

The Housing Innovation Collaborative (“HICo”) is a non-profit, action-oriented housing-focused R&D platform convening people and ideas from across the housing eco-system to showcase and pilot new technology, financing, and policy solutions addressing the homelessness and housing affordability crisis.

HICo’s mission is to increase and accelerate the production of lower-cost, higher-quality housing for underserved communities, from Los Angeles to the world.

housinginnovation.co // hi@housinginnovation.co

Outline

1. Overview
2. Mission
3. Value Proposition
4. Impact:
 - Collaboration
 - Innovation
 - Housing
5. Future:
 - Projects
 - Funding Needs
 - Goals

2020 Overview

Dear Fellow Innovators,

2020 was a pivotal year in the continued growth of The Housing Innovation Collaborative (or “HICo” for short). In light of the pandemic, we shifted from an IRL to URL strategy in serving our mission of building more housing for underserved communities by bringing people and ideas together. HICo’s website – housinginnovation.co – became the world’s gathering place for housing innovation – acting as the exhibition hall, the stage, the centralized database, and the roundtable forum hosting the industry’s leading voices and highlighting our best and brightest solutions in construction, design, community engagement, policy, & financing.

With initial seed funding of **\$250,000**, HICo has had a global impact on the housing industry in its first two years of operation and is now making the transition from seed to growth stage. To further accelerate new solutions and improve our housing production ecosystem, HICo is raising **\$1.5 million** in donations and grants to cover the next three years of programming and establish a self-sustaining nonprofit business model. The details of our plan, in addition to our planned use of funds are detailed further herein.

Thank you for your support!

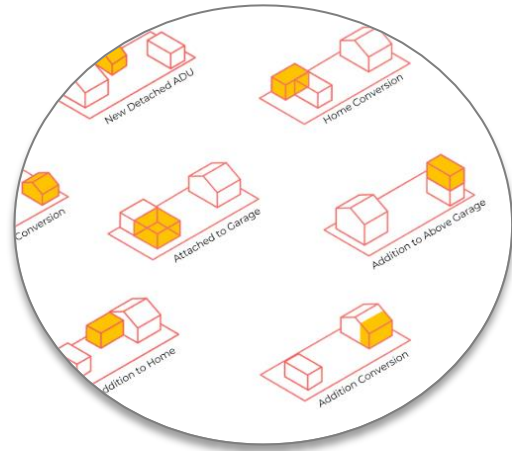


Charly Ligety
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The Housing Innovation Collaborative (“HICo”)
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Mission

Housing Underserved Communities With New Innovations and Collaborations



Housing

For Underserved
Communities,
Faster, Cheaper, Better

=



Innovation

Improved Technology,
Financing, & Policy
Solutions

+



Collaborative

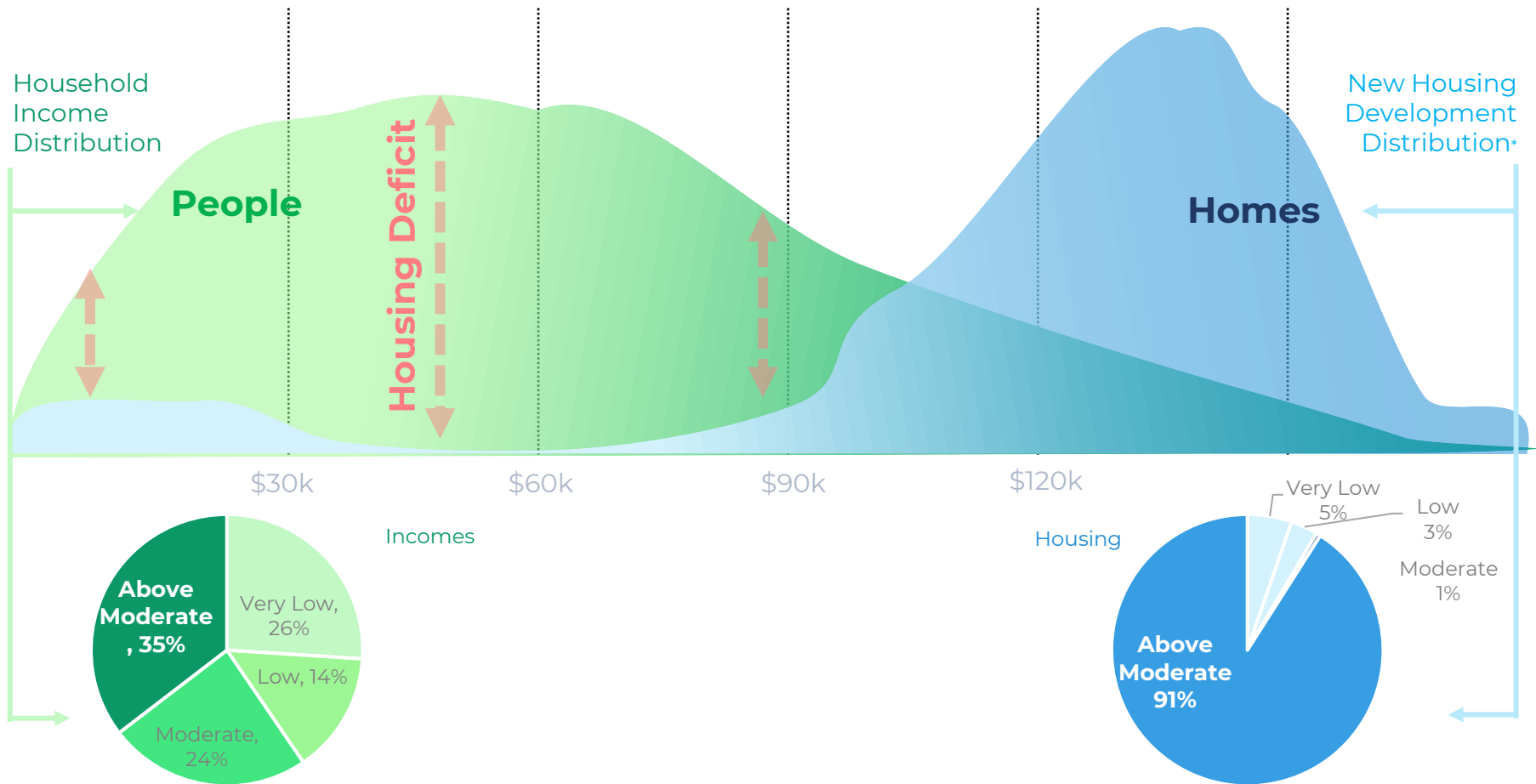
Engaged Organizations &
Leaders Throughout The
Housing Eco-System

Mission



Housing

Underserved Communities In Every Underserved Income Segment



*for City Los Angeles, based on 5th Cycle RHNA Housing Production Goals 2013-2021

2020 Impact Report

(YE 5/31/21)

Mission



Innovations

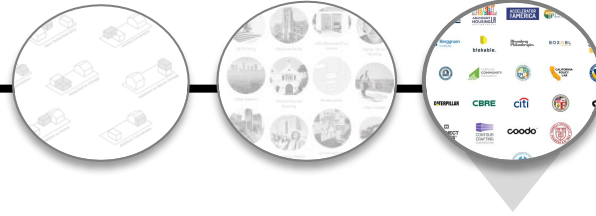
Showcasing New Solutions Along Every Stage of Housing Production



1. Community
2. Policy
3. Site
4. Design
5. Approvals
6. Finance
7. Construction
8. Services
9. Other

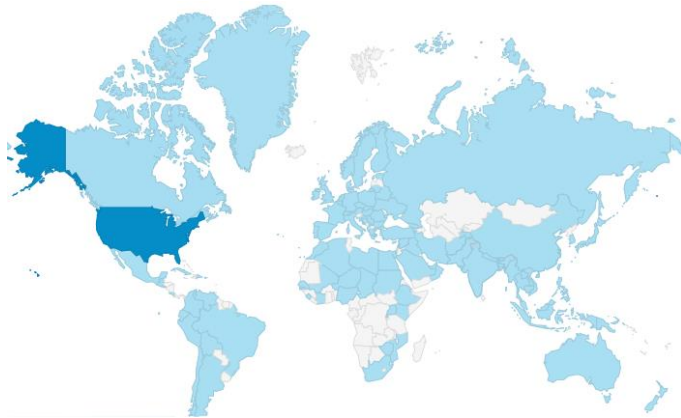


Mission



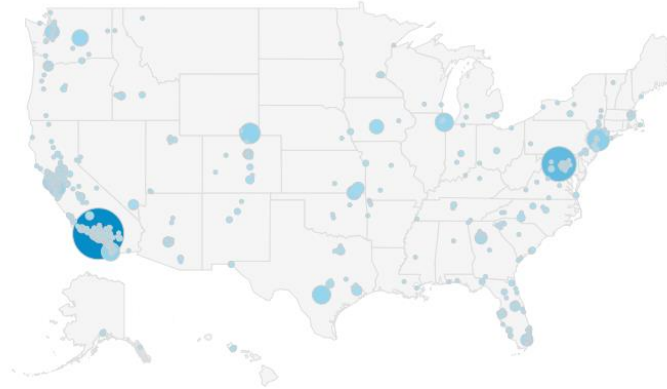
Collaborations

Convening The Entire World On A Global Knowledge Sharing Platform



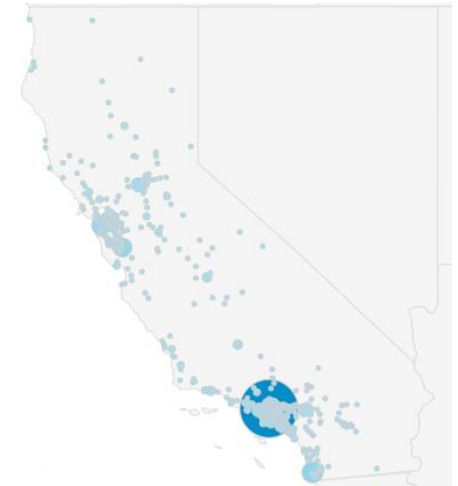
Global

25% Int'l Traffic
105+ Countries



California-Centric

50% U.S. from CA
49/50 States



LA-Based

65% CA from SoCal
40% CA from LA

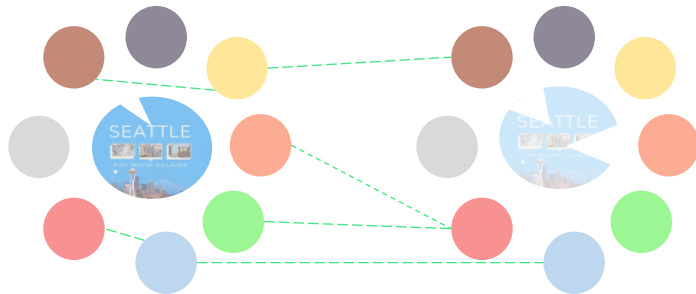


HICo's Value Proposition

Implementing innovation and building collaboration is challenging without stakeholders seeing “the full picture”.

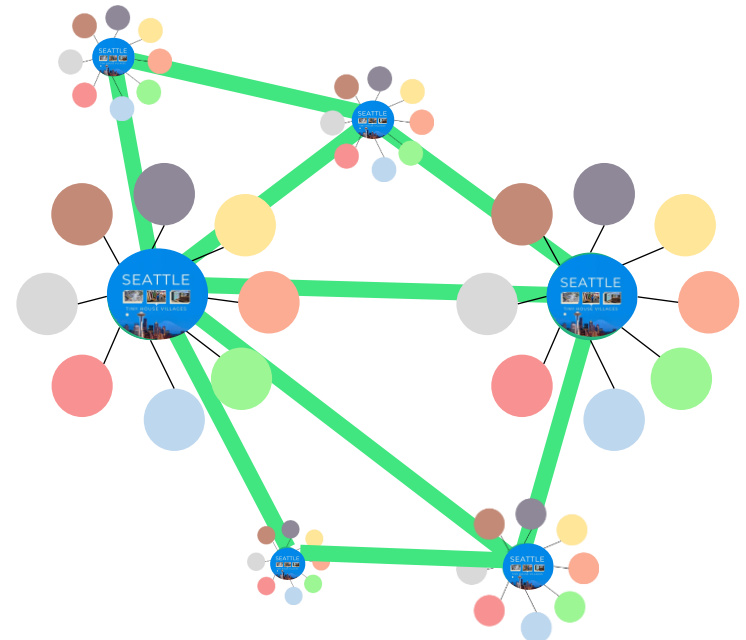
Without Platform

10% of information conveyed to 10% of stakeholders, sporadically



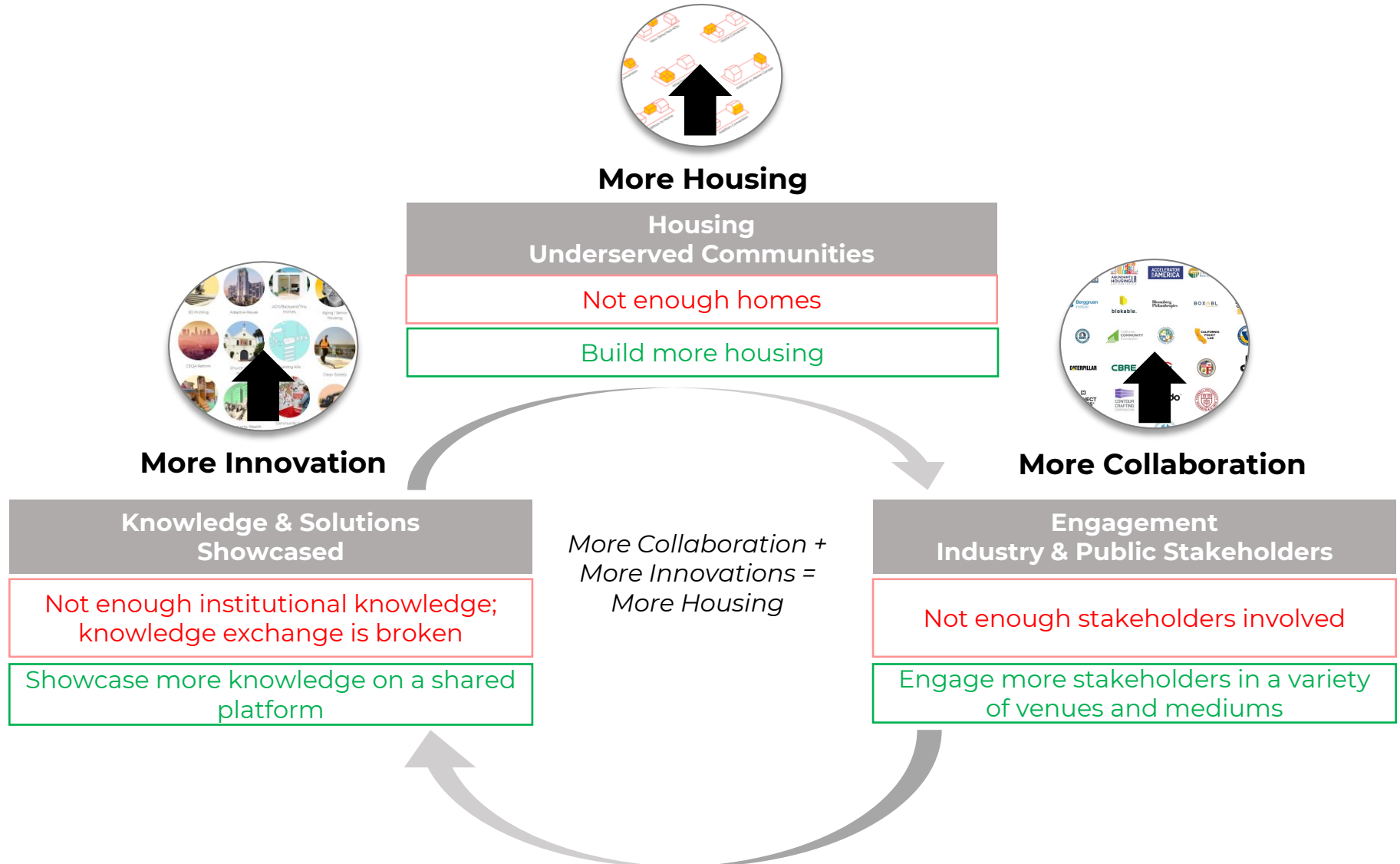
With Platform

100% of information conveyed to 100% of stakeholders, 24/7



HICo's Value Proposition

Influencing the built world by providing the "full picture" into new innovations and collaborations

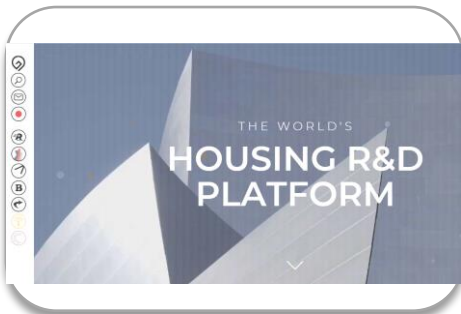


Impact: Collaboration



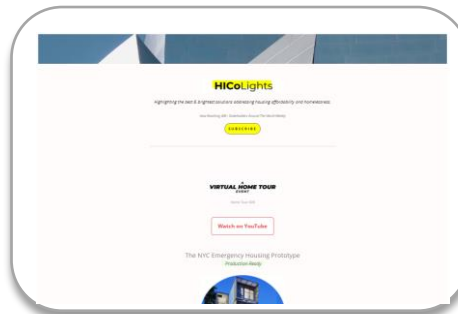
Engagement With Industry & Public Stakeholders

Website



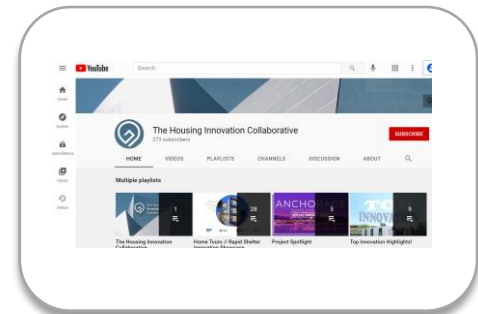
- #1 SEO “Housing Innovation”
- 150,000 Touchpoints
- 20,000 Recurring Visitors

Weekly Newsletter



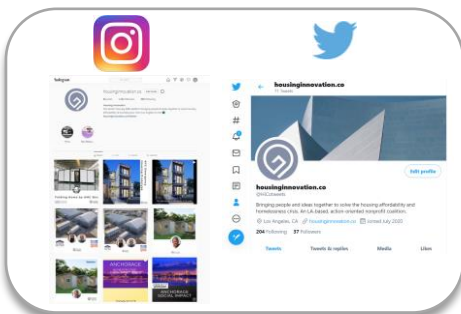
- 35,000 Subscribers
- 25% Avg. Open Rate
- 15% Avg. Forward Rate

YouTube Channel



- 23,000 Video Views
- 2,100 Video Hours Watched
- 300+ YouTube Subscribers

Social Media



- 1,500 Followers (FB/Insta)

Reports



- HUD National Journal (Cityscape)
- State of Texas
- 10 Mayor’s Office Spotlights

Press / Events



- Fast Company, Dwell, KCRW/NPR
- Academic partners with MIT, Cornell, USC, UVA, SCI-Arc

Impact: Innovation



Knowledge & Solutions Showcased

Housing Innovations

The world's largest interactive directory of housing solution themes.



- 95 Innovation Hubs

The Collaborative

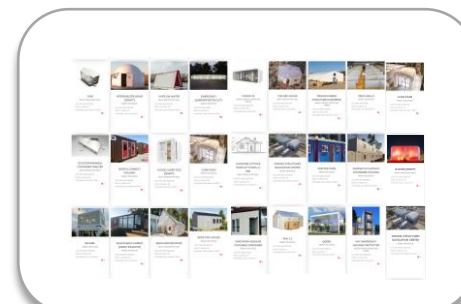
The world's largest detailed directory of housing stakeholders.



- 150 Organizations

THE RAPID SHELTER INNOVATION SHOWCASE

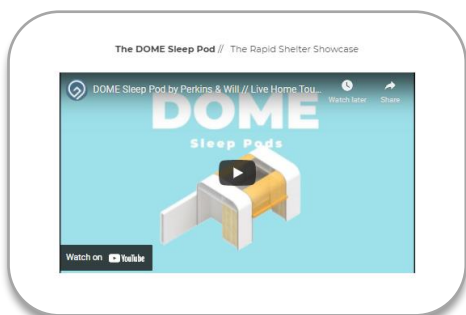
The world's largest database of rapidly-deployable shelter solutions.



- 80 Solutions

HiCo Live

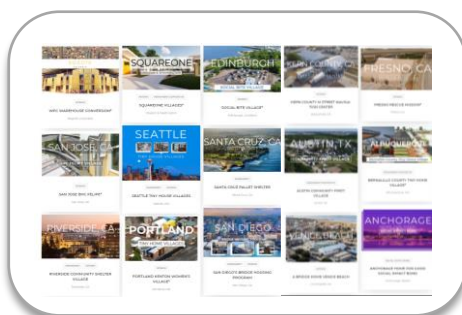
The world's stage showcasing the best and brightest new solutions.



- 60 Live Events

PROJECT SPOTLIGHT

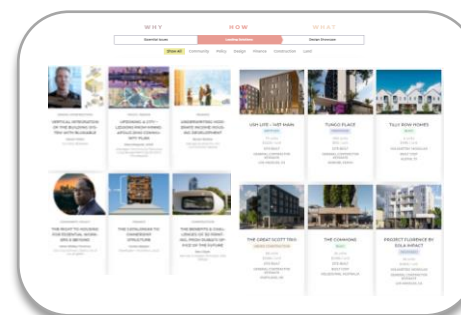
Comprehensive overviews of the world's most innovative housing projects.



- 12 Project Templates

THE ESSENTIAL HOUSING CAMPAIGN

A public-private campaign to build 130k new homes for LA's essential workforce.



- 70 Solutions

2020 Impact Report

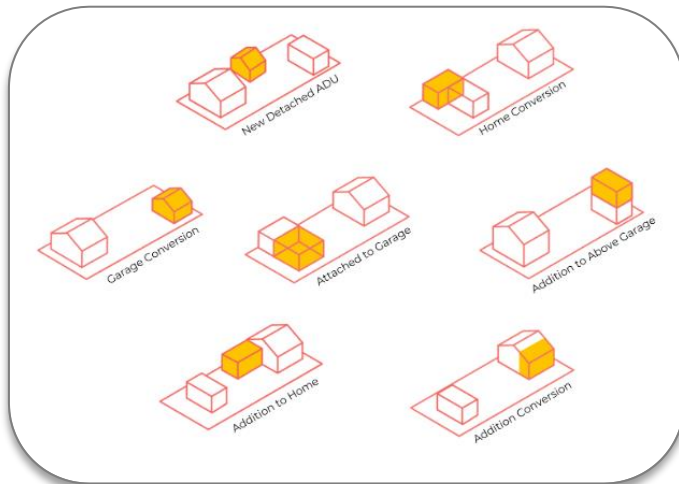
(YE 5/31/21)

Impact: Housing



Housing Underserved Communities

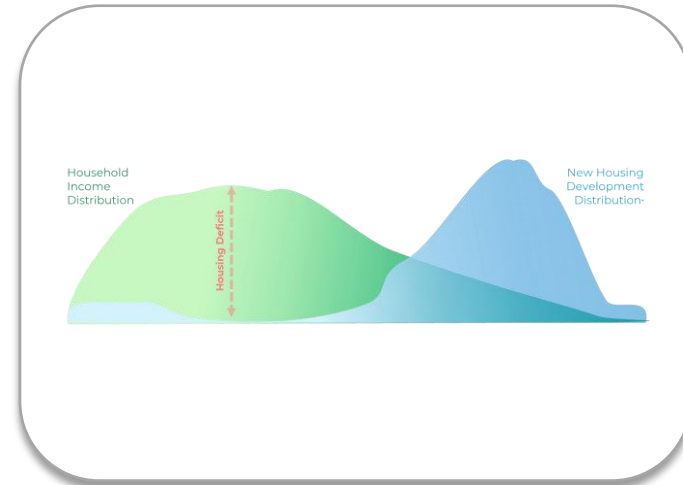
Cumulative to Date:



1,500

New Homes*

**Influencing 500 new rapid shelters & 1,000 new workforce housing projects*



3,500

People Served*

**Assuming 2.3 persons/home*

Future: Projects



New Innovations



New Collaborations

The Backyard Home Showcase

- 100+ pre-approved ADU plans in one portal
- 8 cities partnering across California

Model 2 STEELBOX	Studio Home UNITED DWELLING	Model 1 STEELBOX	Connect 1 CONNECT HOMES
CITY APPROVED	PROTOTYPE ONLY	CONCEPTUAL	CITY APPROVED
\$79,600 1 bedroom / 1 bathroom 600 SF	\$160,000 2 residents 1 bedroom / 1 bathroom 230 SF	\$50,000 2 residents 1 bedroom / 1 bathroom 180 SF	\$150,000 2 residents 1 bedroom / 1 bathroom 460 SF
5+ DEPLOYED	1 DEPLOYED	0 DEPLOYED	10+ DEPLOYED

HOUSING INNOVATION Pop Up

- IRL: Pending weekend showcase in LA
- URL: VR village of 3d models (ticket sales)



Future: Funding Needs



New Innovations

Showcasing Solutions

Content Creation

- Audio/Visual Multimedia
- Website Development
- Physical Event Planning + Management



New Collaborations

Increasing Engagement






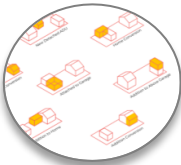

Program Growth

- Business Development + Marketing
- Personnel
- Equipment + Supplies

2020 Impact Report

(YE 5/31/21)

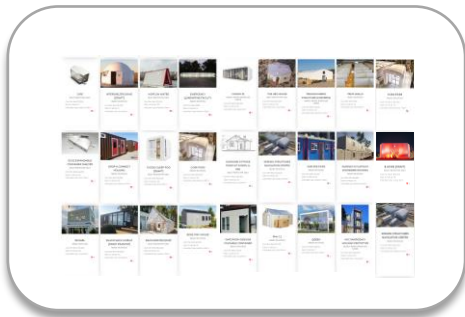
Future: Goals

		To Date	Next 3 Years
INPUT			
 Funding		\$250,000	+\$1,500,000
OUTPUTS			
  More Innovation		80 Rapid Shelter Designs	100 Rapid Shelter Designs
		0 Backyard Home Designs	100 Backyard Home Designs
		30 Essential Housing Solutions	100 Essential Housing Solutions
		10 Project Spotlights	50 Project Spotlights
  More Collaboration		150k Touchpoints	500k Touchpoints
		20k Stakeholders Engaged	100k Stakeholders Engaged
OUTCOMES			
  More Housing		1,500 New Homes	50,000 New Homes
		3,500 People Served	125,000 People Served

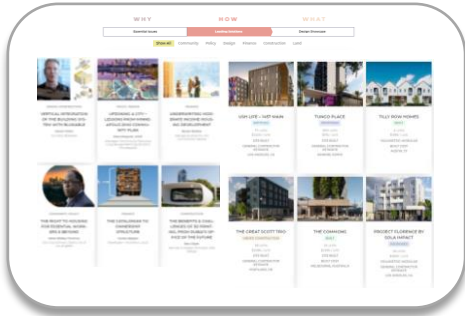
Future: Goals

Explore New Sources of Revenue To Self Sustain Operations and Growth

THE RAPID SHELTER INNOVATION SHOWCASE



THE ESSENTIAL HOUSING CAMPAIGN

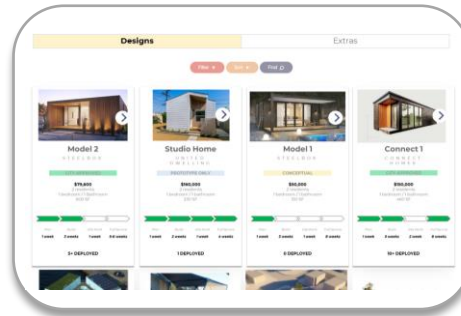


HICo Live



- Advertising
- Product Launches

The Backyard Home Showcase



- CA State funding
- Event sponsorship
- Ticket sales
- Advertising

HOUSING INNOVATION Pop Up



- Event sponsorship
- Ticket sales
- Advertising

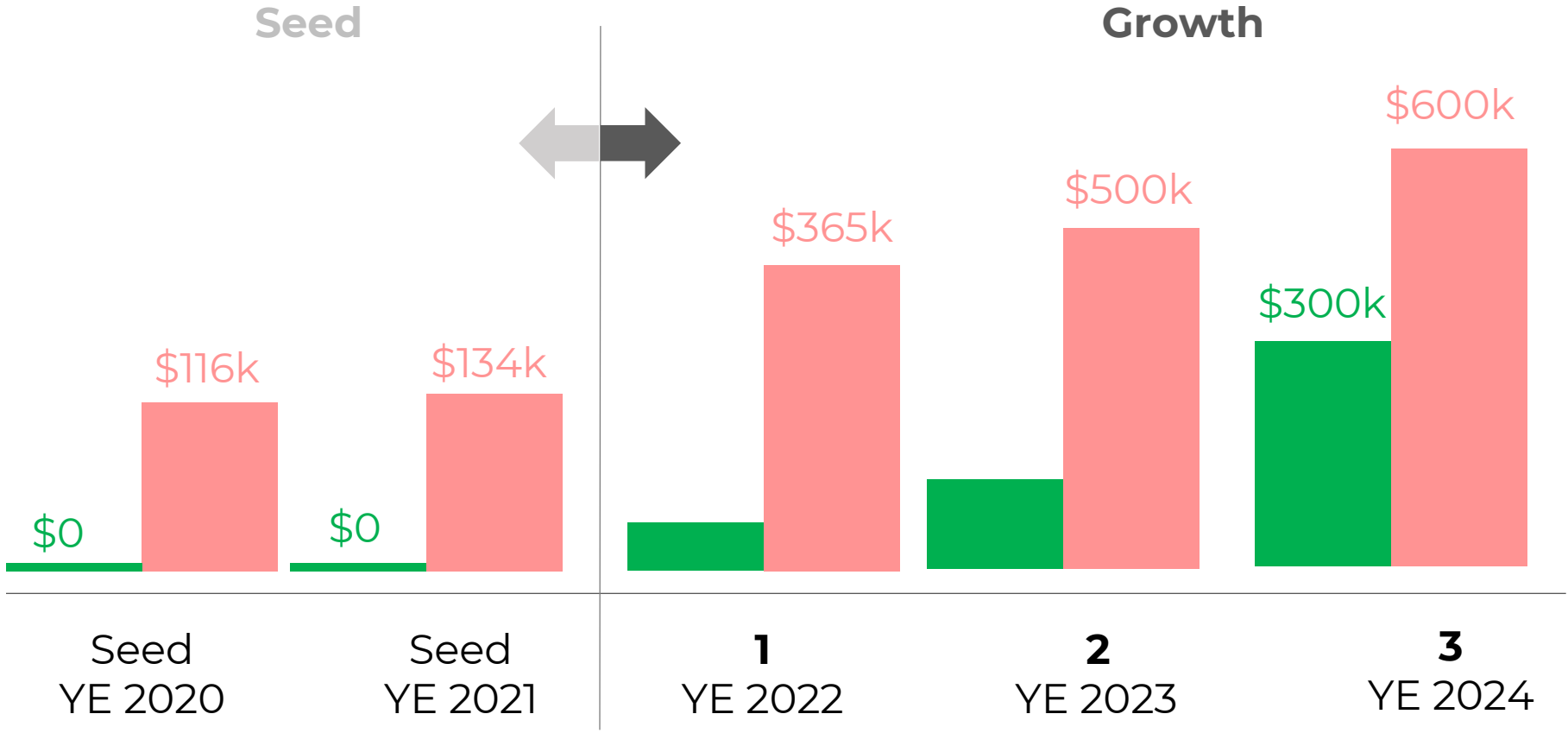
- FEMA/HUD Funding
- CA State Funding (LEAP/REAP)

2020 Impact Report

(YE 5/31/21)

Future: Goals

Scale to a self-sustaining nonprofit business model



- *By Year 3 (YE '24), revenue covers 50% of opex*
- *By Year 5 (YE '26), revenue covers 100% of opex*

Future: Vision for 2024 (5/31/24)

Invest in a global R&D platform influencing the built world.



More Homes:
50,000

Impacting New Rapid
+ Permanent Units



More Innovations:
350
Showcased
Solutions



More Collaboration:
100,000
Stakeholders
Engaged

Appendix

2020 Impact Report

(YE 5/31/21)

Appendix: Funding Uses

Seed Stage
2019 + 2020

\$250,000

Growth Stage
2021 + 2022 + 2023

\$1,500,000

Year	Period		
<i>Seed Phase</i>			
Seed 1 YE May 2020			
Sources		Uses	
Grant (HOM)	\$ 108,500	Personnel (+Benefits)	\$ 100,000
Grant (United Way)	\$ 2,500	Website Dev. (Contracted)	\$ 2,000
Donations - Personal	\$ 5,000	Media / Marketing	\$ 12,000
Revenue (see detail)	\$ -	Business Dev. (+Travel)	\$ 1,000
		Equipment + Supplies	\$ 1,000
		Physical Events	\$ -
Total	\$ 116,000		\$ 116,000
Seed 2 YE May 2021			
Sources		Uses	
Grant (HOM)	\$ 134,000	Personnel (+Benefits)	\$ 120,000
Grants - Other	\$ -	Website Dev. (Contracted)	\$ 11,000
Donations - Personal	\$ -	Media / Marketing	\$ -
Revenue (see detail)	\$ -	Business Dev. (+Travel)	\$ 1,000
		Equipment + Supplies	\$ 2,000
		Physical Events	\$ -
Total	\$ 134,000		\$ 134,000
Seed Funding	\$ 250,000		\$ 250,000
<i>Growth Phase</i>			
1 YE May 2022			
Sources		Uses	
Grant (HOM)	\$ 134,000	Personnel (+Benefits)	\$ 220,000
Grants / Donations	\$ 206,000	Website Dev. (Contracted)	\$ 20,000
Revenue (see detail)	\$ 25,000	Media / Marketing	\$ 20,000
		Business Dev. (+Travel)	\$ 15,000
		Equipment + Supplies	\$ 15,000
		Physical Events	\$ 75,000
Total	\$ 365,000		\$ 365,000
2 YE May 2023			
Sources		Uses	
Grant (HOM)	\$ 134,000	Personnel (+Benefits)	\$ 300,000
Grants / Donations	\$ 266,000	Website Dev. (Contracted)	\$ 30,000
Revenue (see detail)	\$ 100,000	Media / Marketing	\$ 30,000
		Business Dev. (+Travel)	\$ 20,000
		Equipment + Supplies	\$ 20,000
		Physical Events	\$ 100,000
Total	\$ 500,000		\$ 500,000
3 YE May 2024			
Sources		Uses	
Grant (HOM)	\$ 134,000	Personnel (+Benefits)	\$ 410,000
Grants / Donations	\$ 166,000	Website Dev. (Contracted)	\$ 30,000
Revenue (see detail)*	\$ 300,000	Media / Marketing	\$ 20,000
		Business Dev. (+Travel)	\$ 20,000
		Equipment + Supplies	\$ 20,000
		Physical Events	\$ 100,000
Total	\$ 600,000		\$ 600,000
Contingency	\$ 35,000		\$ 35,000
Growth Funding	\$1,500,000		\$ 1,500,000

*Goal for Breakeven Revenue \$600k+ by Year 6

2020 Impact Report

(YE 5/31/21)


Appendix: Funding Impact

Impact Report

Report Date: June 1st, 2022


Funding




More Innovation




More Collaboration




More Homes

		Year -2	Year -1	Proj. Year 1	Proj. Year 2	Proj. Year 3
		(YE 5/31/20)	(YE 5/31/21)	(YE 5/31/22)	(YE 5/31/23)	(YE 5/31/24)
Finances						
<u>Total Sources</u>						
Revenue		\$ -	\$ -	\$ 25,000	\$ 100,000	\$ 291,000
Grants		\$ 116,000	\$ 134,000	\$ 340,000	\$ 400,000	\$ 309,000
<u>Total Sources</u>		\$ 116,000	\$ 134,000	\$ 365,000	\$ 500,000	\$ 600,000
<u>Total Uses (see table)</u>		\$ 116,000	\$ 134,000	\$ 365,000	\$ 500,000	\$ 600,000
Surplus		\$ -	\$ -	\$ -	\$ -	\$ -
Outputs						
Innovations / Solutions Showcased	<i>Initiative</i>					
Housing Innovation Online Info Hubs	<i>The Innovation Directory</i>	50	95	110	120	130
Organization Data-Base/Directory	<i>The Collaborative</i>	100	150	200	250	300
Rapid Shelter Solutions Completed & Presented	<i>The Rapid Shelter Campaign</i>	-	80	100	125	150
Case Studies Completed & Presented	<i>Project Spotlight</i>	-	10	20	30	40
Workforce Housing Development Solutions Presented - Finance, Policy, Community, Construction	<i>The Essential Housing Campaign</i>	-	20	60	100	120
Workforce Housing Project Case Studies Completed & Presented	<i>Essential Housing Campaign - Design Showcase</i>	-	6	15	25	100
ADU / Backyard Home Designs	<i>The Backyard Home Showcase</i>	-	-	50	100	150
ADU / Backyard Home Best Practices Presented	<i>The Backyard Home Showcase</i>	-	-	10	25	50
Factories, Deployed Units Mapped	<i>World Tour</i>	-	50	100	125	150
Events / Conferences / Panels	<i>Overall</i>	2	60	100	175	250
Government Reports Contributed/ Authored		0	2	4	10	15
Collaboration / Engagement Metrics						
Newsletter Readers		1,000	34,000	50,000	75,000	100,000
Website Touchpoints (Pages/Visitor)	8	1,000	150,000	300,000	480,000	640,000
Website Recurring Visitors		500	20,000	40,000	60,000	80,000
Video Views		0	23,000	50,000	100,000	200,000
Video Hours Watched		0	2,100	5,000	10,000	20,000
Social Media Followers (YT / Insta)		0 / 200	200 / 1,000	1,000 / 10,000	5,000 / 50,000	10,000 / 100,000
Impact / Outcomes						
New Housing (Underserved Communities)						
Transitional Housing Units		0	500	1,500	10,000	25,000
Cumulative Impact		0	500	2,000	12,000	37,000
Permanent Housing Units		16	1,000	2,000	5,000	10,000
Cumulative Impact		16	1,016	3,016	8,016	18,016
Total New Units (Cumulative)		16 new homes	1,516 new homes	5,016 new homes	20,016 new homes	55,016 new homes
Every \$1,000 Impacts # New Homes		n/a	11	14	40	92
People Benefitted (Underserved Communities)						
People Served /Unit	23					
People Served (Cumulative)		37	3,487	11,537	46,037	126,537
Every \$1,000 Impacts # People		n/a	26	32	92	211