

INS-BRIDGING THE GAP

Enhancing Lives, One Individual at a Time:
Join Us in Making a Difference.

🏠 INS-Bridging the Gap

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Stage
Building



Industry
Nonprofit



Employees
2 - 5



Country
United States



Market size
\$500M - \$1.000M



Business model
Impact Model



What problem has INS-Bridging The Gap discovered in the market?

PROBLEM

In Philadelphia, we're facing a pressing issue: the demand for home health care, including for adults with intellectual disabilities or dual diagnoses, is expected to increase by 30% by 2030. Compounding this, there's a noticeable shortage of residential programs that not only cater to these individuals' specialized needs but also respect their autonomy and dignity by offering personal choice and avoiding restraints.



What is the solution to the problem?

SOLUTION

The solution to address this growing need in Philadelphia is to bring awareness to communities about the rights and needs of individuals with intellectual disabilities or dual diagnoses. By fostering respect and recognition, we aim to integrate these individuals into the community, ensuring they lead lives as normal and fulfilling as possible.



What type of market is INS-Bridging The Gap in?

MARKET

INS-Bridging The Gap aims to serve Philadelphia's growing home healthcare market for individuals with intellectual disabilities, a sector projected to expand by 30% to \$546 million by 2030. As a nonprofit, we're uniquely positioned to meet the significant need in this under-served market, focusing on impactful service rather than market share, and addressing the critical gap in specialized healthcare services.



What makes INS-Bridging The Gap's solution special?

UNIQUE VALUE PROPOSITION

INS-Bridging The Gap's unique value lies in opening a residential home within six months for at least three adults, providing 24/7 staff support. Our services include assistance with daily activities, dietary and financial management, education, transportation, and emergency support. We emphasize medication administration and strongly respect each resident's self-determination and choices, ensuring a personalized and empowering care environment.



What will measure the success of INS-Bridging The Gap?

BUSINESS MODEL

Our inclusive business model caters to individuals with various disabilities - intellectual, physical, sensory, and developmental. We aim to provide tailored care through specialized services like therapy, personalized education, and assistive technology. Integrating real estate ownership, we reduce long-term operational costs, ensuring a stable and adaptive living environment. Future strategic acquisitions will enable us to expand our reach and enhance service diversity.



What are the different groups INS-Bridging The Gap wants to help?

CUSTOMER SEGMENTS

Individual lives at home with sibling, Sibling works and is struggling to understand individual. Sibling loves individual but doesn't have 24 hours to figure out individual problems etc. Sibling enrolls individual in a residential setting. Sibling is happy on quality of care and service and visits every weekend. Sibling can call, video or email to check in. Outcome everybody's happy.



How does INS-Bridging The Gap reach the world?

CHANNELS

We will use multiple channels. We plan to reach out through referrals from the Department of Human Services, local advertising in newspapers, and a strong online presence including SEO, social media platforms like Instagram, Facebook, and Twitter. We also distribute flyers for direct community engagement. Additionally, leveraging our nonprofit status, we explore sponsorships and partnerships, enhancing our visibility and ability to connect with those in need of our specialized services.



Who are INS-Bridging The Gap's main competitors?

COMPETITORS

INS-Bridging The Gap competes with established companies like Visiting Angels and Reliant Home Health Agency Inc. These competitors face staffing and capacity challenges in a market with a shortage of home healthcare services. To excel, INS-Bridging The Gap must offer exceptional care and meet unique client needs, bridging the service gap effectively.



Who is the INS-Bridging The Gap team?

TEAM

Established in 2020 by seasoned professionals Isaac Briggs and Natasha Stover, INS-Bridging the Gap is a nonprofit organization with over two decades of collective experience. Our mission is to bridge the divide between individuals with intellectual and developmental disabilities and the broader community, fostering awareness and promoting the pursuit of fulfilling lives.



What traction is INS-Bridging The Gap experiencing right now?

TRACTION

INS-Bridging The Gap is experiencing substantial traction with over 6,000 referrals from the Department of Human Services awaiting the right fit. Currently, we are actively seeking funding, investors, and board members to support our mission. We are also in the process of building robust systems to establish a stable foothold in our solution, which focuses on raising awareness and integrating individuals with intellectual disabilities into the community for more fulfilling lives.



What is INS-Bridging The Gap's monthly revenue?

\$0 - \$5,000



What is INS-Bridging The Gap's monthly burn?

\$0 - \$5,000

FUNDING



What's the funding status for INS-Bridging The Gap?

Bootstrapping



How much funding have INS-Bridging The Gap received?

\$0 - \$5,000



Is INS-Bridging The Gap looking for funding?

Yes

What funds are you asking for?

The Ask



We're requesting \$650,000 in startup funding, and here's why: This capital will be allocated to cover fundamental requirements such as housing, transportation, technology infrastructure, and office space. It's the bedrock of our operations, allowing us to fulfill our mission comprehensively and have a meaningful and lasting impact on our community. Your support in this endeavor will positively change lives and help those with disabilities an alternative to live good healthy lives.

LEGAL



Have you formed any legal entity (like an LLC) yet?

Yes



Foundation date

Feb 2020



Legal Structure

INS-Bridging the Gap

