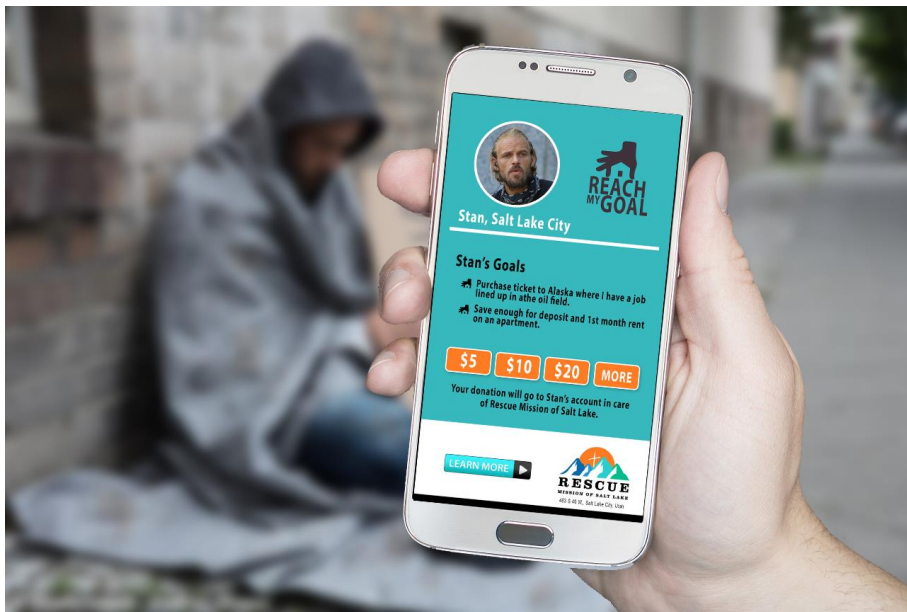




Eliminating homelessness, one goal at a time.



# Executive Summary

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## **COMPANY OVERVIEW**

Recently I was in Salt Lake City and saw many homeless people begging for money. I wanted to help them but was worried my money would go to drugs and not help their situation. Not being able to help them, for this reason, troubled me. I decided I wanted to come up with a solution. Reach My Goal is the result.

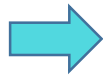
Reach My Goal is an LLC that offers software and support for implementing a program to help eliminate homelessness by helping homeless people set goals, receive donations, and save (instead of spend) those donations so they accumulate to allow them to meet their goals. Our customers are homeless shelters and other organizations that serve the homeless community.

The following helps illustrate how it works. A homeless person goes to a homeless shelter and become a registered homeless person, they then get a QR code and go out on the streets, and continue doing what they do but, with one small change. Now instead of a “beggars sign” it is a QR code. People walking past, who want to help, can scan this QR code and then see a donation screen. It will have a picture of the person, to ensure that they are using their own code, their first name, and location. Underneath are their goals, and then donation amounts. At the bottom it explains that their donation goes to a holding account at the shelter with which they are registered.

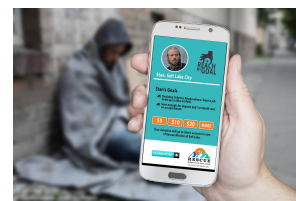
When they have reached the amount of money that they need to reach their goals. For example, money for rent, transportation, money to get to a job, etc. With guidance from the shelter, the money is spent directly to achieve their goals. This ensures they don't use it for anything else, giving people the comfort of knowing exactly where their donation is going. On top of donating money people can also donate items, such as clothing, blankets etc. to the homeless shelter they are registered with, in the homeless person's name.



What we have now



With QR code



Donate confidently

## **PRODUCT OR SERVICE**

Reach My Goal offers a subscription to software that comes with support for implementing the program to eliminate homelessness.

Reach my goal software includes a database solution that securely maintains information for homeless shelters regarding each potential recipient, their goals and donations. The software will integrate existing payment processing solution into a QR-associated form. Using an existing solution, such as PayPal for example, allows us not to have to maintain any financial information, and we gain the power of their security features. We also offer support for implementing the program. This will include instructions, software training, guidelines and best practices, and hosting an online forum for our users.

Although we are still researching the best pricing strategy, our current projections are based on tiered subscription price plan that allows smaller shelters to pay a lower monthly rate than larger shelters.

## **MARKET**

Currently, there are two main alternatives or competitors to our product. One is a company we've discovered in the UK which offers a similar product. The other is simply continuing to provide more shelters (to accommodate homelessness) instead of solutions to eliminate it.

Our primary target market consists of homeless shelters. There are 2,778 homeless shelters in the U.S. A secondary market consists of Missions (1,588 in the U.S.), Crisis Intervention Services (3,570 in the U.S.), Temporary Shelters (6,268 in the U.S.) and Social Service and Welfare Organizations (68,621 in the U.S.).

Currently, one solution to the homelessness problem is to increase the number of homeless shelters. But, a U.S. News and World Report article from September 19, 2019 reported that "adding shelters increases homelessness because people aren't forced to search for alternative housing." The article references an official report from the Executive Office of the President of the United States, titled, The State of Homelessness in America, which says, "Due to decades of misguided and faulty policies, homelessness is a serious problem. Over half a million people go homeless on a single night in the United States. Approximately 65 percent are found in homeless shelters, and the other 35 percent—just under 200,000—are found unsheltered on our streets (in places not intended for human habitation, such as sidewalks, parks, cars, or abandoned buildings).

The five urban areas containing a major city with the largest homeless population in 2018 are:

Rank	City	State	# of people
1	New York City	NY	78,676
2	Los Angeles and Los Angeles County	CA	49,955
3	Seattle and King County	WA	12,112
4	San Diego and Sand Diego County	CA	8,576
5	San Jose, Santa Clara, & Santa Clara County	WA	7,254
Total			218

Supporting the idea that, the traditional response to homelessness is to provide homeless shelters (which seem to perpetuate the problem), is the fact that according to data from ReferenceUSA.gov, the top seven cities in the United states in terms of volume of homeless shelters generally coincide with the urban areas of high homelessness listed above.

Rank	City	State	# of shelters
1	New York	NY	45
2	Los Angeles	CA	35
3	Bronx	NY	31
4	Chicago	NY	30
5	Seattle	WA	28
6	Denver	CO	25
7	Brooklyn	NY	24
Total			218

## **SALES STRATEGY**

We anticipate launching with a small test market of three to six homeless shelters in the three most likely states, New York, California, and Washington. These test markets will likely receive significantly reduced

pricing in exchange for valuable feedback to help us perfect the model before scaling. Following that, we anticipate direct sales throughout the U.S.

There are 2,778 homeless shelters in the United States. Shelters in these larger states may be a good target, but more research to understand how progressive those areas are with alternative solutions, as well as funding for such solutions, is needed to determine which markets Reach My Goal will focus on as our initial test market. Our decisions about initial marketing will take into account infrastructure, attitudes, and funding metro areas have available to address the problem. But, it may also take into account the structure and size of potential customers (homeless shelters) because many homeless shelters have multiple locations. For example, Covenant House has 28 locations in the U.S. (mostly in large metropolitan areas). Another consideration is the likelihood of the target customer (homeless shelter) to already have in place the means of implementing a Reach My Goal enabled program of service. This is important because they not only need to purchase the software, but have support personnel in place to carry out aspects of the program like conducting an intake interview and verification of homelessness, social-work type assistance like setting goals, monitoring donations and authorizing expenditures for the recipients, and so forth. For example, some organizations like the Rural Alaska Community Action Program are well staffed and already offer a broad array of services. For these organizations, adopting the Reach My Goal program may be easier.

## **REVENUE MODEL**

We are still analyzing cost of production. But the following are some estimates revenue model estimates:

<b>Revenue</b>		
Subscription Sales	\$200,000	200 subscribers at \$1,000/mo.
Total Revenue	\$200,000	
<b>Costs</b>		
Sales	\$8,000	2 employees
Support (technical)	\$7,000	1 employee plus other expenses
Support (program)	\$3,000	1 employee plus expenses
Travel/Communications	\$2,500	
General overhead	\$1,000	
Total Costs	\$21,500	
Profit	\$178,500	

Describe how your business generates revenue. Include the cost to produce, cost to sell, customer acquisition strategy and market price for the product or service.

## **TEAM**

We are still organizing the team. Currently, I have advisors including my dad (who has assisted hundreds of startups) and my brother who is a computer science major who enjoys software development and business analysis. In the future, we anticipate organizing our team around the roles listed in the revenue model estimate chart above.