

# HOUSING THE BAY

@ULISF  
#HousingTheBay



# Keynote

**Tyrone Poole**

Founder and President

OneApp

# HOUSING THE BAY

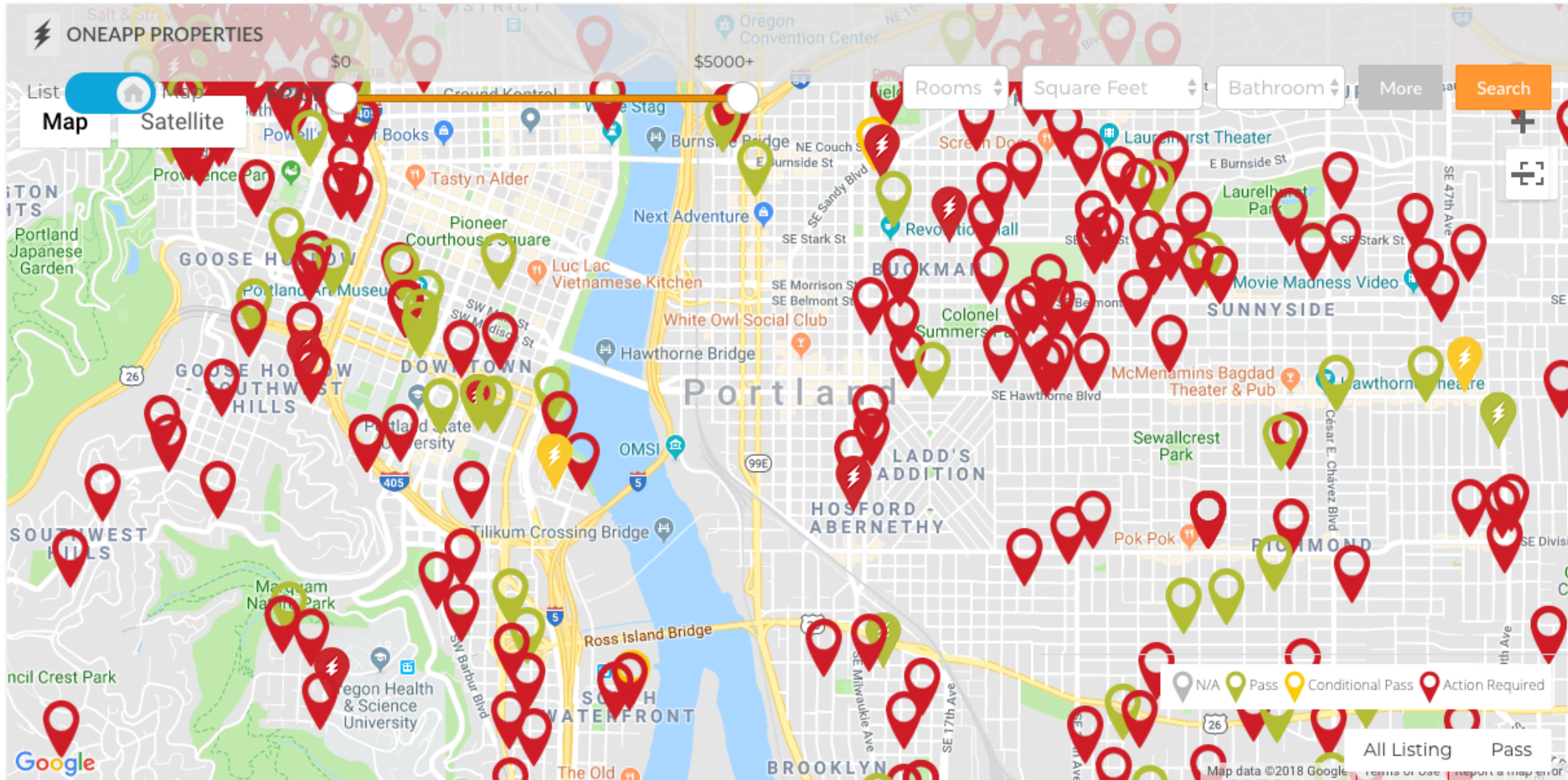
@ULISF  
#HousingTheBay





**Know before you go<sup>©</sup>**

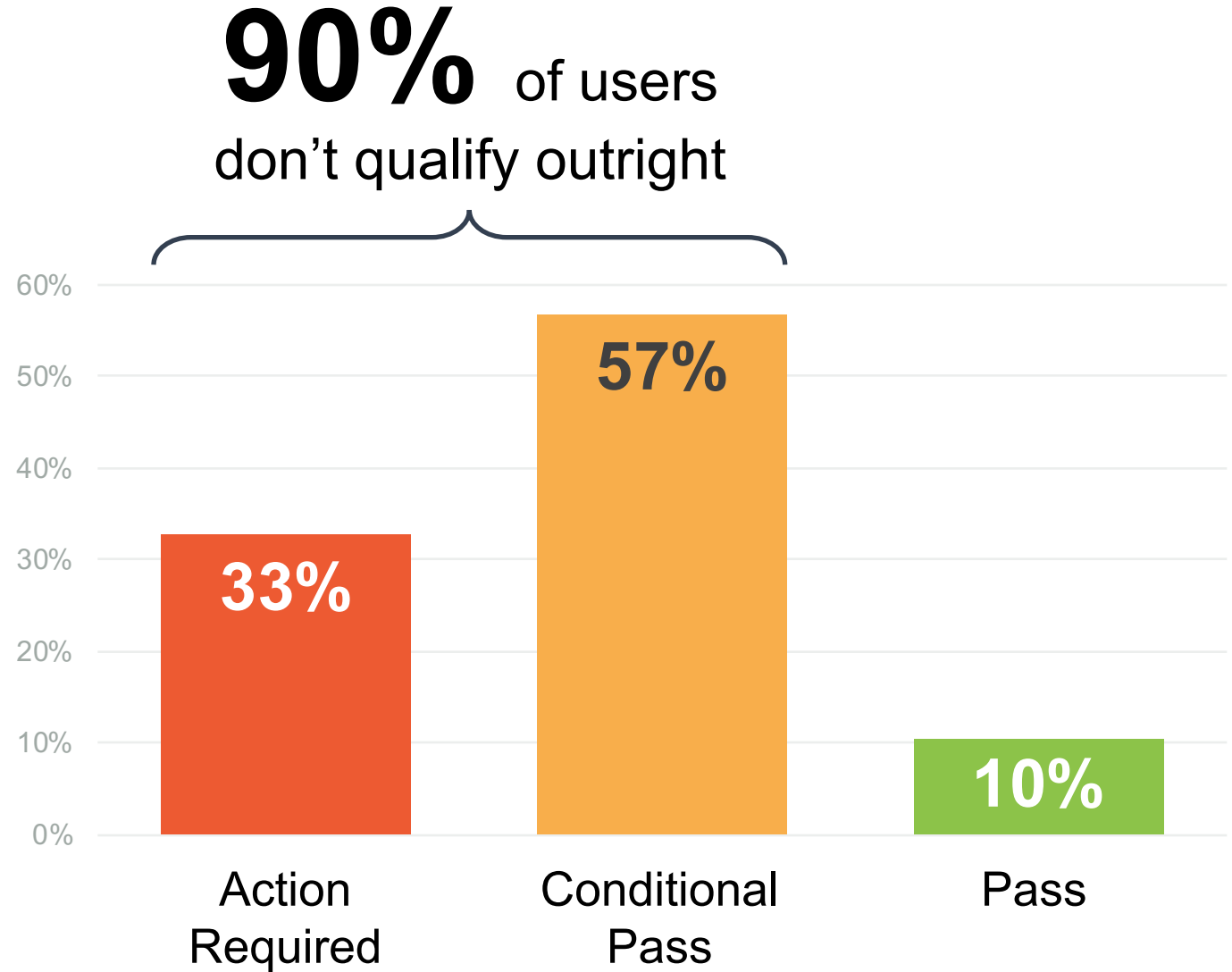
# Know before you go...



## Key Learnings



**Renters will always apply to where they want to live, but not to where they may qualify.**



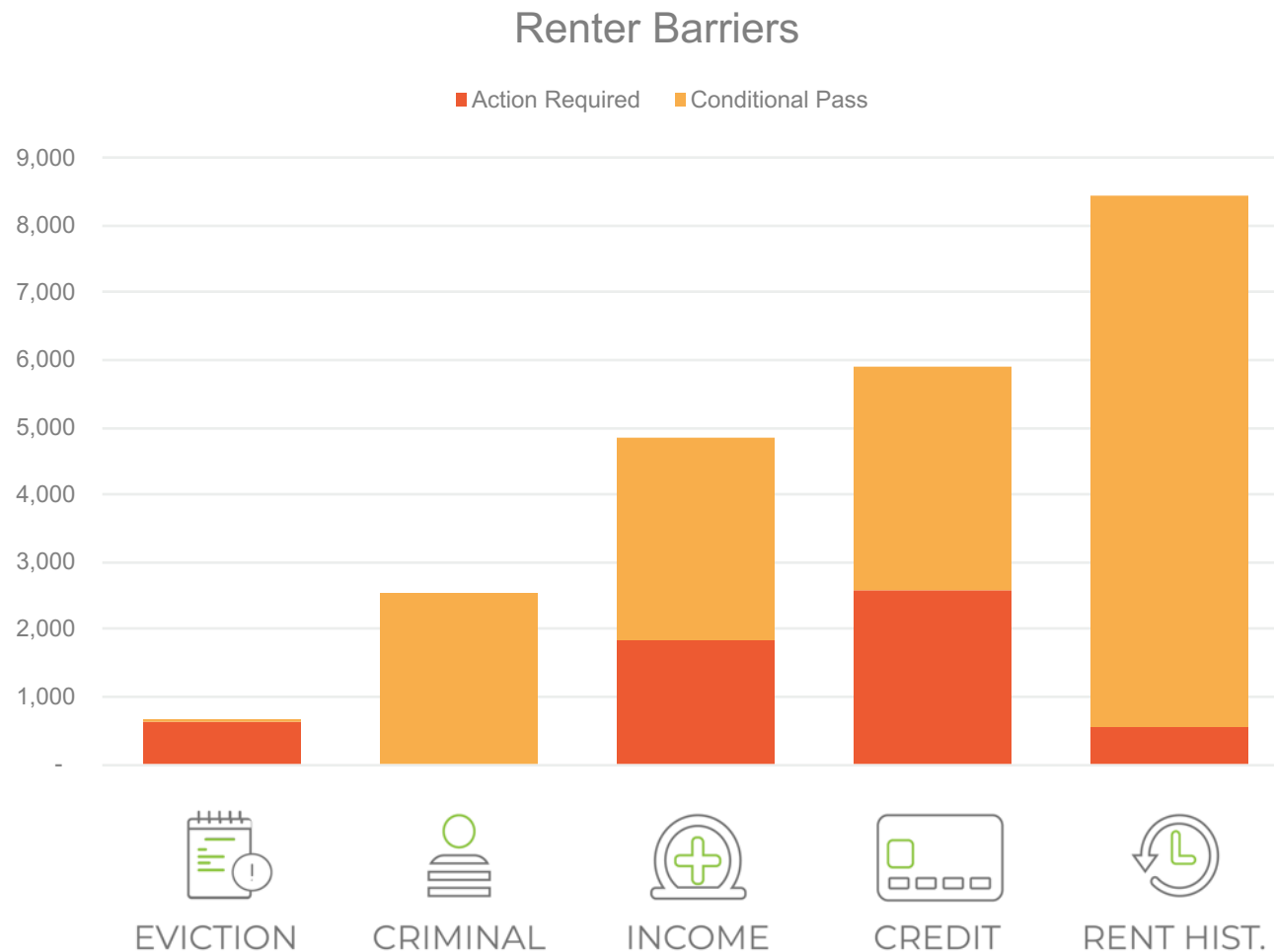
# Key Learnings



**We see every application and can identify the exact reason a renter doesn't qualify.**

The chart at right shows all pain points for the 10k people that are action required or conditional pass.

*Note: one person can fail multiple criteria.*





# OneApp Marketplace



The OneApp Oregon logo, featuring a stylized house icon with three colored dots (orange, green, blue) above the text "oneapp OREGON".

A magnifying glass icon used for searching.

Marieness

A circular profile picture of a woman with long brown hair.

Welcome!  
**Marieness Suplido**  
100% Profile Complete [Edit profile](#)

A credit card icon with an orange exclamation mark above it.  
CREDIT

A coin with a plus sign and a green checkmark above it.  
INCOME

A person icon with a green checkmark above it.  
CRIMINAL

A circular arrow with a green checkmark and an orange exclamation mark above it.  
RENT HIST.

Three circles with a green checkmark above them.  
HOUSEHOLD

A calendar icon with a green checkmark above it.  
EVICTION

A blue briefcase icon.

Your Toolbox

A padlock icon with three colored dots (orange, green, blue) inside it.  
**oneapp**  
guarantee

A lightning bolt icon inside a circle.  
**oneapp**  
premium

**Rent Track**

**oneapp**  
roadmap  
to HOME OWNERSHIP



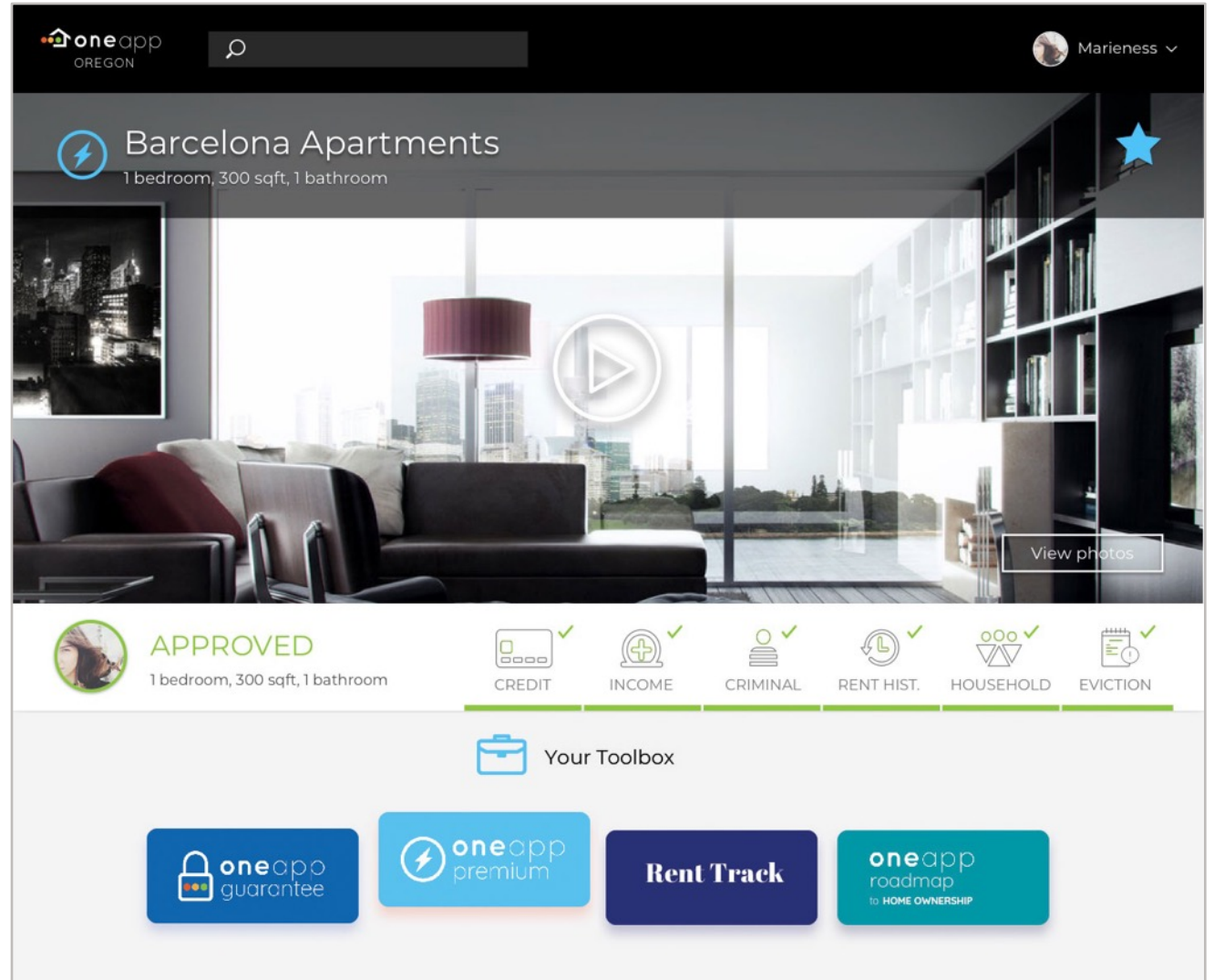
# OneApp Marketplace



**We have identified multiple products that will be able to support almost every scenario renters are facing.**

We know the exact number of times each barrier transpires (Key Learnings).

We know the amount of times our product will be placed as a solution in front of the renter (Key Learnings).





Thank you!