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

Mission

Housing Underserved Communities With New Innovations and Collaborations

Housing = Innovation + Collaborative

For Underserved Communities, Faster, Cheaper, Better

Improved Technology, Financing, & Policy Solutions

Engaged Organizations & Leaders Throughout The Housing Eco-System
**Mission**

Convening The Entire World On A Global Knowledge Sharing Platform

**Collaborations**

- **Global**: 25% Int’l Traffic, 153/195 Countries
- **California-Centric**: CA is 50% of U.S., 50/50 States
- **LA-Based**: 65% of CA in SoCal, 40% of CA in 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

Platform acts as a ‘base camp’ for scaling the housing production deficit

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

- 95 Innovation Hubs

The world’s largest detailed directory of housing stakeholders.

- 150 Organizations

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

- 80 Solutions

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

- 75 Live Events

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

- 12 Project Templates

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

- 70 Solutions

Impact: Innovation
Impact: Collaboration

Engagement With Industry & Public Stakeholders

**Website**
- #1 SEO “Housing Innovation”
- 250k Touchpoints
- 35k+ Recurring Visitors

**Weekly Newsletter**
- 50k Subscribers
- 25% Avg. Open Rate
- 15% Avg. Forward Rate

**YouTube Channel**
- 35k Video Views
- 4k Video Hours Watched
- 3x Growth YouTube Subscribers

**Social Media**
- 2K+ Followers (FB/Insta)

**Reports**
- HUD National Journal (Cityscape)
- State of Texas Report + Pilot
- 10 Mayor’s Office Spotlights

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

---

Impact: Innovation

Highlighted Initiative 1 of 4

**Rapid Shelter Showcase**

The world’s largest database of rapid shelter
A diverse collection of the most deployed and latest prototype shelter solutions in one interactive online exchange and conference of ideas.

---

10/20
The Backyard Home Showcase

Accelerating Backyard Homes Forward
The centralized portal of pre-approved ADU plans across California, starting with eight partnership cities and 100+ pre-approved plans.

Impact: Innovation
Highlighted Initiative 3 of 4

Project Spotlight
Deep dives on innovative housing projects
The who, what, when, where, why, how – and what’s next?
The Essential Housing Campaign

The ‘Housing Olympics’, from Los Angeles to the World
A community-development campaign to showcase the solutions and gather the resources + stakeholders needed to build 130k new affordable homes for up to 120% AMI – with limited upfront public subsidy – in Los Angeles County by the LA 2028 Summer Olympics.

Impact: Innovation
Highlighted Initiative 4 of 4

Status Update: The Essential Housing Campaign

Programming  Action Planning  Goal Tracking

Kickoff Trailer
Status Update: The Essential Housing Campaign

1. APPROVE

- Workforce housing needs to be accepted, approved, and approved in all forms, including the new housing production charter.
- No approval by the city council is possible.
- No completion of the necessary requirements.
- The approval process is not sustainable.

2. FUND

- We get what we pay for, and currently, we are not paying for workforce housing.
- New capital needs to be deployed.
- For new development, a new capital market, more access to "pencil."