StreetMate

Bringing the City’s homeless to a warm bed in just four taps
THE PROBLEM

• New York has over 70,000 homeless individuals

• The largest shelter network can’t fill it’s beds, with 1/3 empty on any given night

• Information about how to find a shelter is inaccurate and impossible to navigate
THE OPPORTUNITY

70% OF HOMELESS INDIVIDUALS HAVE SMARTPHONES

WITH THE CREATION OF LINKNYC, ALL WILL SOON HAVE READY INTERNET ACCESS
Everyone in New York City has the right to sleep in a **safe, heated place** for free.

*No ID. No Immigration Papers Required*

**Find a Bed**

**VALUE PROPOSITION**
Informs user about guaranteed right to shelter in New York City. Clarifies common misconception that you need to have ID or citizenship documents to gain access to shelters.

**CALL TO ACTION**
We tell you exactly what you will be getting.

**DYNAMIC GRAPHIC**
Gives a visual description of current weather conditions. Helps make the user feel welcomed by the app, and by extension the shelters we connect them to.
Progress Bar
Clearly shows how few steps there are, and where the user is in the progression. Each point is also a button that lets the user navigate between questions.

Selection
Icons provide visual aid. Each one distinctly separates between demographics. Appeals to user's specific needs.

Skip Button
Provided to address privacy needs. This leads to more generalized results. Pressing on this will spawn a pop-up that informs the user their results can't guarantee a shelter that fits their needs.
RESULT SUMMARY
Provides quick summary of vital information about location. Clicking on photo brings user to photo album; clicking on “Phone” calls them; clicking on “Hours” shows hours for the week; clicking on “Address” brings up Google Maps.

WHY THIS SHELTER?
Tells user how this recommended shelter fits their needs and personal situations.

RATINGS AND REVIEWS
Further information on what others have said in the past. Also provides a way for newcomers to meet people at shelters.

NAVIGATE
Clear next step for the user. Begins navigation on Google Maps.

MORE
Shows more shelters, but may not guarantee shelter for user.
THERE IS HUGE DEMAND FOR AN APP LIKE THIS

42% OF HOMELESS INDIVIDUALS SAY IT’S "IMPOSSIBLE" TO FIND RELIABLE INFORMATION ABOUT SHELTER SERVICES

90% OF HOMELESS INDIVIDUALS SAY THEY WOULD STAY AT SHELTERS MORE OFTEN IF THEY HAD RELIABLE ACCESS TO SUCH INFORMATION
WE WILL BE THE FIRST ORGANIZATION TO PROVIDE TAILORED RECOMMENDATIONS FOR SHELTER.
 OUR APP IS UNIQUELY INTUITIVE AND ACCESSIBLE
THE ONLY ORGANIZATIONS PROVIDING THIS INFORMATION ARE SOCIAL SERVICES LISTINGS, BUT MORE THAN 60% OF SHELTER LISTINGS DO NOT EVEN HAVE BEDS

WE’RE BUILDING OUR DATABASE FROM THE GROUND UP AROUND THE NEW YORK SHELTER SYSTEM TO ENSURE 100% ACCURACY
REVENUE MODEL

• New York spends $1.6 Billion in total on homelessness each year, and $2,000 per homeless person on outreach alone

• Through capacity tracking, we would charge a small referral fee for every homeless person we bring to shelter

• We will also charge a small operating fee to private shelters to cover costs
OUR TEAM

MICHAEL - DIRECTOR OF COLUMBIA’S PROJECT FOR THE HOMELESS (PFH), INTERN AT COVENANT HOUSE.

CHARLY - VICE PRESIDENT OF PFH, MARKETING INTERN AT ILLUME ADVISING.

MANEET - PARTNER AT A $5 M STUDENT-RUN VC FIRM, INTERN AT GOOGLE.

KEVIN - EGLESTON SCHOLAR (TOP 1% OF CLASS AT COLUMBIA), INTERN AT FACEBOOK.

ABHI - CO-FOUNDER OF TONE BASE AND SEMI-ERECT DESIGNS, INTERN AT CODEACADEMY.

LUKA - DATA ANALYST AT MEMORIAL SLOAN KETTERING.