

# HelpMatch Context

<b>Customers</b>	
Those with needs (Needer)	<p>Concerns</p> <ul style="list-style-type: none"> <li>• mass access</li> <li>• personalize the need</li> <li>• identify needs</li> </ul>
Those offering help (Provider)	<p>Concerns</p> <ul style="list-style-type: none"> <li>• trustworthiness- verification</li> <li>• personal intervention</li> <li>• profiling to achieve targeted giving</li> </ul>
<b>HelpMatch (Us)</b>	
HelpMatch Value Proposition	<ul style="list-style-type: none"> <li>• make it personal</li> <li>• rate contributors/quality</li> <li>• mitigate risks of fraud</li> <li>• find a way to turn donations into charitable/ deductible?? and automate tax deduction</li> <li>• answer how to help across “borders” – across cultural/geographic/language barriers</li> <li>• not limited to goods – also services</li> <li>• way to connect people</li> <li>• automated shipping – pickup and paid for</li> </ul>
HelpMatch Capabilities	<ul style="list-style-type: none"> <li>• accountable</li> </ul>
<b>Competitors</b>	
Competitors	<ul style="list-style-type: none"> <li>• Traditional sources of on-the-spot assistance <ul style="list-style-type: none"> <li>○ churches</li> <li>○ Red Cross</li> <li>○ Salvation Army</li> <li>○ Network for Good</li> </ul> </li> <li>• Craig’s List</li> <li>• Local charities like Goodwill</li> </ul>
Competitors Value Proposition	<ul style="list-style-type: none"> <li>•</li> </ul>
Competitors Weaknesses	<ul style="list-style-type: none"> <li>• faceless, impersonal</li> <li>• overhead and inefficiencies of big institutions</li> <li>• cases of abuse of public trust</li> <li>• Profiteers in the middle</li> </ul>

	<ul style="list-style-type: none"><li>•</li></ul>
Obstacles	<ul style="list-style-type: none"><li>• skeptics who think system will be abused</li><li>• may declare, for example, food regulated by FDA out-of-scope</li><li>• Distrust; help mitigate risk</li></ul>
<b>Environmental Forces</b>	
Government/State Regulation	<ul style="list-style-type: none"><li>• FDA; OSHA?</li><li>• Interstate Commerce</li><li>• shipping regulations- what regulations keep charities honest?</li></ul>