



# Center for Social Innovation/t3



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## Company Profile

**Industry Sector:** Health and Human Services/e-learning

**Company Overview:** t3 is an online training effort focused on equipping the homeless services workforce with skills and knowledge needed to implement effective solutions to homelessness, mental health, addiction, and trauma. t3 is an operating division of the Boston-based Center for Social Innovation (C4). We intend to spin off t3 as an independent company.

**Target Market(s):** medium and large non-profit agencies; federal, state, and local government; individuals seeking continuing education credit



## Key Value Drivers

**Technology\*:** We develop online learning products using Omega, a proprietary courseware developed in house. Additionally, we use various off-the-shelf tools to build, maintain, and promote our library of courses. Technologies include: Skilljar, Adobe Connect, Moodle, Screenflow, Keynote, iMovie, and hubSpot.

### Competitive Advantage:

- Online instructor-led courses with respected faculty
- Tight focus on homelessness
- Little competition in the online space
- Freemium model

**Plan & Strategy:** Raise \$1.3M to capitalize t3. Capital will support additional product development, marketing, and infrastructure.



## Management

### Leadership:

**Ellen L. Bassuk, MD, Senior Technical Advisor.** Pioneer in documenting the causes and consequences of family homelessness. Psychiatrist at Harvard Medical School.

**Johnny Hazboun, MPA, t3 Managing Director.** Strategic and start-up experience in health and IT. Masters in Public Administration at Harvard Kennedy School.

**Jeff Olivet, MA, CEO.** Expert in bringing innovative technologies and solutions to complex social problems. 20 years experience in homelessness, mental health, addictions, and health care.

**Kristen Paquette, MPH, C4 Vice President.** Oversees programs in homelessness, trauma, and recovery, and is a liaison between programs, finance, and operations.



## Product Pipeline

### 1. Pipeline One:

- Instructor led online courses (15 current, 3 in development, available 6/16)

### 2. Pipeline Two:

- Self-paced modules/videos (17 currently available, 13 in development, available 4/16)

### 3. Pipeline Three:

- 2 eBooks
- 15 podcasts
- t3 blog/Huffington Post blog

### 4. Pipeline Four:

- Online video coaching (currently available on demand with current faculty, can scale with the growth of the company)