

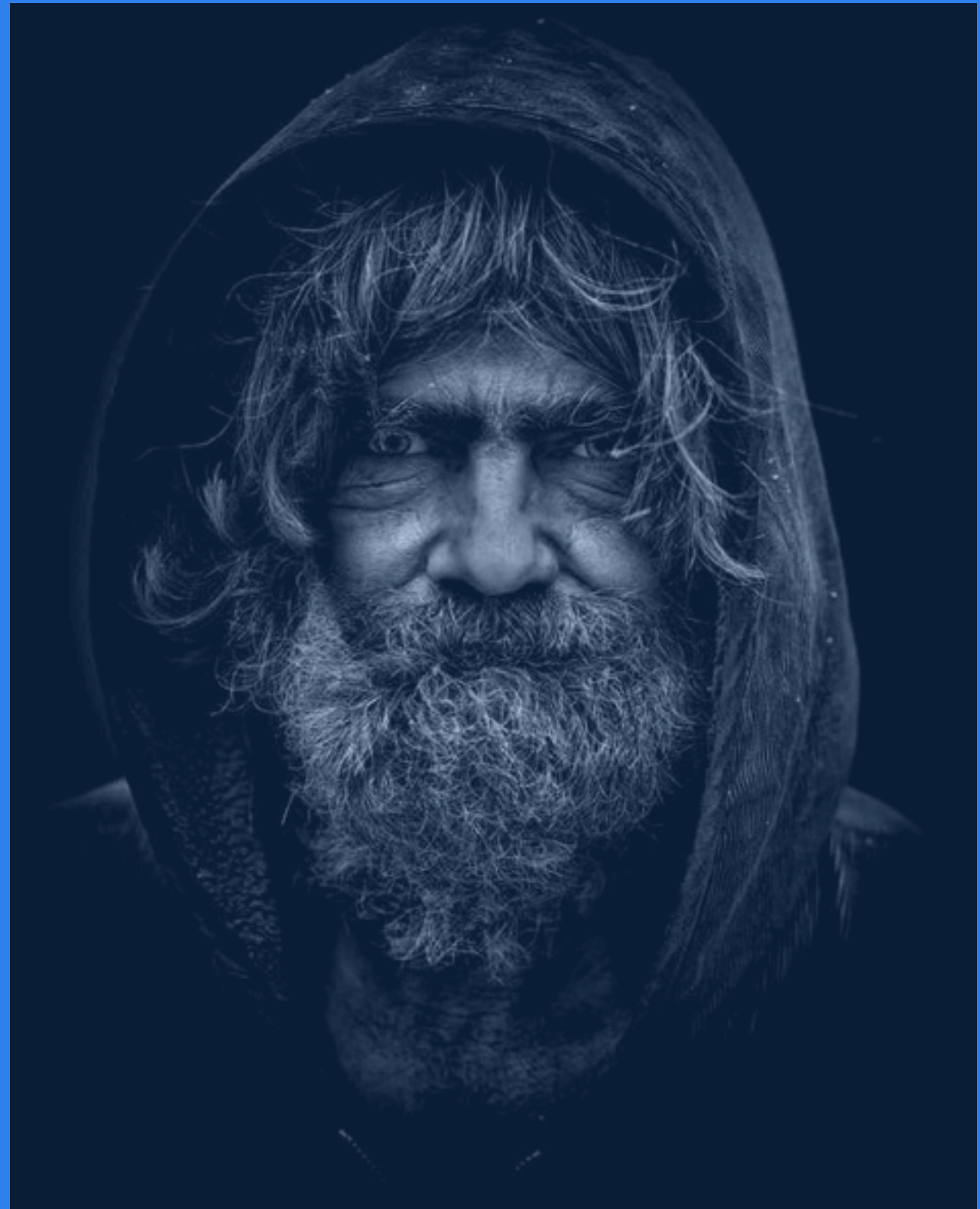
StreetMate

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

45° F
Outside



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

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.

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.




Which gender do you identify with?

Female

Male

Non-binary

Skip



Which age group do you fit into?

Under 18

18 - 60

Over 60

Skip

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.



BASED ON YOUR ANSWERS WE RECOMMEND



Covenant House New York

Phone: (212) 613-0300
Hours: **Open Now** | 24 hours
Address: 460 W 41st St.

WHY THIS SHELTER?

Because you chose: "Single", "Under 18".

Covenant House New York is a youth-focused shelter, focused on leading youth to independence. Transition to long-term living programs are a priority.

COMMUNITY RATING/REVIEWS



Thorny Davis (one week ago)

Good services, staff really care for the young men & women, in an place that's.. [READ MORE](#)

Directions (1.2 mi away)

More Results

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

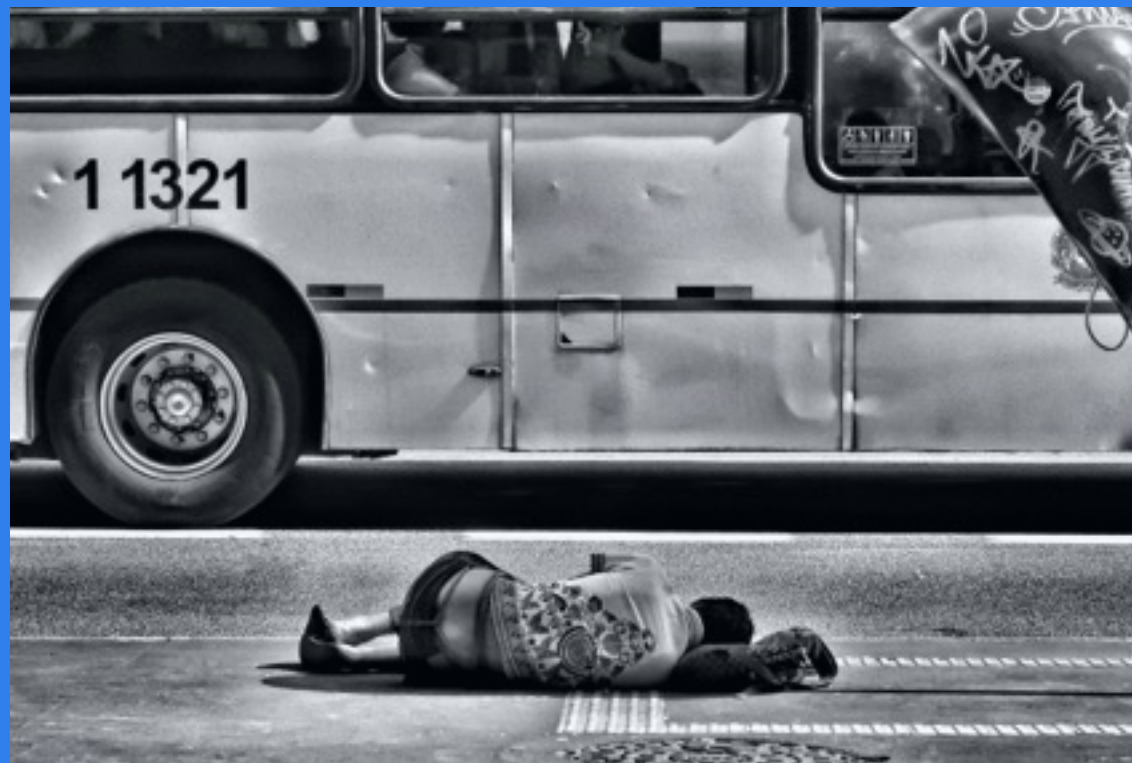
Clear next step for the user. Begins navigation on Google Maps.

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

Employment/vocational/career assistance

LGBTQ services

Veterans' services

Case management/service coordination

Criminology

Support

Transp

Fula

Filipino

Amharic

Punjabi

Armenian

Hmong

Javanese

Persian

Somali

Gujarati

Ophthalmology

Orthopedics (bones, joints)

PT/OT/Rehab

Pain management

Pediatrics

Podiatry (foot disease)

Prenatal care

Primary Care/Internal Medicine

Prostate Cancer

Pulmonary/respiratory/lungs/asthma

Amharic

Swahili

Lao

Oromo

English

Interpreter services available

African languages/dialects

Albanian

Arabic

Bengali

Bosnian

Cantonese

Chinese

French

French Creole

German

Greek

Hebrew

Hindi

Italian

Japanese

Hepatitis/Hep C

Immunization/vaccines (flu, tetanus, MMR, etc)

Infectious diseases

Leukemia/Lymphoma

Mammograms

Mental Health

Multiple Sclerosis (MS)

Muscular Dystrophy

Neurology (brain, nerves, spinal cord)

Nutrition

Transportation

Exercise/fitness

Respite services

Computer access

Recreation and community centers

Cervical Cancer

Dermatology (skin)

Diabetes

Dialysis

ENT (ear, nose, throat)

Family Planning

Gastroenterology (digestive)

Geriatrics

HIV/AIDS treatment

Hematology (blood)

Allergies

Alternative therapies

Alzheimer's/dementia

Asthma

Brain tumor

Breast cancer

Burns

Cancer (oncology)

Cardiology (heart)

Cerebral Palsy

Korean

Mandarin

Polish

Portuguese

Russian

Sign Language

Spanish

Tagalog

Thai

Turkish

Ukrainian

Urdu

Vietnamese

Age Group

infants: 0 months - 2 years

children: 2 - 12 years

teens: 12 - 19 years

young adults: 19 - 30 years

adults: 30 - 54 years

seniors: 54 years+

Citizenship

immigrants

Language

limited english

Gender

transgender

men

women

Housing

runaways

near homeless

homeless

Disability

limited mobility

physical disability

all disabilities

mental illness

Sexuality

lgbtq

Survivors

abuse or neglect survivors

domestic violence survivors

human trafficking survivors

natural disaster survivors

trauma survivors

Race/Ethnicity

african american

latino

asian

Health

cancer

substance dependency

pregnant

mental illness

chronic illness

infectious disease

Criminal History

ex-offenders

Role

spouses

parents

caregivers

mothers

General

anyone in need

Employment

employed

unemployed

Household

individuals

families

single parent

with young children

Urgency

in crisis

emergency

Armed Forces

veterans

Which gender do you identify with?

Female

Male

Non-binary

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.