OneHome's Business Plan

First 90 Days Plan:

OneHome's product streamlines the process of supportive housing application documentation and overall simplifies this process that has plagued the shelter system and industry.

It is a centralized application that acts as a pre-built tool to carry shelter workers through the application process by accelerating all the aspects of application that normally slow down the submission process. The product is designed to bring fulfillment to shelter workers and provide the person experiencing homelessness with a better outcome in terms of completing the prerequisite steps towards permanent housing.

During the **First Month** of the project, I will finalize the integration of the backend functionality for the webapp and solidify the python database through AWS which is required to save information for each client. I will also finalize the user interface for the webapp's main pages, including the progression bar, mapping the entered data to the government application and PDF, and adding filtering features.

The next step is to continue user testing with shelter workers in order to get feedback on the interface itself and the practicality of fitting the product into their ecosystem. I will also decide which organizations would be the best to run our pilot in partnership with, and come up with strategies for the most effective way to conduct one by consulting employees at the Department of Homelessness Services. OneHome will then leverage our well-established relationships with potential partner organizations such as the Bowery Mission and Lenox Hill Women's Shelter to help us determine the pilot program's parameters and feasibility.

In the **Second Month**, I will analyze the feedback from the user testing and make necessary changes to the UI based on the application's workflow and potential as a solution. OneHome will also continue reaching out to potential partner organizations and finalize partnerships for the pilot program. This will be followed by the creation of a marketing plan for the pilot program, which I will begin promoting to the Department of Homeless Services as well as nonprofits that work with government agencies and cities such as Community Solutions, which is a feasible and ideal partnership.

In the **Third Month**, OneHome will conduct a soft launch of the webapp with our pilot program partners. I will collect feedback from program participants and make necessary changes to the webapp. Additionally, I will analyze metrics such as time-efficiency in comparison to legacy systems and the functionality of tools within the product. The effectiveness of the pilot program will be evaluated by looking at how far the shelter workers are with their application in comparison to not having our technology, and refine the program parameters as needed. Finally,

OneHome will develop a plan for scaling the webapp and expanding the pilot program to additional partners and users.

Overall, I am confident that OneHome's product will have a significant impact on the shelter system and industry by simplifying the process of applying for and securing supportive housing. Our streamlined application process will bring fulfillment to the caseworkers and provide the person experiencing homelessness with a better life.

Overall Detailed Plan:

My company OneHome is creating a product that is a data collection and aggregation tool that makes it easier for caseworkers to easily transfer information to 2010e supportive housing forms. This product makes the process of collecting data for the 2010e application simpler, and can keep track of each person experiencing homeless process better. This product serves as a way for caseworkers to become more efficient in their job, save time, and bring more fulfillment to their work.

The customers that will buy this product will range from first-hand case workers, homeless shelters, New York City mayor's office, and the New York City federal government. The ones that are using this product will be the caseworkers, and the ones benefiting from this product will be both the caseworker and person experiencing homelessness. The problem we are solving is that caseworkers have to go through the extremely arduous process of filling out a 2010e housing application and we believe a digital product around formatting this process by collecting data and keeping the progress of each applicant will improve this process in a myriad of ways. The process of filling out a 2010e application should only take 6 months but with the current way this process is being done. It actually takes 8 to 12 months. This significantly increases the time it takes to assist the caseworker in providing supportive housing to the person experiencing homelessness.

On the technical side, this problem also presents challenges as the user experience and interface that is being used to fill out the 2010e applications is currently not user friendly. This makes it difficult for caseworkers to work on the application in general but to furthermore do multiple 2010e applications at the same time. There is also the problem of connecting with the person experiencing homelessness to do their part in going to certain evaluation's whether it be medical or psychiatric.

The solution to this problem lies in a foundational software that will do data collection and aggregation in order to easily transfer information to the 2010e application. The functionality of the product has some aspects that intersect with the visual aspect of it. When you log into the software, there will be a profile page with pictures of each person experiencing homelessness or something that represents them. There's also a setting where you can filter the people experiencing homelessness by the progress they have made on the 2010e application, the time they have spent on the application, and the priority that they need to finish the application in some allotted amount of time. There is also a feature that will have a progress bar that will allow the caseworkers to see how far they have gone in the process of finishing the 2020e application. There will also be a new profile button where you're able to click the button, and create a new profile and start a new application for the person experiencing homelessness. Then, the next step would be clicking on the applicant's profile, which brings you to the individual applicant profile page that will show what parts of the 2010e application that need to be filled out along with the resources that other caseworkers have used to finish that part of the application. In this tab, there is also a place to contact the applicant and schedule appointments for psychiatric and medical evaluations. Finally, you can click into the specific part in the application, and with our software type in the information needed for that particular part of the form, and either autofill the application, or put it in a user-friendly format that the information can be easily transferable.

There will be challenges regarding key aspects of the product and design, and will rely on our knowledge of both technology and the needs of caseworkers themselves. One of the biggest technical and design challenges that we will be faced with, is how we are able to export the 2010e application from the database already part of the NYC database and export it into our software. Then figure out the easiest way to take that information from our software, and import it back into NYC database software. By far the biggest design challenge we will have is creating a beautiful looking user interface and well formatted 2010e progress feature that will ultimately help the caseworkers do the tasks in a more efficient manner. The biggest technical challenge will be how we want to go about data collection and aggregation, when the application is imported into our software. Here, we want to be able to have an autofill feature or a formatting feature that streamlined the process of filling out this application.

The plans we have to overcome these challenges are to wire frame the user experience that we want to project onto caseworkers through the software figma. This way, we will understand what works about our overall design and what are the flaws that we may need to fix

that makes an overall better product. We would also like to test a data storage technology solution. We want to be able to keep a variety of 2010e applications in a database which you can easily take existing applications, click on them, and they appear without any hassle.

The main alternatives to the current system are the ones the government of New York City has in place. The current way to fill out a 2010e application is a very arduous process where you're only able to do one application at a time once you log into the software. The interface and accompanying database is not user friendly and is hard to work with. Furthermore,Caseworkers report that the current system is difficult to comprehend and navigate. Our product provides a unique platform to better interface with the actual application in a variety of ways. It provides features and an interface which improves the process of filling out the 2010e applications This product could succeed in a myriad of ways. The ultimate goal is to further help both caseworkers make their job more efficient and fulfilling, while also finding people experiencing homes in supportive housing in an improved manner. I believe for the product to be successful, we have to sell it to different entities, such as homeless shelters around New York City, philanthropic or social good organizations in New York City, to an entity such as the New York City mayoral office, or the government of New York City. I believe the best way for this to happen would be to do a subscription business model for organizations like homeless shelters, and a licensing model for governmental entities.

This product could fail due to internal or external factors that we may face. Internally, our value proposition might not be as helpful as we think it is. This is due to the fact that we have not tested our demo to actual caseworkers, and once the demo gets in their hands, they might not be too keen on using the product. The other risk that we are running is that this product actually creates just another step in the process of filling out the 2010e and extends the time of the application process. Some external risks that we are running are that the city of New York doesn't like that we are relocating the application into another software, such as a third-party API, or a Google Chrome extension, which is where a product would live. Another challenge is the budget allocations that the shelter and government agencies receive for helping the homeless population in New York City as this is one of the most vulnerable populations and places where budget cuts occur.

As the company that is creating this specific product, we want to reduce the chances of failure, and increase the chance of success.

One way that we would like to mitigate risk is to sell this directly to caseworkers themselves, and they pay a small fee to improve their overall work. This skips the process of relying on an underlying entity, and the caseworker can make that decision for themselves with their own money. Another way we want to mitigate risk is to have everyone on our platform responsibly using it because trust and community is such a big deal when it comes to this vulnerable population. That is why we also want all of the people using our application to be registered caseworkers and sign up with a .gov or a .shelter specific email. We are also mitigating risk by building a platform that the caseworkers can use with complete autonomy. This means that we don't suggest any way to fill out the form, we just provide a better platform for them to complete it.

There are key metrics and indicators that will show us if our product actually is making a positive difference. Our strategic metric that captures the essence of whether our product can be successful is the percentage of 2010e applications completed within a 6-month timeframe. This time horizon is critical because psychology evaluations that are required as a part of this application expire after 6 months. At the moment, the 2010e can take up to a year to complete, during which some applicants may need to get a second psych eval–a lengthy and intrusive process. Our 10 year goal is to help people in need of supportive housing in New York City access stable housing through completing the 2010e form. We know this is a long process since filling the form can take up to 8 to 12 months for caseworkers. Indeed, it is a very complex application that requires a lot of identification documents and a psychological evaluation. Thus, it is hard to set as a day-to-day metric for our venture eligibility success rate since some external factors might impact this. Right now, our goal is to help caseworkers complete 2010e form in a 6-month timeframe and follow the rules and language that will make the application as successful as possible. This can allow caseworkers to allocate more time to helping another person for example.