



**Florida International University  
HSI Battle of the Brains (2023)**

## **Executive Summary**

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## **Executive Summary: Project *Alas* - An Inclusive Shuttle Service**

**Partners:** KPMG and Transdev

**Project Objective:** To provide free transportation to medical clinics for low-income Hispanic communities, aligning with KPMG's commitment to diversity, equity, and inclusivity in healthcare access.

### **Introduction:**

In collaboration with Transdev, KPMG is proud to introduce Project *Alas*, an innovative and socially responsible shuttle service dedicated to improving healthcare access for underserved Hispanic communities. *Alas* aims to tackle transportation barriers, thereby increasing access to preventative care and early diagnosis, particularly for Hispanic families facing transit challenges.

### **Business Description:**

#### **Service Offering:**

- **Neighborhood Shuttles:** *Alas* will operate shuttle services to clinics and health centers across the city, directly addressing the transportation gap in underserved communities.
- **Ease of Access:** Riders will have the option to register online or by phone, receiving an ID card or a digital QR code for seat reservations.
- **Operational Hours:** Shuttles will operate five days a week, aligned with clinic hours, ensuring accessibility when needed.

### **Partnership Structure:**

KPMG will sponsor the operational costs of *Alas*, demonstrating its commitment to social responsibility and healthcare equity. Transdev, a trusted transportation solutions provider, will supply vehicles, experienced drivers, and routing expertise.

### **Market Opportunity:**

#### **Addressing a Critical Need:**

- *Alas* fills a significant gap in the market by providing free transportation to medical clinics, directly addressing social determinants of health.
- The service is poised to serve an underserved population, predominantly Hispanic communities, who face transportation barriers.

### **Projected Growth:**

#### **Year 1 Projection(s):**

- *Alas* is expected to provide over 5,000 rides per month, addressing the immediate need for affordable and accessible healthcare transportation.

### **Year 3 Projection(s):**

- By Year 3, we aim to expand our services to other underserved communities in the city, further enhancing our social impact.

### **Strategic Benefits:**

#### **Corporate Reputation:**

- KPMG's partnership with Transdev for Project *Alas* enhances its reputation as a socially responsible organization committed to diversity, equity, and inclusivity.

#### **Client Engagement:**

- Demonstrating KPMG's commitment to community health will strengthen client relationships, showcasing our values and dedication beyond traditional business boundaries.

### **Conclusion:**

Project *Alas* is more than a transportation service; it's a commitment to equity, empathy, and empowerment in community healthcare. By addressing transportation barriers, we are fostering a healthier, more inclusive future. *Alas* provides a pioneering model for corporate-sponsored transportation initiatives focused on social determinants of health.

Together, KPMG and Transdev are changing lives and transforming healthcare access for underrepresented low-income communities. We invite you to join us on this remarkable journey towards a more equitable and inclusive future.