RECLAMATE

Reclaim Prisons. Reclaim Communities. Reclaim Lives.

Prepared for the Pennvention Competition
February, 2016

THE CASE FOR NEED

Today's American prison system is overcrowded, costly, and often ineffective in meeting its goals of protection and rehabilitation.

There are **2.3 million prisoners in the US**, more than 60 percent of whom were convicted for non-violent offenses. The average federal prison operates at 137% capacity.

States spend $51 Billion annually on incarceration. In New Jersey, it costs more to send someone to prison for a year than to Princeton University.

The odds are about **50/50 that a former inmate will reoffend** within 3 years of release.
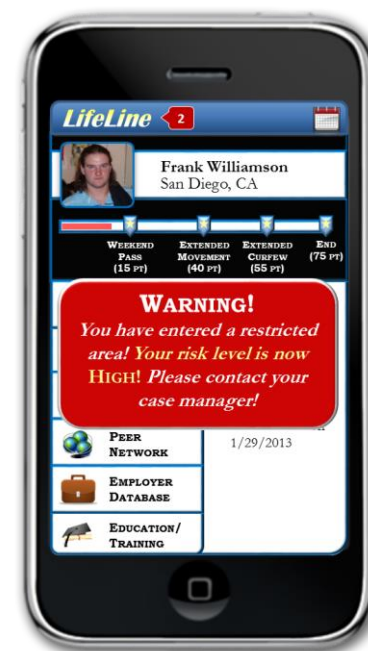
INTRODUCING RECLAMATE

Reclamate combines risk analytics, geospatial targeting, gamification, and mobile technology to integrate and scale some of the most effective solutions that exist today.

Nonviolent offenders are monitored via anklets, and have access to specifically selected services via the app.

Offenders gain points and rewards as they engage in pro-social behaviors, allowing them to easily view their progress over time.

Geospatial tracking notifies offenders if they miss an appointment or enter an area that violates their terms of release.

THE MARKET OPPORTUNITY

By selling directly to states, it is possible to quickly recover costs while simultaneously generating government savings and improving public outcomes.

Costs		Revenues / Savings	
Pilot Program	$250K	Current Average Incarceration Costs/Day	$78/person
Additional Development	$250K	Breakeven at $45/day price point	274 prisoners for 1 year
Deployment Cost/Day*	$40/person	Public Savings at $45/day price point	$3.3M/Year
Break-Even Price Point Serving 1000 prisoners		$41.50	
Public Savings at $41.50/day, for 1000 prisoners		$13.3M/Year	

If the Reclamate application was administered to just 1000 prisoners a year, it could recover costs at a price of just $41.50 per prisoner per day (as opposed to the current national average of over $75), while saving the public over $13M in costs.

States alone spend over $50B annually on prisons. Capturing just 0.1% of this market represents a $50M business opportunity!

ROLLOUT TIMELINE

Finalizing prototype development and finding a test market for the application would be key next steps in bringing Reclamate to life.

Date Target	Action Item	Status
12/1/2015	▪ Identify initial application prototype developer (White Lake Interactive Selected)	Complete
2/1/2016	▪ Complete incorporation of company	In Progress
2/15/2016	▪ Finalize team and identify advisory board	In Progress
3/1/2016	▪ Finalize prototype of mobile application	In Progress
5/1/2016	▪ Secure funding for ongoing development ▪ Identify partner programs for test markets ▪ Identify potential test-markets	
8/1/2016	▪ Launch proof-of-concept in test market	
8/1/2017	▪ Review results of pilot program	

Potential Risk	Mitigation Strategy
▪ Risk associated with program participant committing a serious crime	➢ Emphasize public danger of turning non-violent criminals into violent ones through exposure to violent behaviors in brick-and-mortar prisons
▪ Struggle to secure government contracts	➢ Bring on a CEO with extensive contracting experience.
▪ Questions about validating effectiveness	➢ Partner with established program providers with a strong reputation to reinforce efficacy of idea.

OUR TEAM

Our Team of founders and advisors is perfectly positioned to bring this solution to life and make it a reality.

Alan Holden, Founder
Alan works at the intersection of strategy and innovation, helping organizations envision how emerging approaches and technologies can transform their operations and infuse innovation into their culture. An experienced facilitator, public speaker, and entrepreneur, Alan has published papers on topics ranging from Augmented Reality to re-imagining the US prison system, and has presented at innovation-related events around the world.

Kara Shuler, Founder
Kara is an experienced manager and facilitator of innovation strategies at Deloitte Consulting. With nearly a decade of experience generating innovative solutions to the public sector's most pressing problems, Kara is an expert at planning and executing large government initiatives.

Nausher Khairi, Lead Developer
Nausher is the founder of White Lake Interactive, a Philadelphia-based development group. He is the lead developer involved with Reclamate.

Mike Gelles, Senior Advisor
Dr. Michael Gelles is a Director with Deloitte Consulting LLP Federal practice, consulting in the areas of law enforcement, intelligence and security. Dr. Gelles is widely respected across the law enforcement community, with over 20 years of experience as a leader involved in federal security initiatives.

Karina Sotnik, Penn Center for Innovation Advisor
As a result of Reclamate's position as a finalist in the Penn Center for Innovation's annual AppItUp Competition, Karina Sotnik of PCI is an ongoing source of support and advice for the Reclamate team.