



Caseworkers want to feel seen and heard, *so do their clients.*

THE PROBLEM

NYC's caseworkers (shelter workers) are overworked and can't spend meaningful time with the people they are helping in the unhoused community.

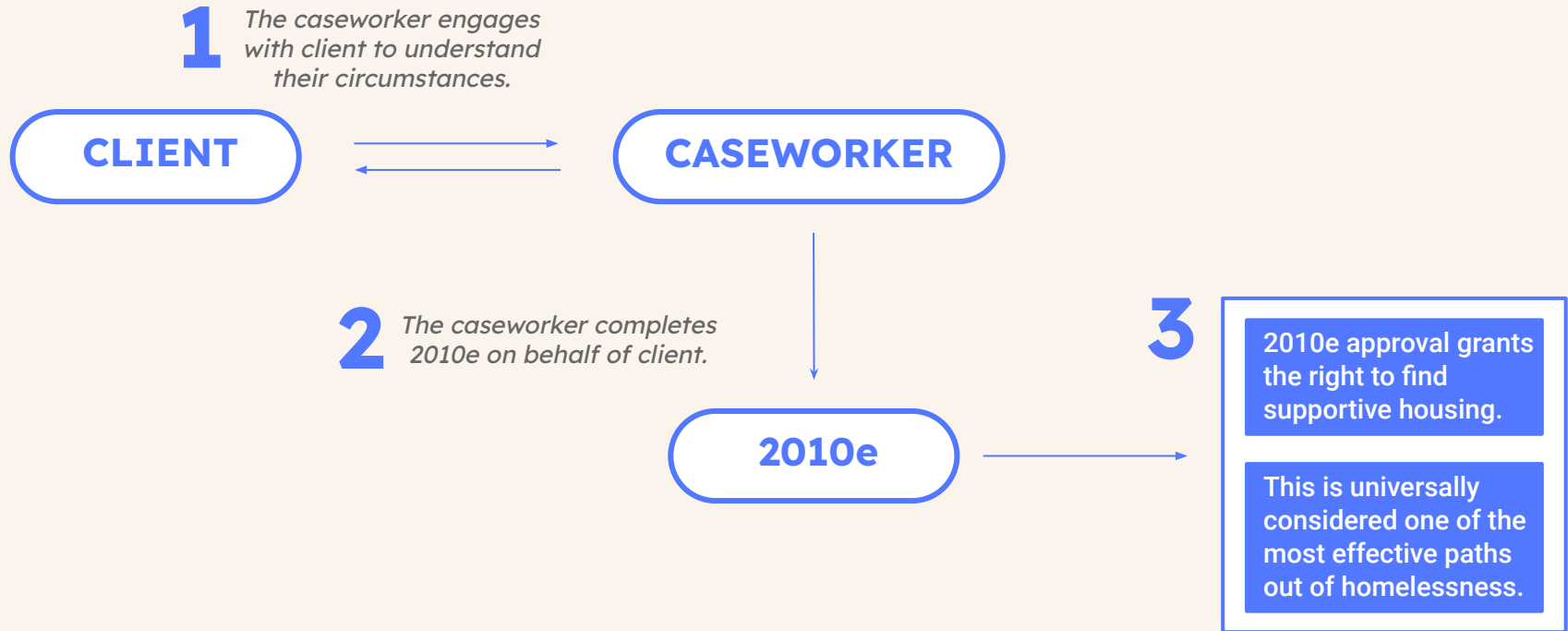
70%

of caseworkers' time is spent on paperwork.

8–12 mo.

Average time to complete the Supportive Housing Application. It should only take less than six.

What is the 2010e Supportive Housing Application?



WHY IS THIS A PROBLEM?

“Filling out the 2010e application is the **longest and most arduous process** any caseworker in NYC has to go through.”

— Jackie Soriano,
Caseworker Coordinator
@The Bowery Mission

- 1 The number of unhoused single adults went **up by 112%** in the last decade, costs cities **up to \$50k** in America per unhoused individual
- 2 Applicants give up in the middle of the procedure since they **lose hope** of completing it.
- 3 Caseworkers experience **burnout** and don't have relevant tools to support them, there is a **high turnover rate (1-2 years)**.

OUR VISION

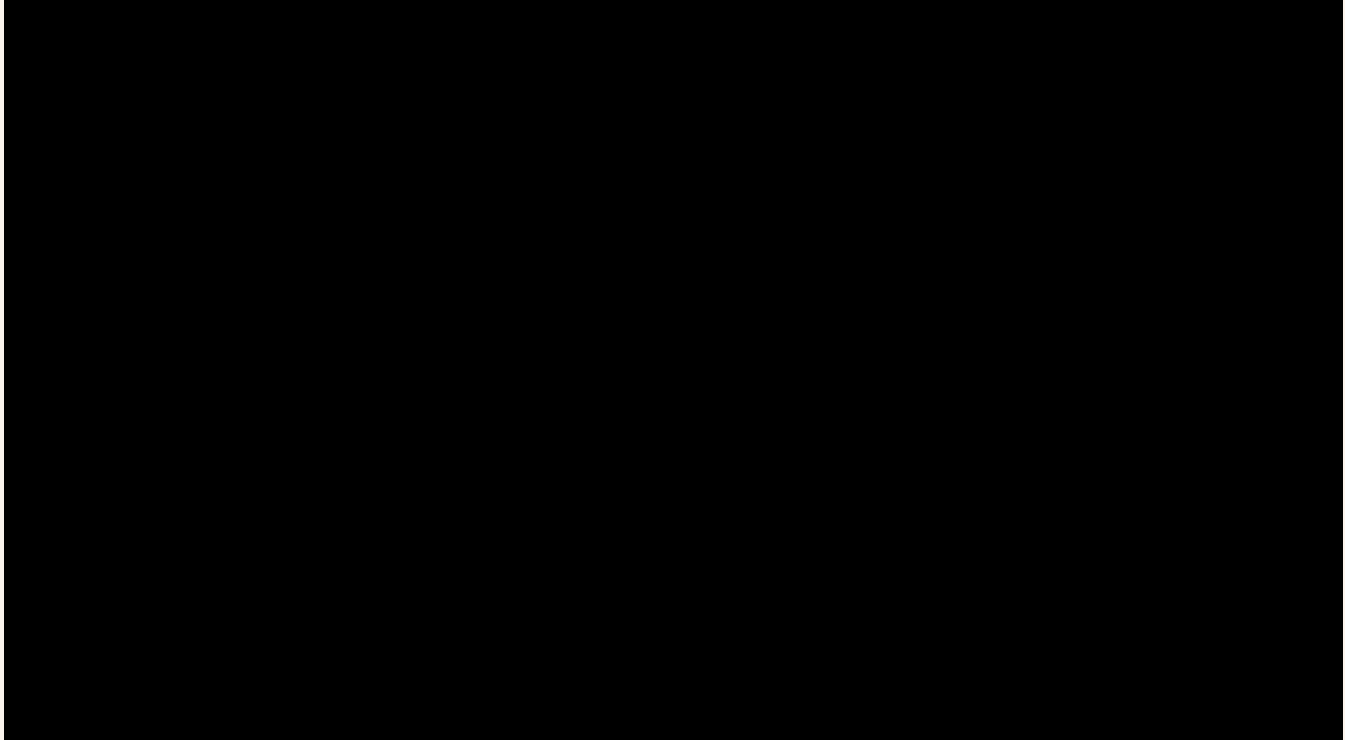
*Less time filling out forms,
more human interactions.*

Reduce onboarding friction.

Clear understanding of your clients' progress at all times.

All presented in a clean and streamlined user interface.

PROTOTYPE



INTENDED SOCIAL IMPACT

BENEFITS

Efficiency

Reduce stress related to inefficient processes, support caseworkers' mental health.

Fulfillment

Free up time for human interactions, improve caseworker & applicant experiences.

RISK

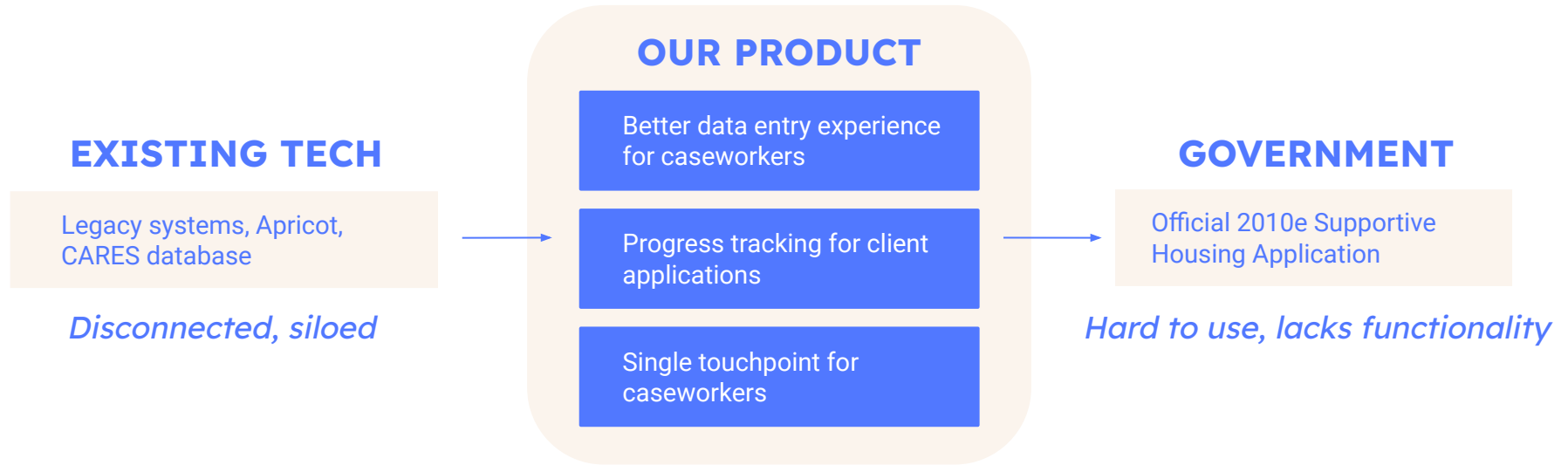
Data Control

Mismanagement of sensitive applicant data can invite identity theft or other abuse.

User Trust

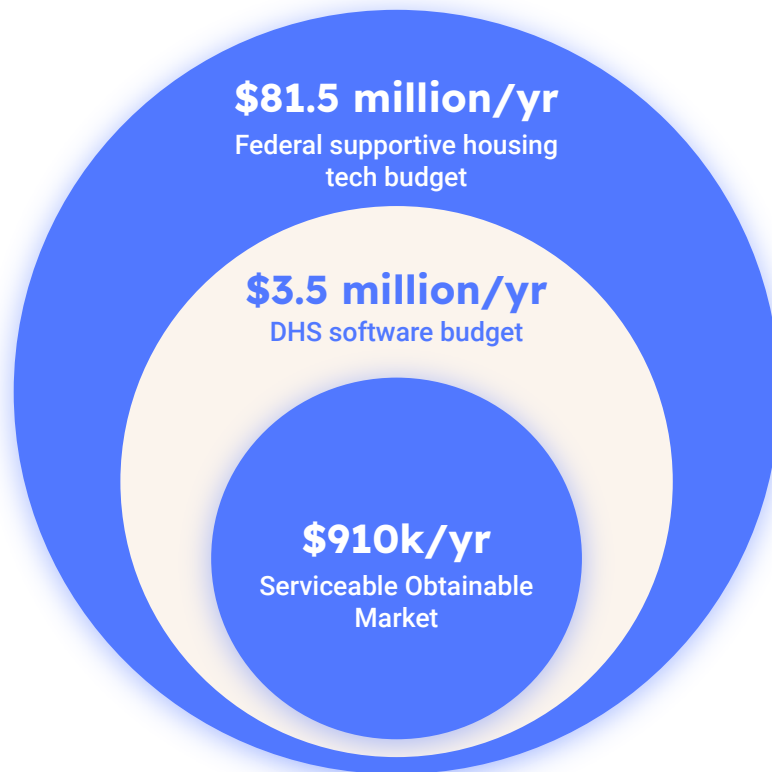
Consent and transparency is necessary when working with this population.

OUR PLACE IN THE ECOSYSTEM



We are the “connective tissue”

SUPPORTIVE HOUSING TECH MARKET



EXPERIMENTATION

1

EXPERIMENTS

*Tested our prototype
with shelters.*



2

KEY LEARNINGS

Validated:
Prototype
Product roadmap

Invalidated:
Business model

3

ADAPTATIONS

Change in our
market strategy

Change in our
business model

GO-TO-MARKET

We can't sell directly to shelters

DHS-funded shelters are required to use DHS software systems.

DHS procurement process

1. Lengthy process
2. We can't pitch without a relevant contract being open
3. We might lose agency over our product and user training

Avoid procurement by **subcontracting** or **sponsorships**

Subcontract with current DHS contractors.

Get sponsored by established government partners.

BUSINESS MODEL — NON-PROFIT

ONE BUYER

NYC
DHS

SMALL SOM

\$910k

ACCESS TO GRANTS

BILL & MELINDA
GATES foundation

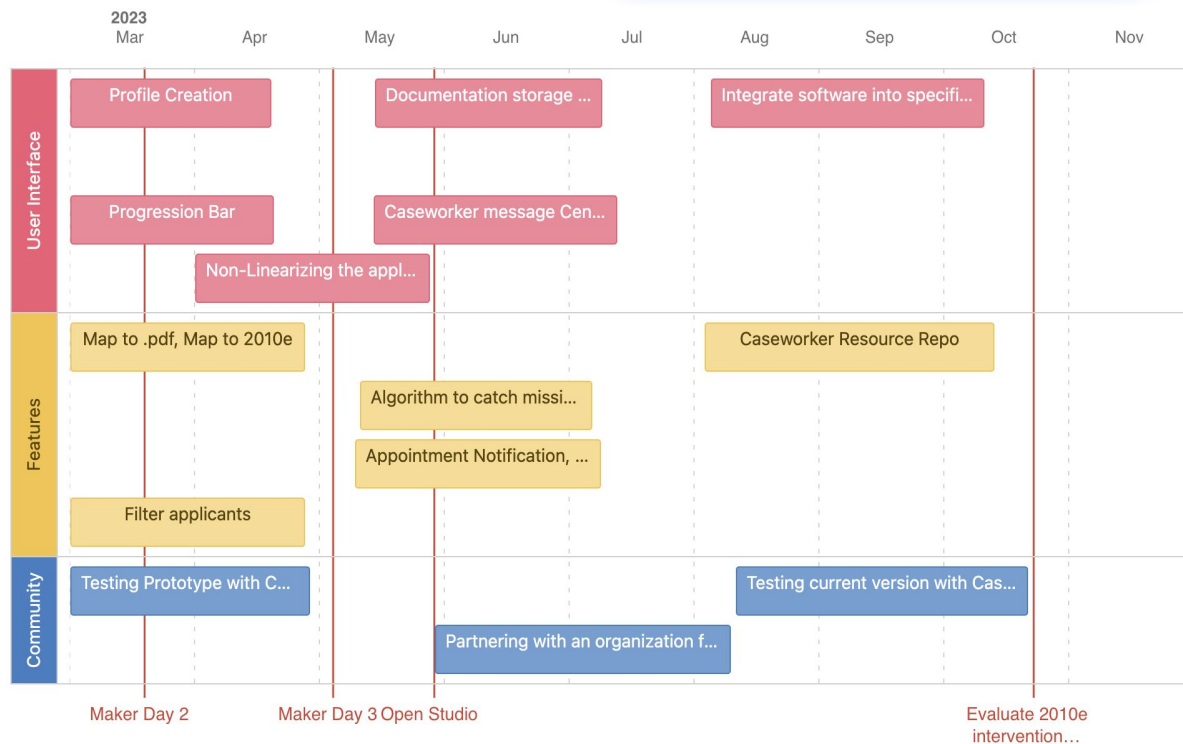
Bloomberg
Philanthropies

ROBINHOOD



FORD
FOUNDATION

GO-FORWARD



1. Fully build out mapping functionality
2. Run a deeper-scope pilot to test integration with existing shelter software

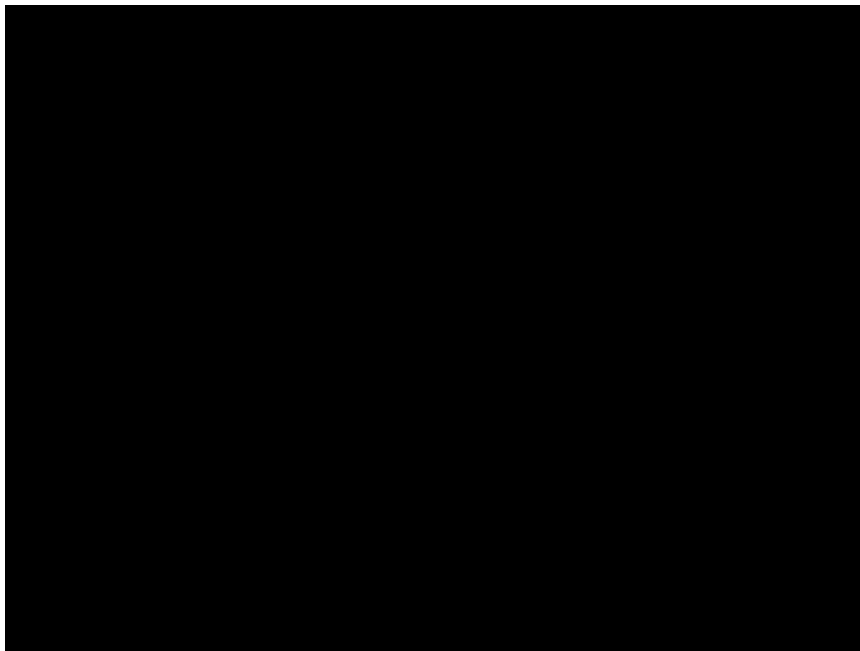


THANK YOU!



APPENDIX

BACKEND



- Account creation
- Form creation
- Document upload
- Application summary

APPENDIX

KPIs

1. Average completion time \leq 6 months
2. User retention rate
3. Average time on application per weekly basis