

Social Health Passport
86 Clubhouse Rd Unit 4
Windsor, Connecticut 06095

Joshua Gilmore
T 603-497-7777
<https://www.socialhealthpassport.com/>
jgilmore@socialhealthpassport.com



Social Health
passport

“Putting the human back in human services using data collection and technology”

Industry:
Social Health

Management:
Executive Leadership
CEO: Joshua Gilmore
COO: Ken House
CSO: Jon Davis
CRO: Fred Coffey
CCO: Carissa Decelles
CTO: Jimmy Mendoza

Board
Joshua Gilmore
Ken House
Jon Davis

Number of Employees: 2

Finance:
Auditor: Fred Coffey

Current Investors / Financing to Date:
Self

Financing/Investment Sought: \$399,910
For:
Software Licenses
Data security and storage
Code Development
Technology Hardware
Hiring
Pilot

Legal:
Corporate: Dana and Wiggin (pending)

IP: Pending

Business Description / Company Background:

Social Health Passport (SHP) is a unique platform that helps low-income residents and social service providers to share information, provide resources, and support client social mobility. SHP’s mobile technology promotes self-sufficiency and improved client outcomes in the area of the Social Drivers of Health (Housing, healthcare, education, employment, and financial literacy). SHP’s primary customers are the social service agencies who provision services to low-income residents through public or private sources of funding. SHP was founded in 2022 by Joshua Gilmore and Ken House; (frustrated yet passionate) employees in the social services field in Central Connecticut.

Market Opportunity / Unmet Need:

Connecticut Residents Collecting Public Assistance: 1,340,000. This is the estimated number of clients (end users) who would use the mobile app. SHP’s primary customer would be the 200 agencies that provide services to the 1,340,00 end users. Upward Social mobility for marginalized, low-income residents is statistically improbable in the Northeast of the United States, especially in CT. CT is ranked number 6 for Highest Overall Tax burden in the country and is also ranked dead last for per capita spending on welfare programs. We have a growing poverty issue, but taxpayer dollars aren’t being allocated in ways to remediate it.

Products/Services – Launched & Pipeline:

We created two minimally viable tech products; a Mobile app and web-based case management dashboard enabling data sharing and tracking of outcomes. Incentivized success plans for end users with ability to share and report with other agencies attached to the same end user.

Commercial / Technical Milestones:

Company formed in 2023

- New Britain Housing Authority Pilot Completed in 2023: Minimally Viable Products created and deployed during this pilot.
- City-wide Pilot in New Britain planned for 2024
- Statewide Sale to Workforce Development Board in 2025
- Provisional Patent Pending Application (Submitted April 2024)

Competition / Competitive Advantages / Customer Benefits:

2-1-1 (United Way/DSS): This service is funded by the Dept of Social Services, and they aim to provide solutions to residents living in CT who are dealing with any type of problem. They have a website and call center, but no humanistic component (no dedicated case manager and robo phone operators) and no tracking of outcomes. There are wait times over several hours. Geographic Solutions: This is a technology company that is used by various state agencies to track client outcomes. They provide software and case management tools to house data and various client touchpoints. They do not offer a platform for case managers to interact with clients, and they do not facilitate or provision any services.

Financial Projections (Unaudited):

	Year 1	Year 2	Year 3
Revenue	\$1,000,000	\$2,000,000	\$4,000,000
Cost of goods sold	\$341,082	\$447,670	\$373,670
Gross Profit	\$658,918	\$1,552,330	\$3,626,330
Gross Margin %	65.89%	77.61%	90.65%