

Homebody 2021 Business Plan:

Note: This business plan is for an imaginary business created for the 2021 Innovation Washington Challenge.

Note: Homebody is not meant to be an amazing business name.

Overview:

Homebody is an imaginary non-profit organization that could solve homelessness, or at least lessen it. Homelessness is a huge obstacle for people because there is no way to keep people living in homeless shelters or tiny house villages out of homelessness, there are people who won't live in homeless shelters or tiny house villages because of the rules, and there is no way to guarantee that homeless people will get a job to support themselves because lots of places won't hire homeless people. Homeless shelters aren't effective because it is far too easy for COVID-19 to spread in them, and tiny house village residents say that they offer a reprieve, not a solution to homelessness. Homelessness is important to solve because it is not okay that some people don't even have a home to stay in; it is not okay that people allow that to happen and do nothing about it. However, Homebody may be able to solve this. It can do this by modifying shipping containers to be homes.

This may not sound like a grand solution, but modifying shipping containers takes workers to do it, and workers get paid. If homeless people managed to keep a job and get paid, while having a free home, they may finally be able to support themselves and get their own home. So in theory, if homeless people work with Homebody to modify shipping containers, they could be able to get their own place and live on their own, because they have construction skills useful for a job, and have a previous construction job that can go on their resume.

Homebody could be funded from donations and Emergency Solution Grants(ESG) funds so that it wouldn't have to fund itself. It could also have a reduction in payment as rent for living there, so Homebody wouldn't as much for the salary of the residents. Homebody could help people out of homelessness and prevent other people from being homeless.

The Union Gospel Mission(UGM) is already working at helping homeless people to be comfortable and trusting around others, instead of isolating themselves. If Homebody partnered with the UGM's Bridge Program and New Life Addiction Recovery Program, Homebody would likely be more effective with helping homeless people, because they are willing to trust others. First, the homeless people could go through the Bridge Program or New Life Addiction Recovery Program to trust others, then they could move into Homebody and work on getting a job and place to live.

The ESG funds could also be used to pay for tuition at a technical school, like Perry Technical Institute, so they could get a diploma in construction. If Perry Tech was able to give diplomas to the homeless people while they were working at Homebody, it would be much appreciated, however, they can't. It would be possible to offer scholarships to homeless people so they could attend Perry Tech at a lower cost than normal, and that would be appreciated.

Other people should want to have this because no one is really safe from homelessness, and they might become homeless. Also, people would feel better about themselves, that they are not such horrible people, and feel safer when they are walking around alone in cities.

This chart of accountability is so everyone is clear on what they would be expected to do.



Message:

Homelessness is one of the world's largest and most persistent issues. While many cities and towns in Washington have homeless shelters, due to the rapid spread of COVID-19 in them, they are rendered somewhat ineffective. Tiny house villages are springing up all around Washington, residents say that they don't solve all their problems, just because they have a home, doesn't necessarily mean they are going to get a job. While it may not exactly solve the problem of homelessness, Homebody may offer a more effective reprieve than previous attempts. Not just a housing project, Homebody is also designed to offer job opportunities to homeless people who may not be allowed a job in other locations. In this way, the homeless citizens may be able to earn revenue while living in affordable housing, and eventually be able to support themselves with a job of their own, and permanent housing.

Homebody may be able to create these job opportunities by constructing tiny houses and modifying tiny houses to be habitable. In this way, they can create housing for

homeless people while providing jobs for them as well. As a result, fewer people are living on the streets and unemployed, and it reduces the number of people who become homeless again after being housed for a while. Homebody is centered around helping homeless people and those at risk of homelessness. It gives homeless people a way out of homelessness and unemployment and allows unemployed people to support themselves.

Homebody was created with the hope of helping people out of homelessness because I believe that nobody should have to live without a home, and it's not okay that so many people are homeless and most people go around ignoring them.

Marketing:

To attract customers, it would be logical to create a website to explain Homebody with resident testimonials and how they feel about Homebody. Another idea to spread the word would be to have a Facebook page and ask people to tell their friends and family. Because Homebody is not focused on profit, but on helping people, only 10% of the revenue will be spent on marketing.

As I already mentioned, Homebody could also partner with the Yakima Union Gospel Mission (YUGM) for the branch in the Yakima area. It could partner with the local UGM team in the area of each branch.

While Homebody is designed to serve homeless people, homeless people are not necessarily the target market. It is designed for low or no income people who may not have a home, so they are not expected to buy the homes, because they all have their probable inability to buy a home in common, rather, the target market is cities that can use their ESG funds to buy the tiny homes. There is a significant need for this kind of business, as other companies that could be competition have different focuses. These other businesses are like the three that I will mention: PacVan, Custom Container Living, and Logical Homes.

PacVan:

PacVan is a company that sells and modifies shipping containers. While it does modify shipping containers to be offices, it doesn't alter them to be homes. Though you can ask them to adjust your container to be more like a home, it costs extra, which is unwanted. Although it could be helpful, PacVan is not cut out for helping homeless people and is better suited to other tasks.

Custom Container Living:

Custom Container Living redesigns shipping containers to be your perfect home, and is cheaper than buying a regular house, but is not exactly designed to be a cheap living alternative for homeless people. With Homebody, the goal is to provide homes for the homeless, then find them a permanent home when they can afford it. However, with Custom Container Living, that is not the case. Not to be negative about them, but Custom Container Living is likely to be more accommodating when serving clients with more typical needs.

Logical Homes:

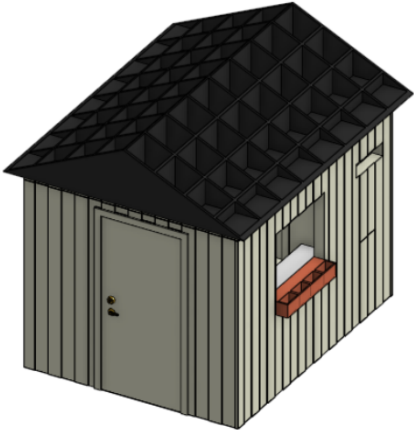
While Peter DeMaria, the leader of Logical Homes, says that their line of affordable housing should help to keep people out of homelessness, but does it really? Its unique line of revamped container homes doesn't actually offer very many options for houses, and the only one that might suit the needs of homeless people, a \$40,000 160 square foot home, doesn't actually have a place to sleep! While you can customize the plans, it costs extra and takes longer, which is undesirable. While Logical Homes may work for some people, it is not smart for homeless people.

	PacVan	Custom Container Living	Logical Homes	Homebody
Builds tiny houses	No	Yes	Yes	Yes

Modifies shipping containers	Yes	Yes	Yes	Yes
Costs less than \$50,000 per home	?	Depends	No	Yes
Serves low-income/homeless people	No	Somewhat	Somewhat	Yes

Product:

My primary product would be an 8 by 10 ft or 8 by 20 ft modified shipping container home. They would each have a bathroom and a living space, as shown below. While the 8 by 20 ft container would have an actual bed, the 8 by 10 features a more versatile hammock bed to save space. To keep organization and safety, the tiny houses will be numbered based on their location, that way if there is a COVID outbreak, Homebody can tell where those people have been, who they most likely have been in contact with, and who is closest to them.





As a result of having one of these shipping container homes, homeless people would be able to have a low-cost home where they can live that is very close to where they work, eliminating the need for extra transportation, thus eliminating extra payment. These products would impact their lives because they would have a home and a job, and eventually be able to get a job and home of their own, so they wouldn't become homeless again. They would also get construction skills from the job, which is useful for finding a job. Because they would then have a job and a home, their lives would probably be better and less stressful.

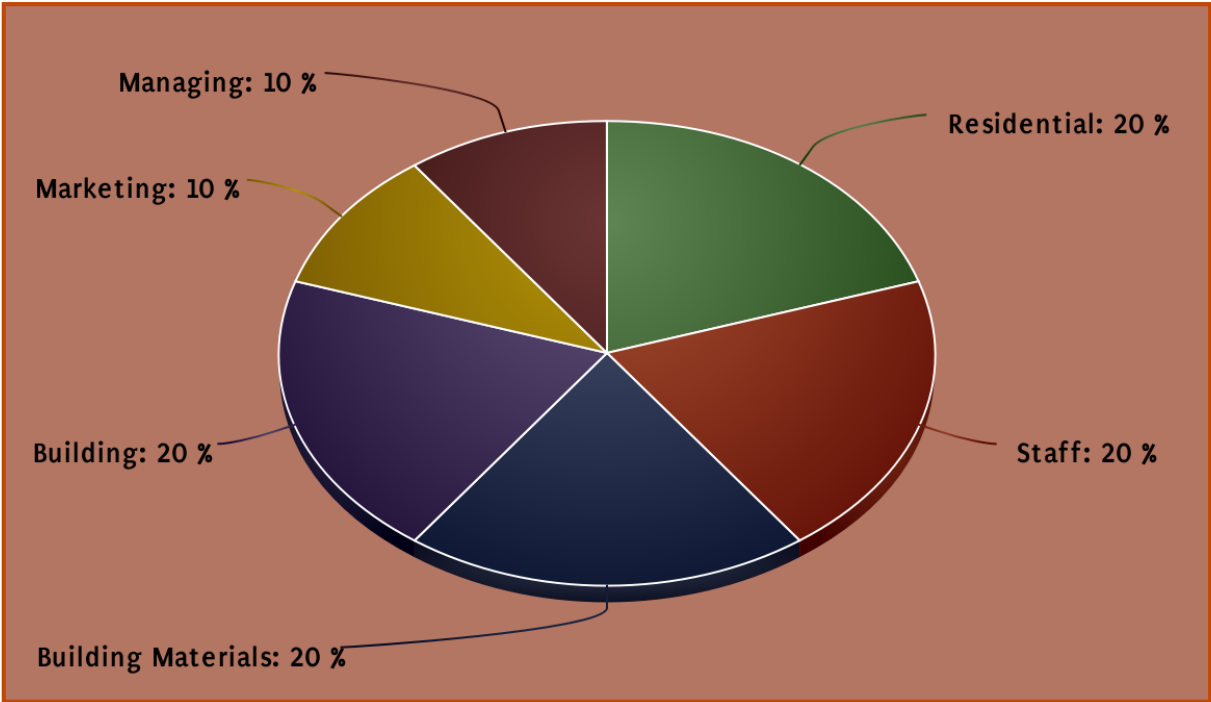
Budget:

To save money, all of the tiny houses Homebody makes for homeless people will be housed inside a warehouse where they are also built. This way, Homebody would only have to heat, cool, and light one giant building instead of 100 small ones. Since shipping containers already have doors, those could be used instead of inserting a regular one. Because they are indoors, the tiny houses don't need roofing or siding because they are protected from the elements. To modify a shipping container, it would only cost about \$10000 because all of the labor costs are added into the wages for the homeless people. A composting toilet eliminates the need for plumbing. Each shipping container would cost up to \$5000, so each shipping container home would cost about \$15000. This means that you could get 100 shipping container homes for \$1.5 million. That is about 1/65th the amount of ESG funds allocated to WA in total-\$98250127 was allotted to WA in ESG funds. And because the homeless people "move out" of the tiny houses when they can get their own job, the houses are reusable.

Those are not the only costs, however. Staff there would also need to be paid, as well as buying and getting electricity for the warehouse. It costs about \$1.70 per square foot to get heating, cooling, lighting, ventilation, and water, among other things, for the warehouse. A 20000 square foot warehouse would be ideal, so it would cost about \$34000 for electricity, and other necessary amenities. \$20 per square foot is the average cost of a warehouse, so it would cost about \$400000 to buy the warehouse.

This pie chart shows how much of the profits would be used where.

BUDGET



Safety Plan:

COVID-19 has forever changed the way we live. While some CDC restrictions during this time are sure to be temporary, it is smart to implement permanent guides to ensure resident and staff safety.

During COVID-19:

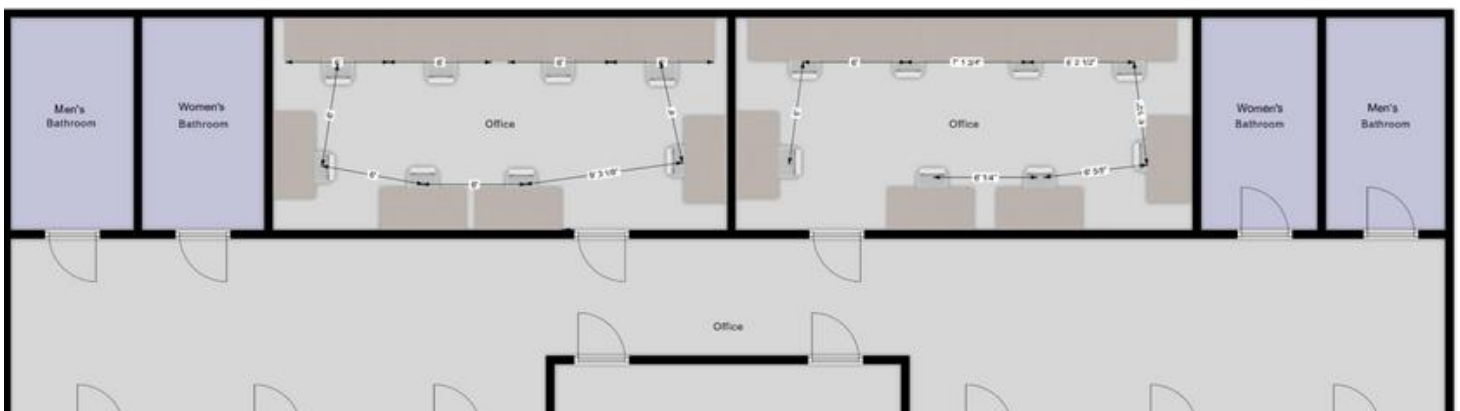
During COVID-19 all residents and staff of Homebody must comply with all CDC guidelines and check themselves for symptoms daily. If anyone has symptoms of COVID they must quarantine for at least two days and get tested. If anyone contracts COVID, they must quarantine until they stop having symptoms, and for 10 days afterward. Anyone who has been in close contact with a person who got COVID must get tested. In addition, residents must sanitize before and after meals, and before and after close contact with others. Staff must wear masks at all times, wash hands before and after serving meals, and wear gloves when serving meals. There will also be no visitors to limit the spread of COVID. Those at risk will be asked to stay in isolation in their tiny home, though they may use the showers and receive food, it would be best for them not to be in contact with others. To keep organization and safety, the tiny houses will be numbered based on their location, that way if there is a COVID outbreak, Homebody can tell where those people have been, who they most likely have been in contact with, and who is closest to them.

After COVID-19:

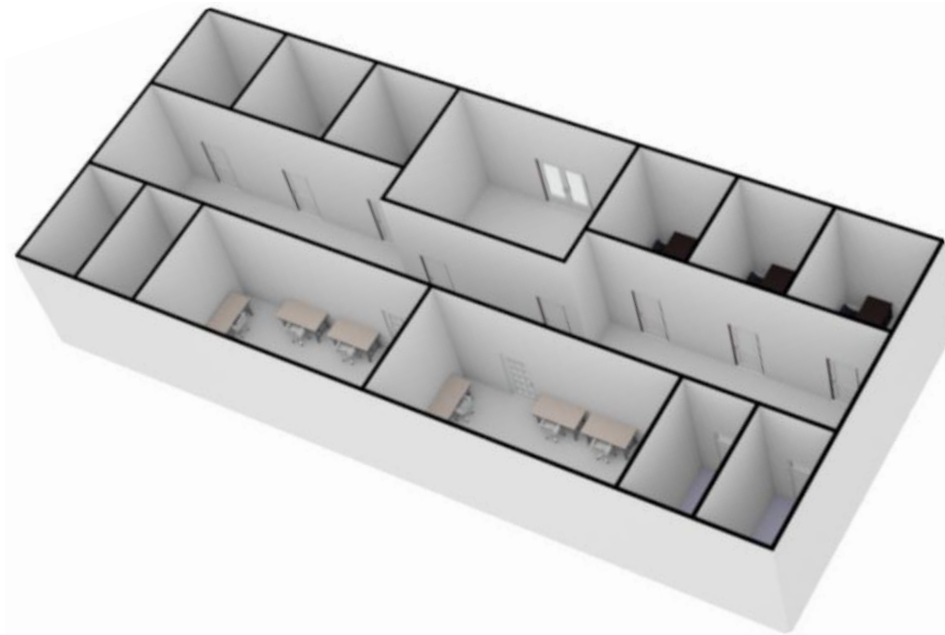
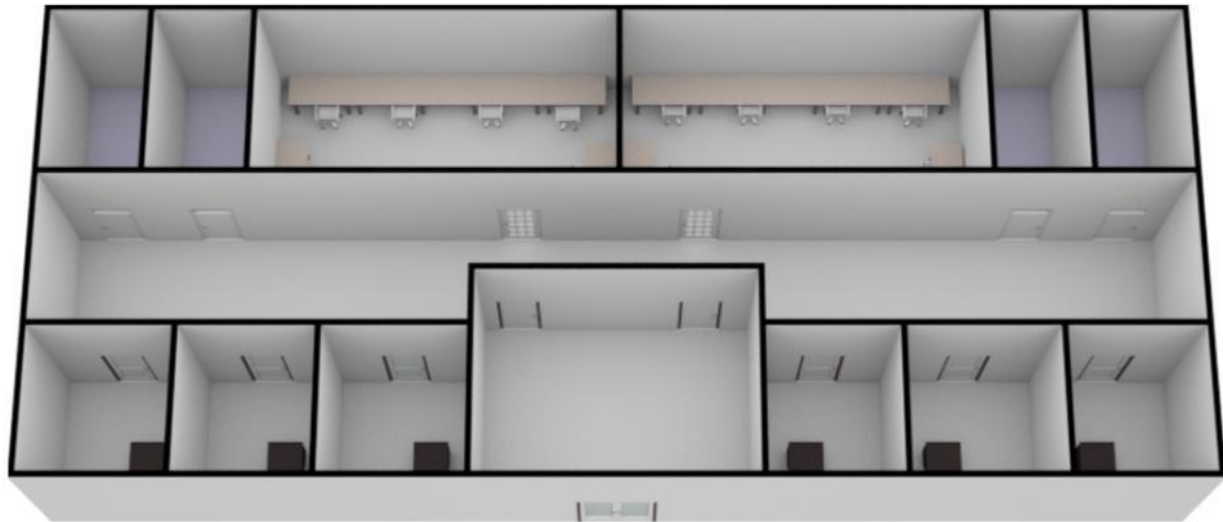
After COVID-19, residents, and staff must still sanitize regularly to lessen the spread of germs. Food must still be served while wearing gloves, but visitors are allowed to come if they sign in and are not sick. They must also use hand sanitizer before entering. The tiny houses will stay numbered to maintain organization.

Office Floor Plan:

Here is a basic 2D floorplan for Homebody that is COVID-19 safe. The dimensions of the entire building are 84' by 35'.



Here is a 3D version of the Homebody office.



Goals:

As much as Homebody would like to reach every homeless person in the world, it is simply not possible to do so as a single business. However, Homebody hopes to reach at least 100 homeless people every year and help them to get a permanent home and

job. Another of its goals is to open up branches in other locations, starting first in Washington, then moving further away, while keeping the initial locations running. It would open up mainly in large cities experiencing the homelessness crisis most, but also in smaller cities. However, its main goal is to reduce homelessness in the world, however long it takes.
