



KEEP.ID

2020 ANNUAL REPORT

KEEP.ID: AN IDENTIFICATION
PLATFORM FOR THOSE
EXPERIENCING HOMELESSNESS

PREPARED BY

Connor Chong
Jackson Foltz

Steffen Cornwell
John Baek

Jessica Hung
Anna Leong

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A LETTER FROM THE PRESIDENT

Dear Team Keep, supportive friends, and fellow activists against homelessness,

I want to express my gratitude to the entire Team Keep for their diligent work, steadfastness, and incredible motivation in helping to obtain, secure, and utilize identification for those experiencing homelessness. At the beginning of 2020, Keep.id was barely more than an idea, a slide deck, and a small team of four. It has grown so much since then. Keep.id has definitely been a highlight of my past year and a true family. We have endured setbacks of working during a global pandemic and transitioning to remote work, brought on many new faces to bring our team to 36 strong, and began to grow roots in the Mid-Atlantic region through valuable nonprofit partnerships such as Why Not Prosper.

In addition, we would not have gotten anywhere without the context of a greater support system: family and friends who support us financially, exceptional advisors and researchers who validate our approach, and nonprofit partners who are the hands and feet on the ground. Our brothers and sisters on the streets are a reminder of the importance of our work but are also an inspiration to persist in the face of setbacks. Friends of ours such as Ace Dott and Steve, whom we met on the streets of Philadelphia, share powerful stories, give wise life anecdotes, and challenge preconceived notions and stereotypes about homelessness. We are privileged to have all of your support, which has made it possible to be where we are today.

Looking forward to 2021, Team Keep will continue to steward the identities and personal information of those experiencing homelessness with the utmost care. With certifications such as Compliancy Group's HIPAA Seal of Compliance, as well as rigorous security audits, we will release a fully fledged application in the coming months. I eagerly await for our vision and preparations in the new year to come to fruition for keep.id and the communities we serve.

Your President,
Connor Chong

A LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends,

Wow! What an amazing year it has been for Team Keep, having gone from a bare metal project to an amazing nonprofit team by the end of the year! I am so amazed by everyone's hard work and dedication. I want to thank those who have made this possible and taken part in this adventure. It is amazing to see the passion that teammates have taken on for Keep.id! I want to express my deepest gratitude to those who have volunteered their time and talent into making this vision a reality. We are deeply honored that you have dedicated your hours and energy toward advancing our product and mission.

I want to sincerely thank Connor Chong and Jackson Foltz for being with Team Keep since the beginning and for your continued involvement in matters of leadership and team spirit. Without you both, Keep.id would not have been possible. I also want to thank our other past and present board members Sophia Ye, John Baek, Jessica Hung, and Gregory Kofman for your leadership this past year and for your contributions to each of your teams in terms of both vision and implementation. I want to give a special thanks to Jackie Peng, Melinda Cardenas, Abhai Shukla, Anna Leong, Cathy Chen, Christopher Ng, and Joey Zhao for your continued support since the summer and your decision to stay on the team through the fall.

Your consistency has made the continuation of Team Keep's mission possible through tough times and transitions.

Finally, I want to thank all Team Keep members for being teammates and for contributing unique aspects to our team effort and culture.

May 2021 be a year where we are able to reach many of the populations whom we hope to serve, and expand our services to major centers of homelessness across the United States of America. We hope that those who have joined in this effort will continue to support us in these times to come. We also want to thank our donors, through whom Keep.id has been financially sustained in the past year.

We thank you for your generosity and your support in spirit. We hope that you will continue to join our mission into the new year. I also thank God for His continual guidance and His Spirit, whom I believe has guided our team through difficult decision-making processes and through whom all things are possible for him who believes (Mark 9:23).

Blessings,
Steffen Cornwell

TEAM KEEP MISSION

Our mission

Team Keep's Mission is to provide services for and grow relationships with those experiencing homelessness.

TEAM KEEP VALUES

► Collaboration

We understand that without working closely with existing organizations and human support networks, we cannot generate any substantial impact with great technology alone.

► Purpose

We understand the particular position we are in to help a disadvantaged population. We aim to create sustainable, impact-driven technology that has beneficial implications for those who entrust us with their data.

► Empathy

Without practicing empathy, we begin to abandon our mission, the communities we serve, and stray toward self-gain. We need empathy to ensure that we never demean or exploit those whom we are dedicated to serving.

PRODUCT VISION



MANY BARRIERS EXIST PREVENTING THOSE EXPERIENCING HOMELESSNESS FROM ACCESSING SERVICES OTHERWISE AVAILABLE TO THEM.

KEEP.ID AIMS TO BREAK THESE BARRIERS.

KEEP.ID AIMS TO HELP BREAK THESE BARRIERS AND INCREASE ACCESS TO ASSISTANCE SERVICES FOR THIS POPULATION

Lack of identification is a prevalent and detrimental problem faced by many individuals experiencing homelessness, as it inhibits them from accessing government aid services and job applications. Existing cloud-based document storage platforms are often difficult to navigate and inaccessible to those who are computer illiterate. Additionally, government aid applications are information-intensive and require legal ID, increasing the many obstacles trapping individuals in the cycle of homelessness.

Keep.id is an online platform that assists those experiencing homelessness in applying for, securely storing, and utilizing their identification to access relevant services. Our platform is provided through partner non-profits, which enroll those experiencing homelessness with Keep.id and assist them in utilizing Keep.id to manage their identification. Our goal is to serve those experiencing homelessness with the unique skills given to us, by decreasing barriers that this population faces in accessing services.

HISTORY AND ACCOMPLISHMENTS

Keep.id (client-facing) website developed, including:

- Organization signup flow
- Client profile page
- Organization finder map search
- PDF features

Team Keep website developed, including:

- Mission page
- Contact page
- Holiday gift fundraiser

Additional Milestones

- Team Keep incorporates as a nonprofit organization (submitted July 9, 2020)
- Team Keep applies for 501(c)(3) status from the IRS (submitted September 17, 2020)
- Team Keep recruits over 20 volunteers to join the effort (Summer 2020)

TEAM SUCCESSES

ENGINEERING TEAM

The great successes of the Technical Engineering Team in 2020 have been the implementation of two functional websites: Keep.id and Team.Keep.id. The encrypted Keep.id website offers: an organization signup flow, client and nonprofit staff profile pages, organization finder map search features, as well as PDF upload and annotation features. These basic features are the start of guiding organizations and individuals to utilize the platform.

DESIGN TEAM

In coordination with the engineers of the Technical Team and the Communications Team, the Design Team set up a new, efficient design system and created high-fidelity mockups of each page of the client-facing website and the Team Keep website.

NONPROFIT COMMUNICATIONS TEAM

Nonprofit Communications has developed professional relationships with over fifteen organizations. Nonprofit Communications began the year with the completion of the I-CORP customer discovery program, which earned us a travel grant. The great successes of this team in 2020 has been the two beta test partnerships that the team has facilitated, with Why Not Prosper (Germantown, Philadelphia, PA) and Coordinated Homeless Outreach Center (Norristown, PA).



TEAM SUCCESSES

OPERATIONS TEAM

In 2020 the Operations Team drafted the most important legal documents pertaining to Keep.id, including the privacy policy, EULA, and various agreements. In addition, they audited Team Keep volunteers' personal security standards to ensure the integrity of the organization. By facilitating the distribution and completion of specific self-audit forms, Team Keep received a seal of approval for administrative HIPAA compliance from the third party organization Compliancy Group.

BUSINESS STRATEGY TEAM

The Business Strategy Team began with the goals of finding funding, mentorship, and other opportunities. The Business Strategy Team developed a sustainable business model, performed research on the issue of homelessness, and secured opportunities to present at competitions such as B. PHL Innovation Fest and the International Conference in 2020.

DONOR OUTREACH TEAM

Created in the summer of 2020, the Donor Outreach Team raised over \$2,000 for Team Keep in its first months of operation. Donor Outreach planned and executed a Giving Tuesday campaign and a Holiday Gift Exchange campaign while running several Facebook Live interviews, featuring individuals with demonstrated interests and knowledge in supporting those experiencing homelessness.



TEAM KEEP GOALS FOR 2021

Overarching Goal:

Expand service to the populations we intend to serve and get feedback to improve the product and service.

Technical:

- Technical HIPAA Compliance and third party security testing
- Launch of subscription-based paid version of software for nonprofits

Non-Technical:

- Collect more feedback from nonprofit partners and incorporate changes into Keep.id website
- Develop long-term partnerships with organizations in each of the states we service: PA, NJ, RI, NY, MA

DONORS

Special thanks to our 2020 donors, named and unnamed, for their generous support and contribution to our mission.

Rhosean Asmah
Thomas Baek
Carolyn Chow
Donald and Camilla Cornwell
Steffen Cornwell
Alexander Cui
Ivorine Do
Emmanuel Foltz
Charles Howard
Jessica Hung
Faris Mersi
Jackie Peng
Nicole Tsoi
Michelle Yi
Anonymous Donors

GRANTS

I-CORP Customer Discovery Grant - \$2,000
M&T Summer Entrepreneurship Award - \$5,000
VentureLab Validation Award - \$250

INCOME STATEMENT (PROFIT AND LOSS)

Team Keep
For the year ended December 31, 2020

2020

Income

Donations	3,454.47
Total Income	3,454.47

Cost of Goods Sold

Cost of Goods Sold	254.29
Subcontractors	6,000.00
Total Cost of Goods Sold	6,254.29

Gross Profit

(2,799.82)

Operating Expenses

Advertising	158.12
Business License & Fees	706.00
Dues & Subscriptions	459.64
Professional Fees	1,070.00
Total Operating Expenses	2,393.76

Operating Income

(5,193.58)

Net Income

(5,193.58)

BALANCE SHEET

Team Keep
As of December 31, 2020

DEC 31, 2020

Assets

Current Assets

Cash and Cash Equivalents

Cash (Team Keep Checking Account)	2,582.26
Total Cash and Cash Equivalents	2,582.26
Total Current Assets	2,582.26

Total Assets

2,582.26

Liabilities and Equity

Liabilities

Current Liabilities

Payroll Wages Payable	3,500.00
Total Current Liabilities	3,500.00

Long Term Liabilities

Board of Directors Loan	4,275.84
Total Long Term Liabilities	4,275.84
Total Liabilities	7,775.84

Equity

Current Year Earnings	(5,193.58)
Total Equity	(5,193.58)

Total Liabilities and Equity

2,582.26

2020 TEAMMATES CONTRIBUTION

Leadership Team

John Baek, Operations Team Lead

Connor Chong, Technical Team Lead

Steffen Cornwell, Business Strategy Team Lead

Jackson Foltz, Nonprofit Communications Team Lead

Sophia Ye, Design Team Lead

Jessica Hung, Donor Outreach Team Lead

Gregory Kofman, Technical Advisor

Technical Team

Daniel Barychev

James Bigbee

Chelsea Bishop

Melinda Cardenas

Xander Cernek

Cathy Chen

Vanessa Hu

Anna Leong

Abhishek Pandya

Jackie Peng

Austin Wu

Jonathan Xue

Michelle Yi

Joey Zhao

Business Team

Ani Agrawal

Gio Ballesteros

Sydney Cheng

Ivorine Do

Kieren Singh Gill

David Glaser

Jessica Ho

Emily Hong

Sarah Kim

Janelle Leung

Jack Li

Maggie Lin

Jamie Lu

Christopher Ng

Seemran Rashid

Abhai Shukla

Emily Su

Ann Too

Victoria Walter

Amanda Yen

CURRENT TEAM MEMBERS

Leadership Team

John Baek, Operations Team Lead

Connor Chong, Technical Team Lead

Steffen Cornwell, Product Manager Team Lead

Jackson Foltz, Strategic Communications Team Lead

Jessica Hung, Donor Outreach Team Lead

Anna Leong, Design Team Lead

Technical Team

Chelsea Bishop

Melinda Cardenas

Xander Cernek

Cathy Chen

Daniel Joo

Gangan Kang

Abhishek Pandya

Jackie Peng

Nick Rodriguez

Ankita Sethi

Austin Wu

Joey Zhao

Business Team

Samantha Barraza

Bo Cui

Ivorine Do

Kieren Singh Gill

David Glaser

Jessica Ho

Emily Hong

Sarah Kim

Jack Li

Maggie Lin

Jamie Lu

Seemran Rashid

Abhai Shukla

Emily Su

Ann Too

Amanda Yen

KEEP.ID

An identification platform for
those experiencing homelessness

"Give justice to the weak and the fatherless;
maintain the right of the afflicted and the destitute." Psalm 82:3

team.keep.id
contact@keep.id
[@keepidphilly](https://twitter.com/keepidphilly)