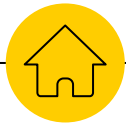


# home.ly



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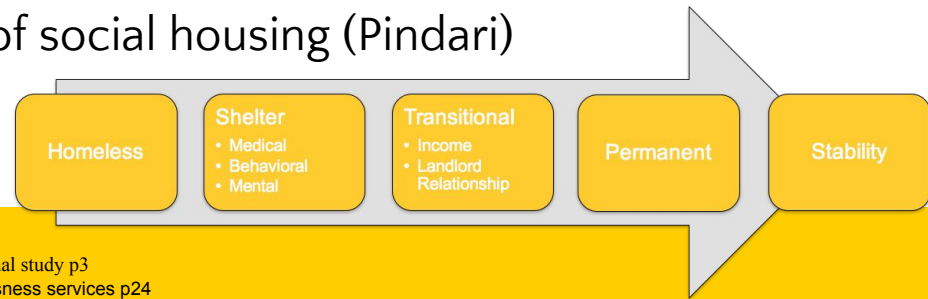
James Thompson  
Nam Doan  
Malcolm Gill  
Merrick Heley  
Chris Ponticello



# Problem

## Homelessness

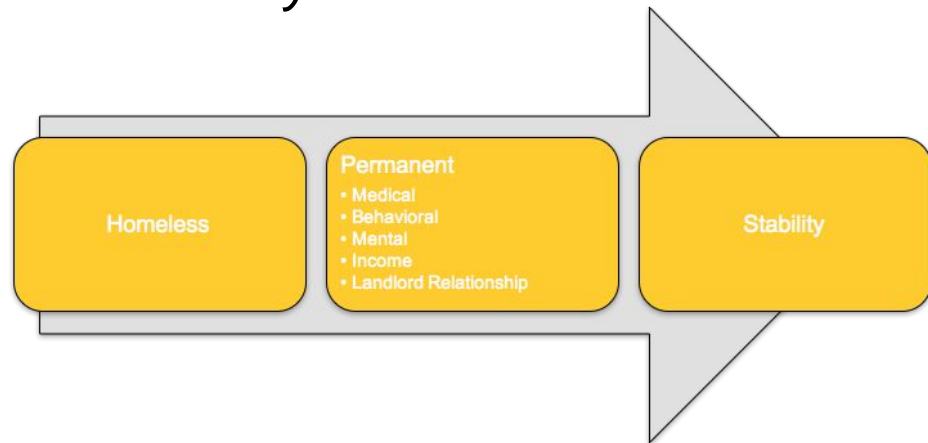
- Strains public coffers with each homeless person costing **-\$30,000** in support services (Zaretzky et al, 2013; ABC)
- Limited access to support services due to transparency and service coordination issues (AHURI)
- Negative reputation of social housing (Pindari)
- Causes are broad

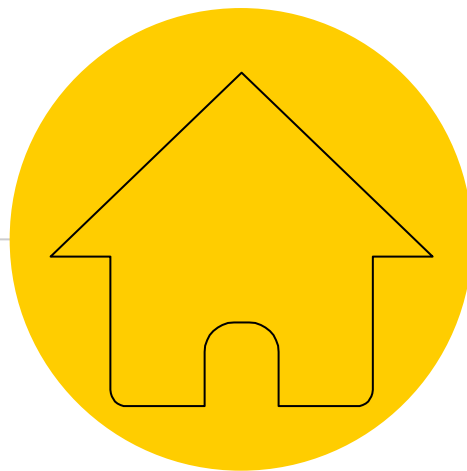




## Opportunity

- Housing First approach
- Brisbane Negative Space
  - Vacancy rate approximately 3.3%





**home.ly**

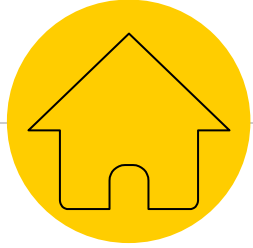
Finding a homely solution to homelessness



# Proposition

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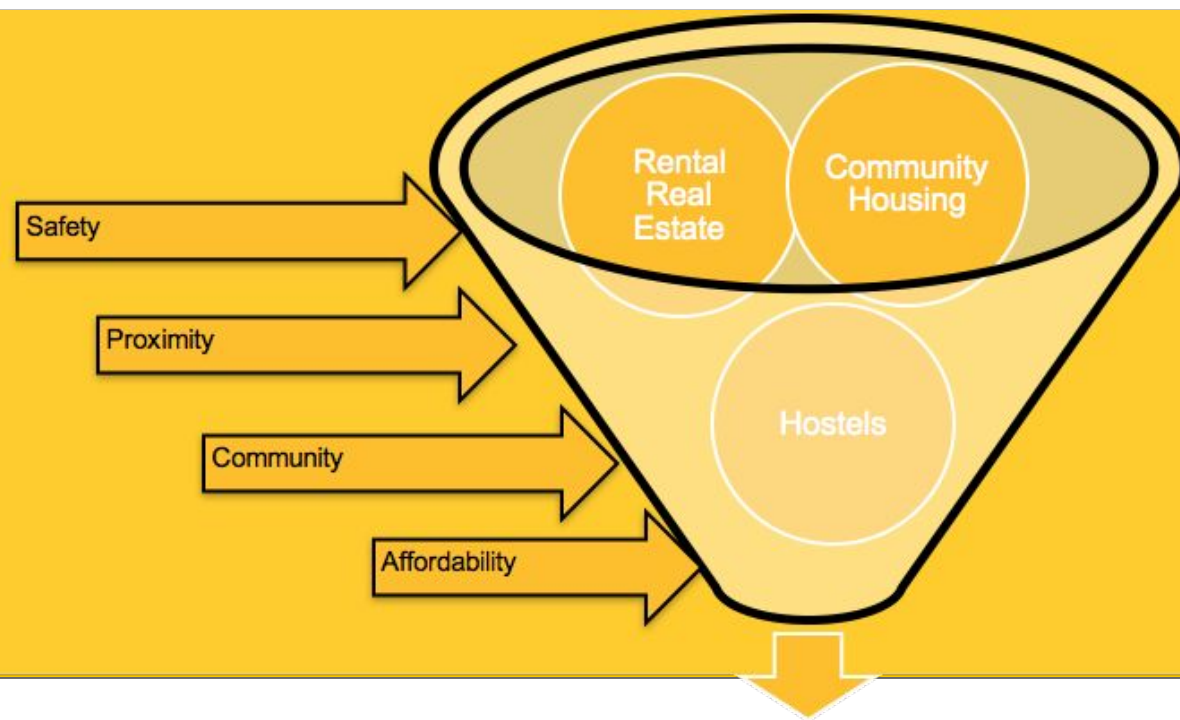
*Provision of a rapid long-term housing first solution that disrupts traditional real estate models*



# Solution

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- **Fast and efficient long-term housing**
- **Social service integration**
- **Emphasis on individual choice and agency**



## Rapid Re-Housing



Medical - Behavioral - Mental - Income -  
Landlord Relationship  
*Support*

A photograph of two white doves in flight against a clear, bright blue sky. The dove in the foreground is shown from a low angle, with its wings fully extended, revealing the intricate structure of its feathers. Its head is turned slightly to the right. The second dove is positioned further back and higher up in the frame, also in flight. The overall composition is clean and uplifting.

**WHAT WE'VE  
DONE SO FAR**







## The Outcome

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- ◎ **People find permanent homes!**
- ◎ **Save community money** - 23k per year using shelters
- ◎ **Greater Housing Stability** - 75% - 91% retention rate
- ◎ **Safety & dignity** provided



## Target Market: Landlords

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home.ly becomes the real estate agent

Saves money from fees \$900 p/a (\$165 Marketing,  
Lease Renewal 1 Week Rent, Releasing 2 Weeks Rent)

Trend towards taxing empty homes (AFR 2017)

Oversupply of dwellings predicted in near future

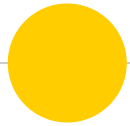
*Case - Rapid Re-Housing Statewide: The Commonwealth  
of Virginia - 92% of families stayed in permanent housing*



## **Target Market: Homeless**

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- Deliver on needs:
  - Homes are screened as safe
  - Information availability
  - Co-ordination of services
- Agency
- Dignity



## **We'll acquire customers by...**

- Word of mouth referral
- Social services referral
  - Department for Housing Services
- Targeted advertising on media platforms



## Competition

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- ◉ HomeGround (VIC) real estate
  - Similar service provision catered to homelessness population
  - Difference: Does not possess or utilize technological platform
- ◉ AskIzzy
  - Provision of a broad range of social services
  - Difference: Their focus is broad whilst our service will be tailored to rapid redeployment only



## The Expert Team

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**Malcolm Gill**

Chief whip cracker

**Nam Doan**

Legal consultant with  
healthcare expertise

**James Thompson**

Intern & Data Monkey

**Merrick Heley**

Lead Tech Intern

**Chris Ponticello**

Tech genius

| Assumptions                  |          | Average Rent       |                    |                     |
|------------------------------|----------|--------------------|--------------------|---------------------|
| Management Fees              |          | %                  |                    |                     |
| Year                         |          | 1                  | 2                  | 3                   |
| #Homes                       |          | 16                 | 50                 | 100                 |
| <b>Revenue</b>               |          |                    |                    |                     |
| Management Fees              |          | \$16,640.00        | \$52,000.00        | \$104,000.00        |
| Bond Reclaim                 | \$500.00 | \$8,000.00         | \$25,000.00        | \$50,000.00         |
| <b>Total</b>                 |          | <b>\$24,640.00</b> | <b>\$77,000.00</b> | <b>\$154,000.00</b> |
| Costs of Delivery            |          |                    |                    |                     |
| Furnishing                   | \$300.00 | \$4,800.00         | \$15,000.00        | \$30,000.00         |
| Utilities                    | \$100.00 | \$1,600.00         | \$5,000.00         | \$10,000.00         |
| Initial Bond                 | \$500.00 | \$8,000.00         | \$25,000.00        | \$50,000.00         |
| <b>Total Cost of Service</b> |          | <b>\$14,400.00</b> | <b>\$45,000.00</b> | <b>\$90,000.00</b>  |
| <b>Gross Income</b>          |          | <b>\$10,240.00</b> | <b>\$32,000.00</b> | <b>\$64,000.00</b>  |
| Expenses                     |          |                    |                    |                     |
| Legal/Accounting             |          | \$1,600.00         |                    |                     |
| Insurance                    |          | \$8,000.00         | \$8,000.00         | \$8,000.00          |
| Real Estate Licence          |          | \$600.00           |                    |                     |
| <b>Total Expenses</b>        |          | <b>\$10,200.00</b> | <b>\$8,000.00</b>  | <b>\$8,000.00</b>   |
| <b>Total</b>                 |          | <b>\$40.00</b>     | <b>\$24,000.00</b> | <b>\$56,000.00</b>  |

## Financials

- Assuming free manpower for ongoing development
- Excludes philanthropy & Government Funds
  - Potential to engage PAFs/High net worth individuals if DGR 1 status
- 16 Homes rented to break even
- Total Startup Cost for year one: approx **\$25,000** + developer cost



## Next Steps

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Further develop the platform

- More questions & more choice
- Build Landlord Network
- 16 Homes in 1st year
- Develop Social Services/Charity Partner Networks





## **We are seeking**

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Capital - \$25,000

Contacts

- Legal
- Accounting
- Industry/Social Services

Real Estate



# Thanks!

*Any questions ?*