



IMMIGRATIONALLY

Empowering immigrants with bilingual legal guidance

Team Name: PuenteTech Corp. - Group 11

Team Lead: Aleks

Team Members: Lauren Gonzalez-Perez, Orquidea Utuy, and Serena Kim

Date: 11/27/25



THE PROBLEM

- 44 million immigrants live in the U.S. (Pew Research, 2023).
- 1 in 3 report uncertainty or fear about their legal rights.
- Language barriers, misinformation, and cost make legal help inaccessible.
- Existing resources are scattered, often English-only, and not mobile-friendly.
- High risk of:
 - Exploitation
 - Fraudulent “legal helpers”
 - Missed deadlines or rights
 - Deportation risks due to lack of guidance



TARGET AUDIENCE



Hispanic/Latino immigrants, including mixed-status families



Recently arrived asylum seekers



Low-income and limited English proficiency immigrants (who cannot afford lawyers)



Community nonprofits seeking trusted tools for families

COMPANY PURPOSE & MISSION



Mission Statement:

Empower immigrants by providing trustworthy legal resources, rights education, and community support in one bilingual app.



Impact Goal:

For every user to feel **informed, protected, and supported** during legal or everyday challenges.



Core Values

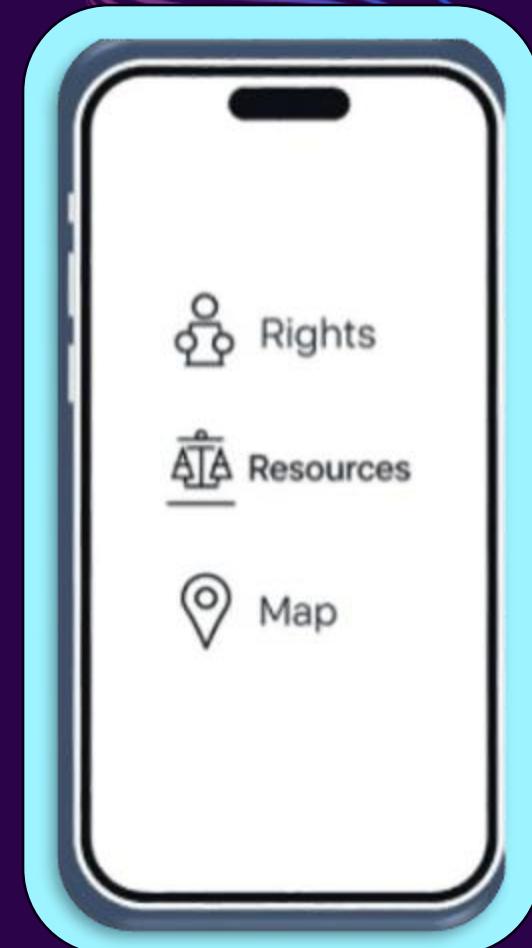
- Accessibility
- Justice
- Privacy
- Compassion
- Empowerment



THE APP CONCEPT

Immigrationally provides:

- **Know Your Rights Guides:** police, workplace, immigration, housing
- **Legal Aid Map:** find verified lawyers and community centers
- **Resource Center:** shelters, food banks, clinics, bilingual forms
- **Anonymous, privacy-first design**
- **Simple navigation and visual-first instructions**

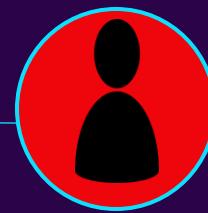


APP SCREENS & NAVIGATION

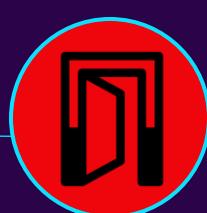
**Home Screen**

3 buttons :

Rights | Resources | Map

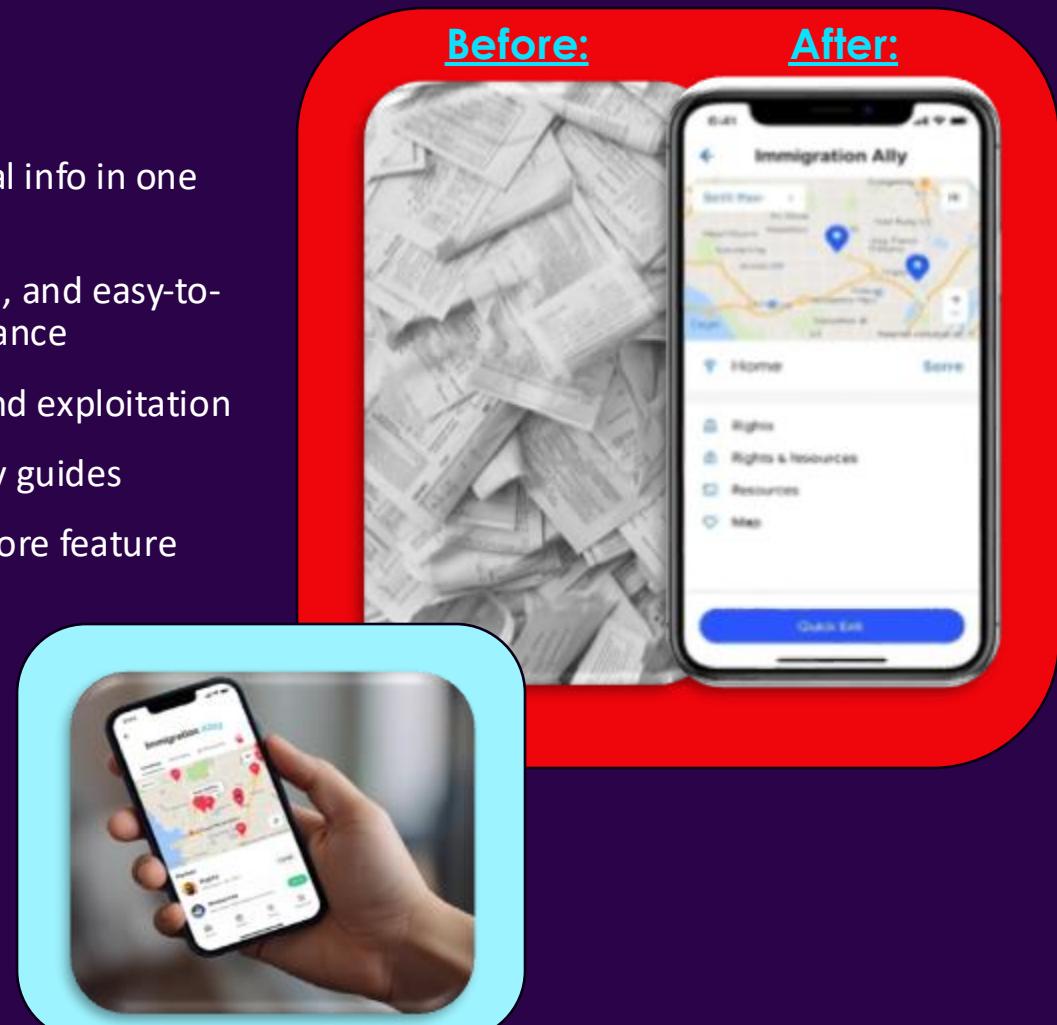
**Rights Page**

Simple, visual cards:

Workplace, Police, Immigration,
Housing guides**Resources Page**Filters for housing, food,
health, shelters**Map Page**Verified pins for attorneys and
nonprofits**Quick Exit
Button**Instantly returns
user to a neutral
screen

HOW THE APP SOLVES THE PROBLEM

- Consolidates trusted legal info in one place
- Provides bilingual, verified, and easy-to-understand guidance
- Reduces misinformation and exploitation
 - Works offline for key guides
 - Built with privacy as a core feature



VALUE PROPOSITION

Benefits

- Safety and anonymity
- Verified and trustworthy content
- Clear steps, not legal jargon
- Centralized resource directory
- Designed specifically for immigrant communities

Statement:

"Immigrationally gives immigrant families safe, reliable, bilingual legal information—anytime, anywhere."



GO-TO-MARKET STRATEGY

TARGET AUDIENCE

- Latino immigrants
- Immigrant parents
- Youth supporting their families
- ESL students
- Community centers and nonprofits



MARKETING CHANNELS

- Partnerships with immigrant rights groups
- Flyers + QR codes in churches, clinics, shelters
- TikTok explainers
- WhatsApp community groups
- Attorney referrals



LAUNCH PLAN

Start in: Los Angeles, Houston, New York → then expand nationwide.

COMPETITION ANALYSIS

COMPETITORS: Google searches, USCIS.gov, Nonprofit hotlines, and Facebook immigrant groups.

WEAKNESSES OF COMPETITORS:

- English-heavy
- Information scattered
- Hard to verify
- Not mobile-first
- No privacy protections

OUR ADVANTAGES:

- Fully bilingual
- Mobile-first UX
- Safe & anonymous
- Verified legal guidance
- Simple, step-by-step design
- Trusted community partners

INVESTOR OPPORTUNITY

POTENTIAL FUNDERS:

- Ford Foundation
- Omidyar Network
- Latino Community Foundation
- Tech for Good accelerators

WHY INVEST:

- High social impact
- Low-cost, digital scaling
- Huge, underserved market
- Promotes safety and justice

METRICS TO HIGHLIGHT:

- 44M immigrants
- 1 in 3 lack legal awareness
- Potential reach: 500k+ users in early rollout

11



FORD
FOUNDATION



THANK YOU

Empowering immigrants, one step at a time

