



Updata

By Ctrl-Z

Problem

- Current homeless intake is a lengthy process - 20-page survey
- Government housing assistance depends on CES survey score
- Time-consuming to update client's acuity scores

Two out of the five days of the week are spent on administrative work (*Safe Place for Youth*)



“[It’s] definitely a huge complaint that everyone has....you have to record it on paper *and* you have to record it on the computer.”

- Danielle, The People Concern



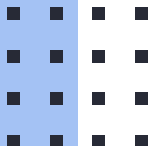
Validation

"[We get] five to ten new youth a week, on average...what does take a little bit more time is actually enrolling them into our program on Clarity, because the questions for that are a little bit more comprehensive and just require a little bit more time."

- **Emily**, Safe Place for Youth

"It's very tedious...there's a lot of work that goes into it....if you have to do three a week, I have to do the same work all the time because I have to retype the questions."

- **Stephanie**, St. Joseph's Center

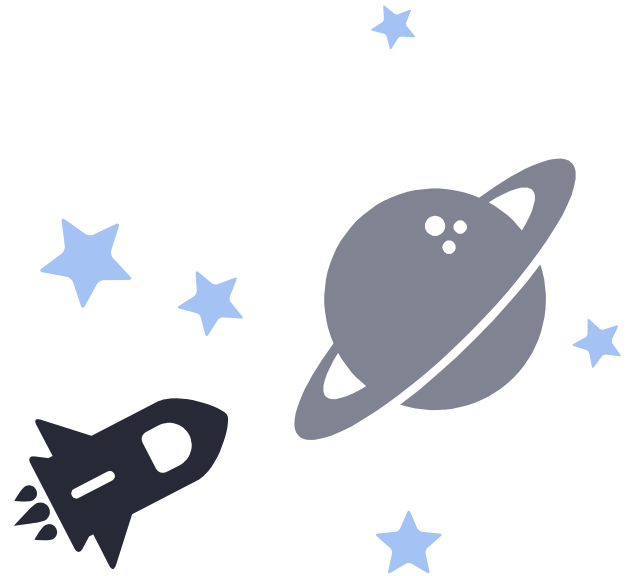


Why don't current solutions work?

- **Online Forms:** compromises relationship-building
- **Document Scanning Apps:** not specific to industry
- **No** direct competitor currently on the market

Our Solution

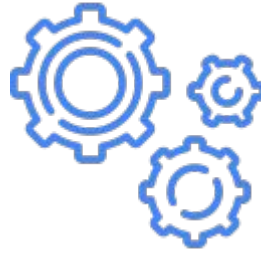
Updata is an AI-based text recognition feature that helps case managers automate data entry.



Benefits



More time for
face-to-face interaction



Tailored for
industry-specific tools



Reduce time for
repetitive data-entry



Technical Demonstration



Rolanda Johnston
ID: 789456321
DOB: 6/17/1980
Gender: Female
Phone #: (300) 101-0101

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Acuity Score

Upload File

Most recent acuity score: 14
on February 2, 2018

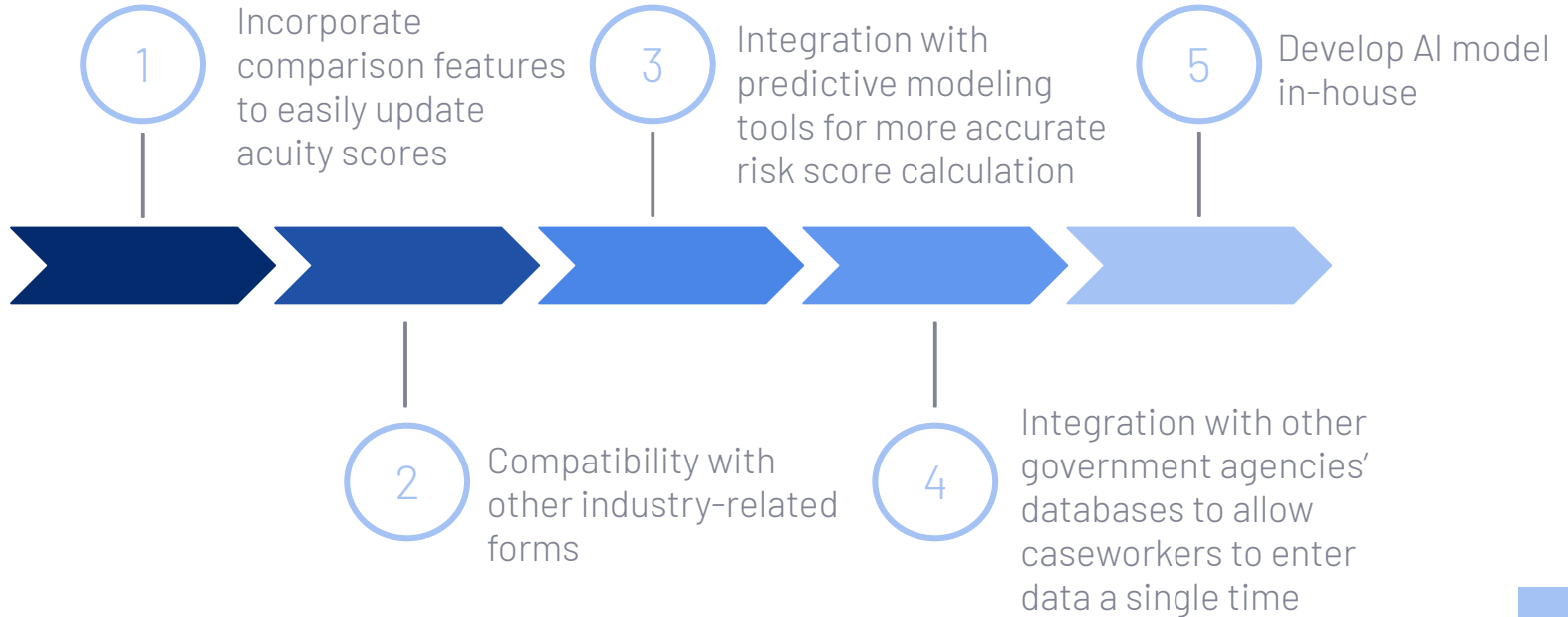
Preview Results
Categories that need review are indicated in red

Category	Response
SSN	101-01-0101
Quality of SSN	Full SSN Reported
Last Name	Johnston
First Name	Rolanda
Quality of Name	Review
Date of Birth	06/17/1980

Save as CSV

Acuity Score: 17

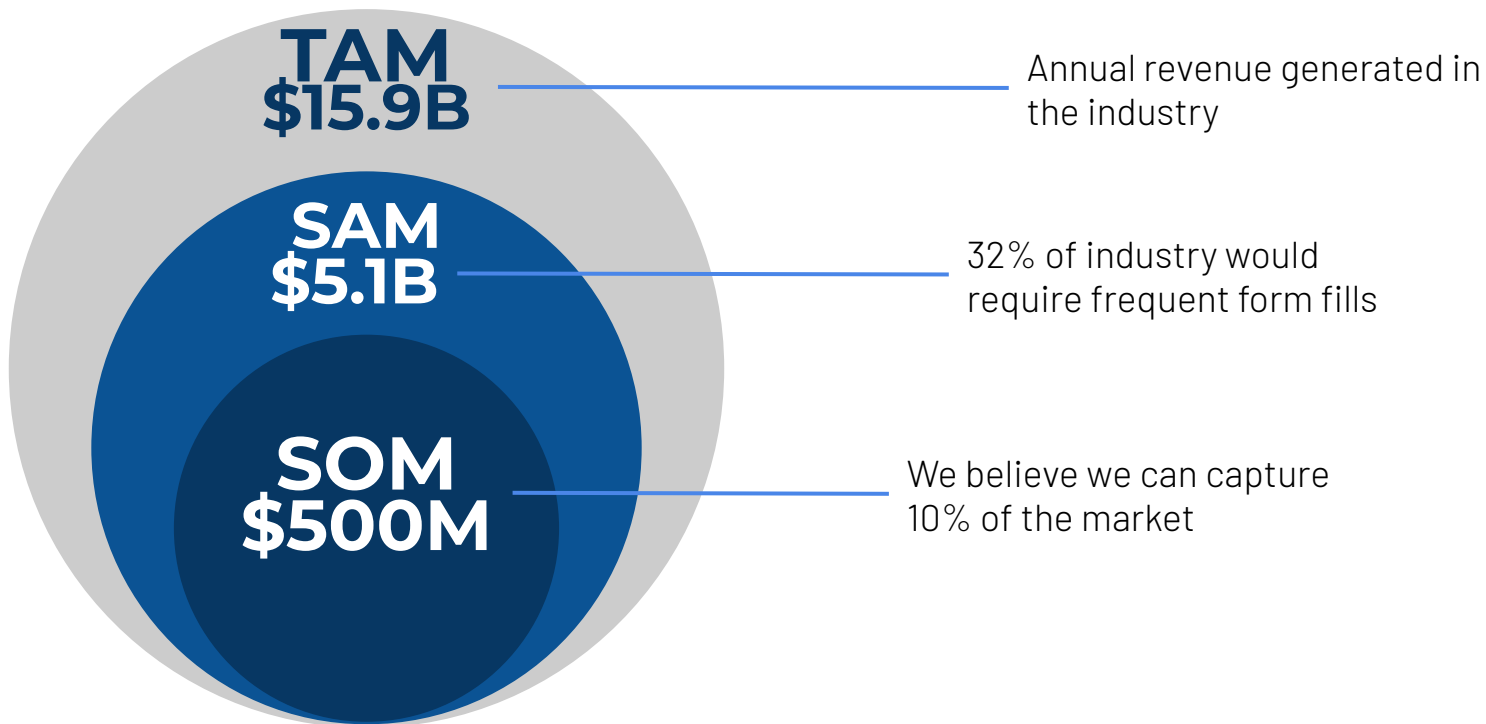
Product Roadmap



Our Customers

- US Department of Housing and Urban Development
- US Department of Veterans Affairs
- The US Department of Agriculture (rural housing)
- State and local governments
- Private, nonprofit organizations

The Market



Revenue & Cost Savings

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Total Homeless People	66,436	73,080	80,388	88,426	97,269
Shelters	11,974	12,812	13,709	14,669	15,695
Homeless per Shelter	5.5	5.7	5.9	6.0	6.2
California %	9.9%	9.9%	9.9%	9.9%	9.9%
Los Angeles %	23.1%	23.1%	23.1%	23.1%	23.1%
Los Angeles Penetration %	25.0%	50.0%	100.0%	100.0%	100.0%
California Penetration %				38.1%	53.1%
Total Penetration %					
Total Shelters Onboard	68	147	314	553	825
Forms Processed per Shelter	300	300	300	300	300
Price Per Form Processed	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Total Annual Revenue	\$41,075	\$87,901	\$188,107	\$331,972	\$495,057
<i>Annual Revenue Growth</i>		114%	114%	76%	49%

Estimated Cost Savings	Year 1	Year 2	Year 3	Year 4	Year 5
Form Process Time (Min)	25	25	25	25	25
Annual Salary	50,000	51,000	52,020	53,060	54,122
Hours Worked Per Year	2,000	2,000	2,000	2,000	2,000
Hourly Wage	25	26	26	27	27
Minute Wage	0.42	0.43	0.43	0.44	0.45
Wage Cost Per Form Processed	\$10.42	\$10.63	\$10.84	\$11.05	\$11.28
Cost Savings Per Form Processed	\$8.42	\$8.63	\$8.84	\$9.05	\$9.28
Total Annual Cost Savings	\$2,525.00	\$2,587.50	\$2,651.25	\$2,716.28	\$2,782.60
Total Annual Time Saved (Hours)	125	125	125	125	125

Financials

Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Total Shelters Onboard	68	147	314	553	825
Forms Processed per Shelter	300	300	300	300	300
Price Per Form Processed	2	2	2	2	2
Total Revenue	\$41,075	\$87,901	\$188,107	\$331,972	\$495,057
Hosting	2,054	4,395	9,405	16,599	24,753
Software Development	0	20,000	30,000	40,000	50,000
Total COGS	2,054	24,395	39,405	56,599	74,753
Gross Profit	39,021	63,505	148,702	275,374	420,304
<i>Gross Margin</i>	<i>95.0%</i>	<i>72.2%</i>	<i>79.1%</i>	<i>83.0%</i>	<i>84.9%</i>
R&D	250	20,250	30,250	40,250	50,000
S&M	3,500	43,500	63,500	83,500	103,000
G&A	7,750	68,000	96,250	126,500	156,000
Total Operating Expense	11,500	131,750	190,000	250,250	309,000
Operating Income	27,521	(68,245)	(41,298)	25,124	111,304
<i>Margin</i>	<i>67%</i>	<i>-78%</i>	<i>-22%</i>	<i>8%</i>	<i>22%</i>
Cash Infusion	175,000	-	-	-	-
Ending Cash Balance	185,521	107,027	57,228	73,602	175,907

Our Team



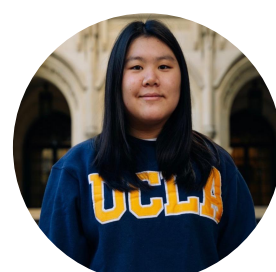
Zoe Chen
Product Team



Rosa Son
Product Team



Aileen Tang
Product Team



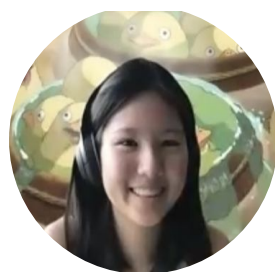
Bonnie Lee
Product Team



Jake Cheng
Project Manager



Eshan Uniyal
Tech Team



Katie Chang
Tech Team



Chad Hahn
Team Coach

\$175,000

For **24 month** runway, at which point we anticipate to be
cash flow positive



Thank You!