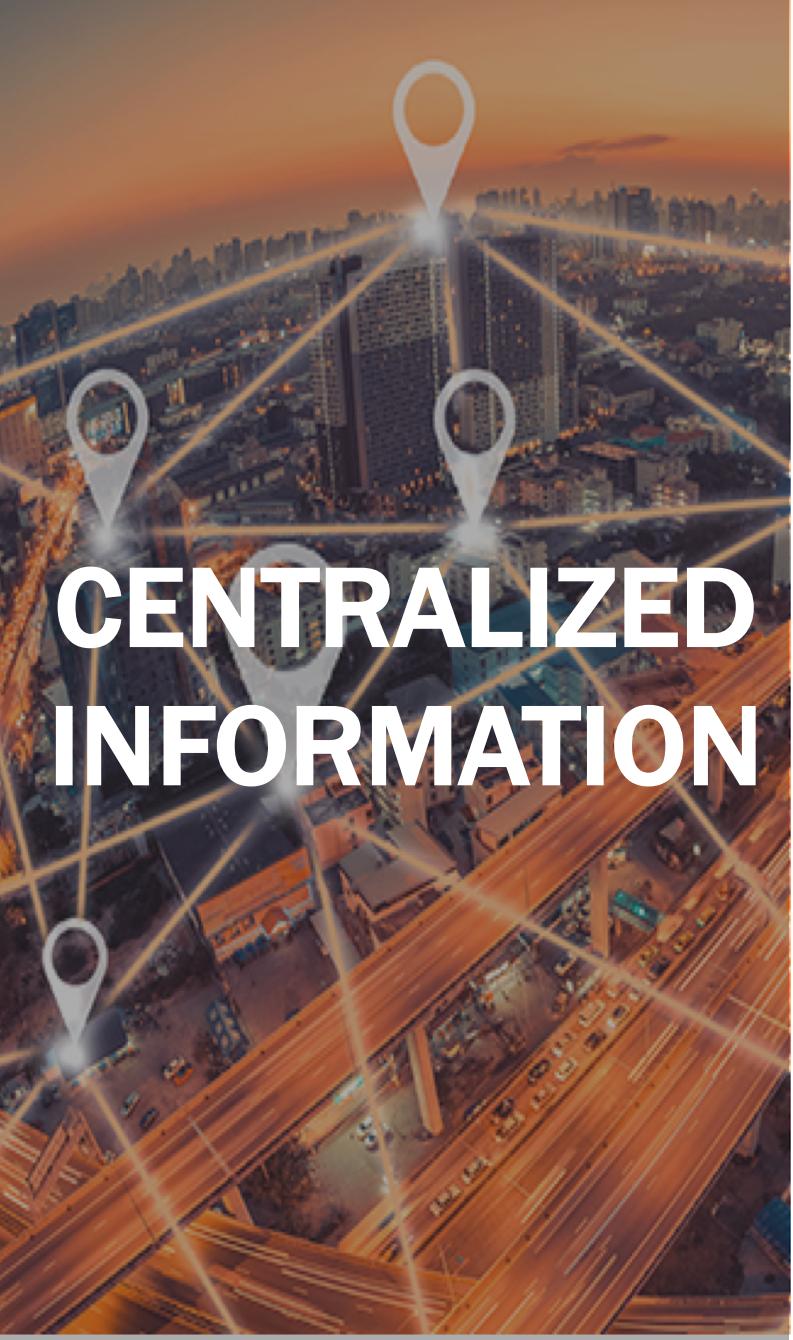
Tag community spaces



Interact with community leaders



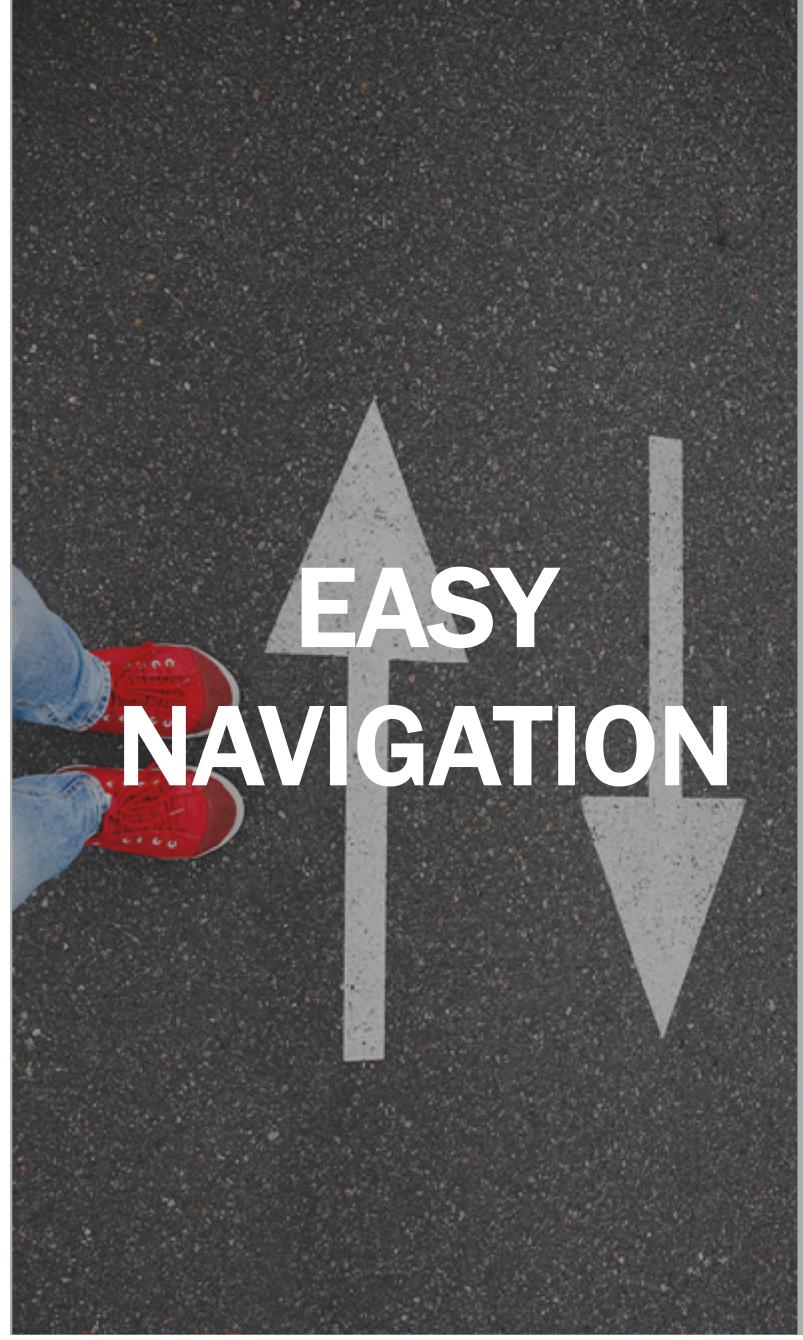
Government and Crowd-Sourced
insights & information



**CENTRALIZED
INFORMATION**



**CONNECTED
COMMUNITY**



**EASY
NAVIGATION**



JOANNA

Filipino Newcomer

32 years old

Has 3 children

Loves to cook on Sundays

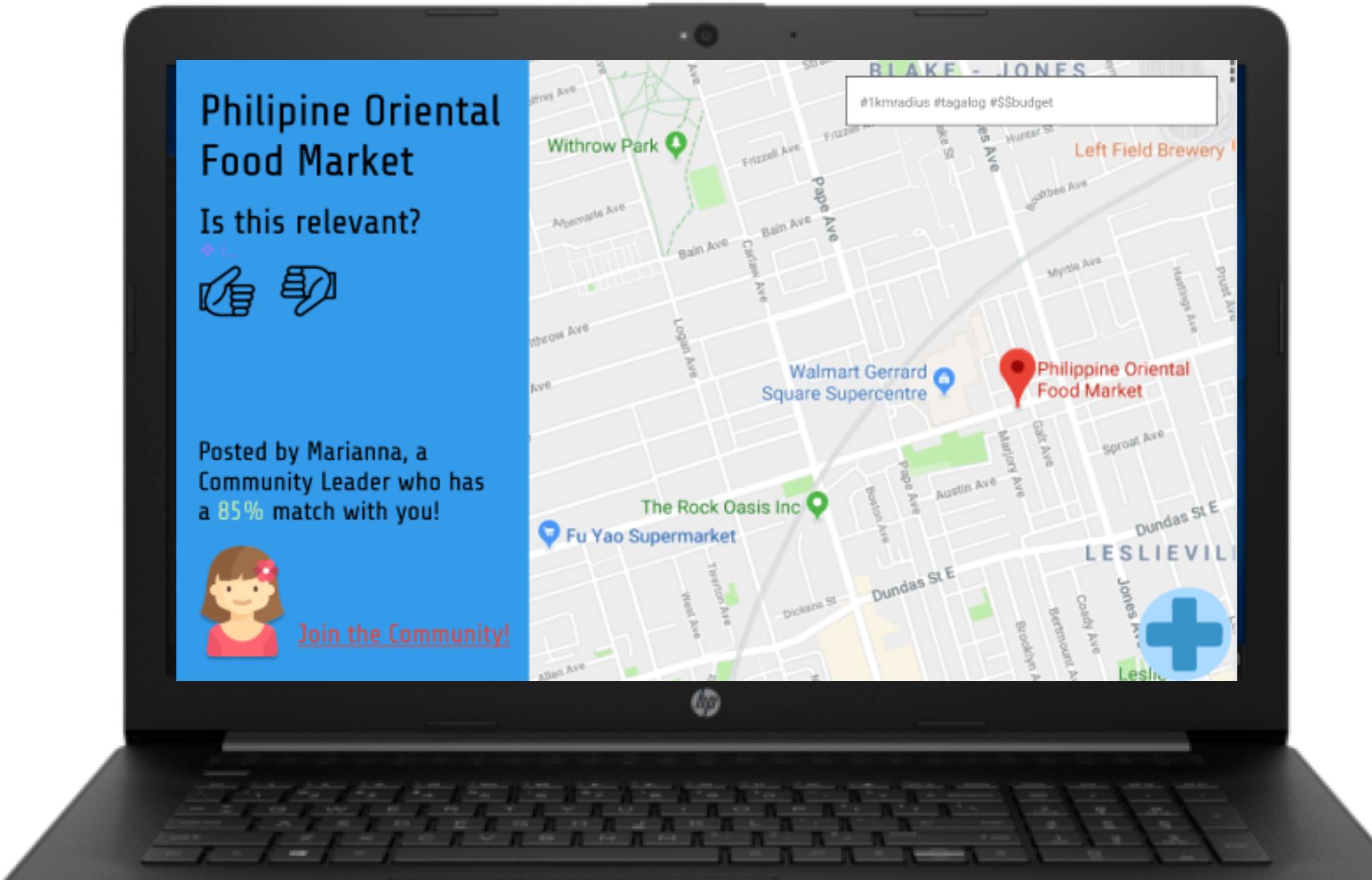
UX

- Easy to understand
- Universal standards
- Essential needs first



HOW?

- User inputs generate suggestions that they give feedback on
- Feedback trains the neural network to tailor suggestions to future users



IMPACT ASSESSMENT



2019 COST SAVINGS of \$148,000 & 6 Year Present Value of \$2.5M



Integration leads to realized potential



Social Integration leads to lower crime rate, more connected community, and a sense of belonging

FUTURE FEATURES

The Data

- Use Python and SKLearn Machine Learning algorithms to train system in categorizing data from Open Sources
- Use Mechanical Turk to scrape unstructured data from the Internet to populate the map



Statistics
Canada

The UX

- Use A/B testing to find optimized questions for user understanding
- Google Translate API for refugee usability



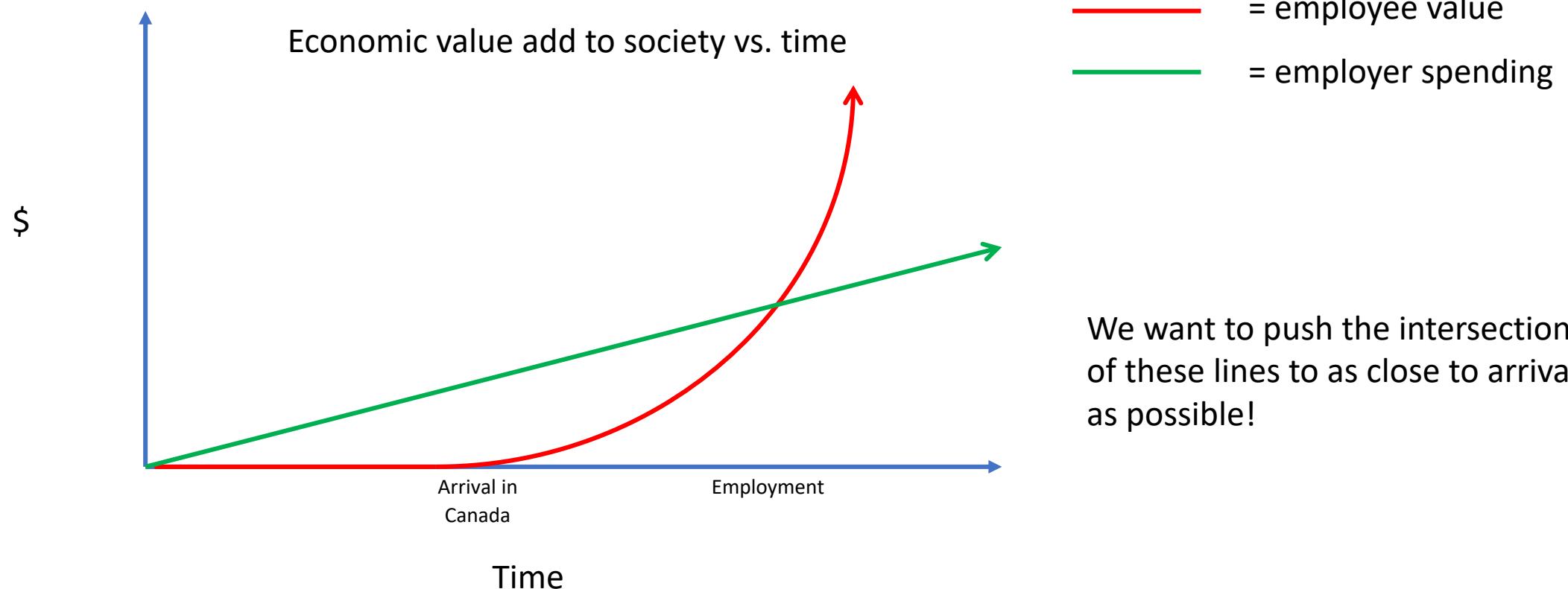
QUESTIONS?

APPENDIX

FINANCIALS

	2019	2020	2022	2025	
New Comers	330,000	340000	340,000	340,000	*projected new comers to Canada
Penetration	3%	10%	16%	26%	
New Users	9900	34000	54400	88400	
average minute/call	20	20	20	20	
Average calls/year	3	3	3	3	
Total minutes saved	594000	2040000	3264000	5304000	
Cost per minute	\$0.25	\$0.25	\$0.25	\$0.25	*minimum wage/60 minutes
Total cost savings	\$148,500	\$510,000	\$816,000	\$1,326,000	
PV (r = 3%)	\$ 148,500.00	\$ 495,145.63	\$ 746,755.59	\$ 1,110,504.12	
SUM OF PV	\$ 2,500,905.35				

REFUGEE VALUE



MORE REFUGEE VALUATION

\$1.9M in Economic Growth 1st year!

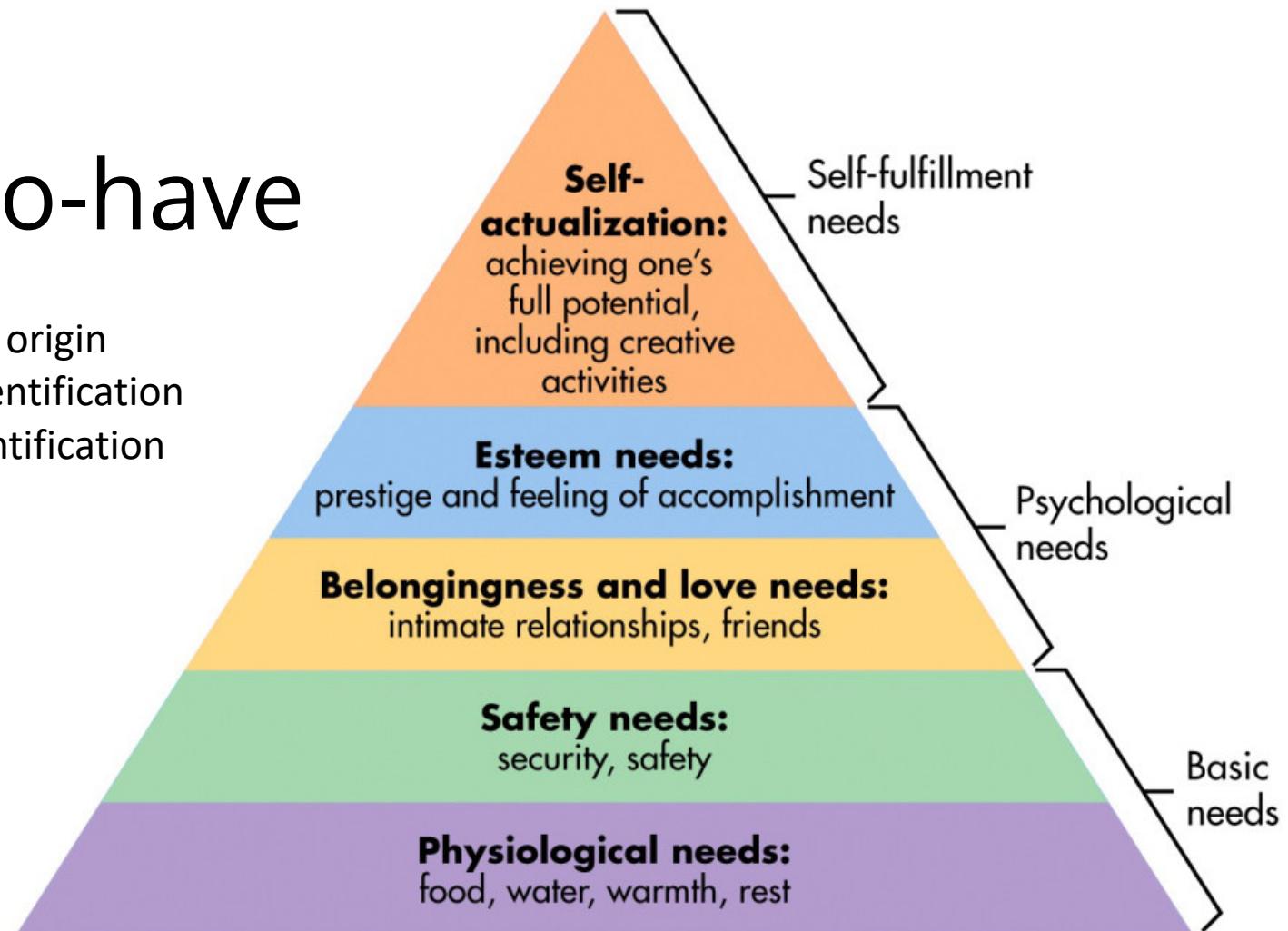
- 2011-2016: 1,212,075 entered country
- 2018 projected immigrant and refugee intake: 340,000 enters the country
- Let's assume 10% use: 34,000 use
- Assume 1% do really badly: 340 do badly and are lost sources of income
- Would have made mean income of \$11,400 but make no money
- If our app would have made these people 50% self-sufficient, would have made \$1.938M in economic contribution in 1st year of operations
- <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=4310001101>

USER INPUTS

Mandatory Nice-to-have

- Languages spoken
- Dietary needs
- Employment status
- Method of transportation
- Budget

- Ethnicity
- Country of origin
- Gender identification
- Sexual identification
- Hobbies
- Religion
- Family



RECOMMENDATION PARAMETERS

SERVICE CENTERS

- 1) Language
- 2) Distance
- 3) Employment

RESTURANTS

- 1) Transportation (distance)
- 2) Language
- 3) Food
- 4) Budget

SCHOOLS

- 1) Language
- 2) Distance
- 3) Employment