



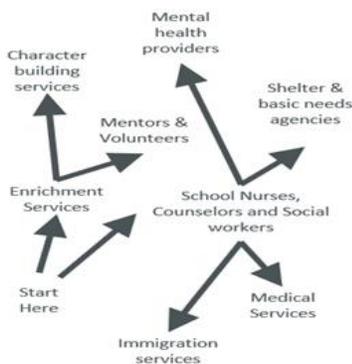
VISION: We envision a world where no child falls through the cracks and has the village of district and community resources needed to succeed in school and beyond.

MISSION: Our mission is to provide a technology-powered framework that maximizes access to holistic resources for a more informed and empowered community.

MEET EMILY: Imagine our student Emily, who started off the year doing well. Her grades are generally A's and B's with an occasional C. Her attendance is solid with perhaps a tardy day every other month. Like many students, she may have talkative spells and gets in trouble for distracting students in class, but otherwise, her behavior is fine. One day, her mother loses her job because of arriving late one day from car trouble. Eventually, Emily and her mother are evicted from their apartment and are left finding shelter in their car. This stress has led Emily to begin missing class, acting out in class, and, of course, slipping in her grades. Luckily, a teacher notices this change and reaches out to a counselor to find supports for her. Unfortunately, the counselor only had a few outdated business cards for housing service providers and could connect Emily with some temporary bags of food, but otherwise, the communication on how Emily was doing with her counselor was inconsistent and eventually fell off. Where was Emily to go to find more comprehensive care? The trauma was mentally stressing, housing was still unaddressed, and the food support was running out.



THE PROBLEM:



Lack of Early-Warning Mechanisms and Pathways for Support - “Who do we serve and are we providing the right services?”: Students and parents don't have a way to reach out if they need support. The status quo has care coordinators directing attention toward students solely based off anecdotal evidence and personal relationships.

Lack of Clarity on Resources Available – “We do not know what we have”: We have accepted the status quo of a lack of transparency where we do not know what services we have to work with, who is in them, and what outcomes are they creating for students' academic outcomes such as chronic absenteeism.

Program Rich & System Poor - “What is the impact of these programs?”: Programs to address mental health, obesity, or mentoring abound, but there is no unifying system to help these operate harmoniously together. There needs to be a way to see how a collection of services are impacting a student's academic outcomes. Service providers and campus staff alike, instead, work in silos, duplicating work, spreading themselves too thinly, stunting the impact they strive to make. They are overwhelmed by having either no data or having to access multiple sources of data to get a full picture of the student and use labor-intensive tools like static spreadsheets, notes, and directories. This creates wasted time, energy, and money in areas that are working far too inefficiently to serve the students that need us the most.



Costs are too high - "We can't afford that!": We see the tools we used as former educators and upcoming technology that is truly exciting and innovative. However, the cost to access these new platforms and solutions are too high. This is not a viable solution for today's districts who see an increasingly shrinking budget and ever rising needs.



THE SOLUTION: *Comprehensive Multi-Tiered System of Support - PurpleSENSE:*

PurpleSENSE is an online cloud-based platform that catches students like Emily by identifying, connecting, and monitoring her using attendance, behavior, and coursework data. This includes any referrals that are sent in by Emily's teachers, service providers, or other campus-based staff when data itself shows an incomplete picture. As a closed-loop system, the work flow uses data to prompt action for support staff. We can see Emily from beginning to end in getting the comprehensive and evolving support she needs to be successful in school and beyond.

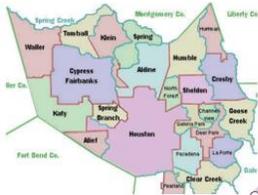
Resource Mapping by Campus: We need to know which campuses have what resources. Our dynamic map will allow you to pinpoint and see clearly, the number and types of services that exist on each campus so that families and school leaders can easily see what gaps exist and make more informed decisions on how to serve their students best. Emily's village is now part of the solution and can choose from up-to-date services and resources that are close in proximity and high quality.

Track Changes Automatically: Interventions occur every day for students but the sheer volume of students with their unique needs is too overwhelming to handle. PurpleSENSE is able to show what is the result of connecting Emily to the housing, nutritional, and mental health resources she needs to get back on track. Negative data is still good data! PurpleSENSE allows for this iteration of services to best suit Emily's needs.

Affordable: As a social tech nonprofit, we focus on the impact we make in empowering existing systems and people. We work to make more of what you are already doing rather than giving you more to do. That said, we look at processes currently occurring and work to compliment them. This may look like "yet another thing to do" but this will ultimately cut down on the work long-term to serve students best. This is inherent in our business model. We built PurpleSENSE off of existing, robust platforms which allow us to pass on our savings to you, the consumer.

IMPACT:





CONTINUATION AND GROWTH OF THE WORK: We continue to grow Purple and have a pathway to grow into all 286 schools in Houston ISD by 2023 and have taken on Harmony Public Schools' North District of 8 schools for the 2019 school year. This increased demand has necessitated more internal staff to manage our growth. We have fortified our implementation protocol to include staff on the ground to support a district's utilization of **Purple**.

Additionally, we continue to innovate on Purple and use the feedback from our current users to further refine Purple to make the connection of students to services even more seamless and effective.