



Frederick Fields III Company - Session 230

Solubility Solutions is an organization in Philadelphia, dedicated to helping homeless veterans to stabilize their lives in a shelter or to take care of their hygiene needs in a mobile RV unit

Problem Worth Solving

Thousands of veterans in our community are struggling without stable housing or basic hygiene. They've served our country, yet too often, they're left without the support they deserve.

Our Solution

We're tackling this problem head-on with a two-part solution. 1st, we're revitalizing a three-story property into a safe and welcoming shelter for veterans to a path of stability. 2nd, we're delivering essential hygiene services to veterans on the streets in a mobile cleaning RV.

Target Market

- Homeless Veterans
- Disabled Veterans
- Unemployed Veterans
- At-Risk Veterans

Competitive Landscape

Competitors	How our solution is better
VMC	we have a shelter and mobile rv unit
<i>Phila Veterans House</i>	we have a shelter and mobile rv unit
<i>VA Phila Health Care</i>	we have a shelter and a mobile rv unit
<i>WASH Fondation</i>	we have a shelter and a mobile rv unit
<i>Together She Can</i>	we have a shelter and a mobile rv unit

Funding Needed

\$1.1M

1. Initial Startup Capital to fund and revitalize the building and launch the mobile cleaning RV.
2. Sustained Funding from grants, donations, and sponsorships to ensure ongoing operations.
3. Reserves for unexpected expenses or program expansions.

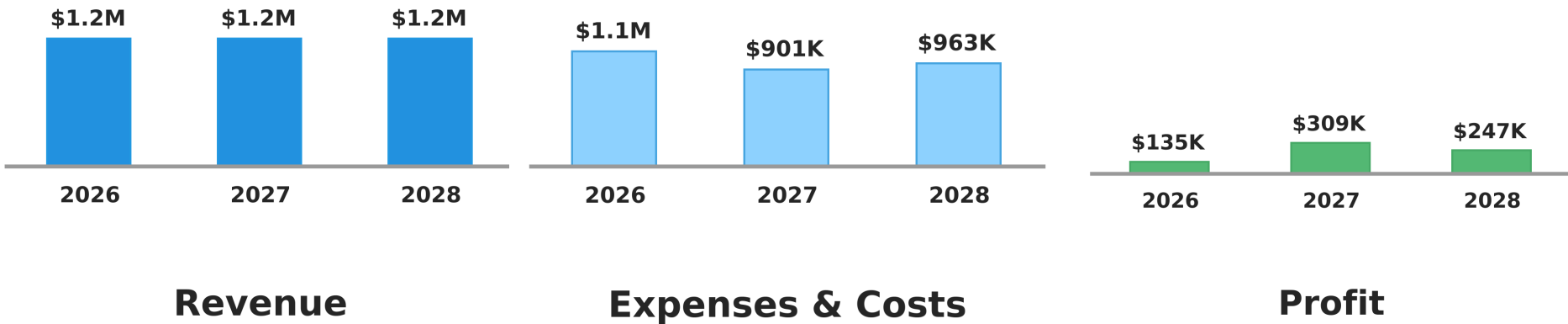
Sales Channels

1. Direct Outreach with veteran organizations, shelters, and community centers to raise awareness and find beneficiaries.
2. Online Campaigns like GoFundMe and social media to solicit donations and support.
3. Corporate Partnerships to secure funding by in-kind donations aligned with veteran causes.

Marketing Activities

Using the Solubility Solutions website and all social media handles, we will create directories to inform and connect with veterans, donors, and partners.

Financial Projections



Milestones

Due Date	Milestone
 <i>September 1, 2025</i>	Concept Development and Legal Foundation
 <i>February 1, 2026</i>	Property Revitalization & Infrastructure Setup
 <i>April 1, 2026</i>	Staff Hiring and Initial Program Rollout
 <i>June 1, 2026</i>	RV Procurement and Expansion of Services
 <i>October 1, 2026</i>	Full Operational Capacity & ROI Implementation

Team and Key Roles



Frederick Fields

Project Manager



Future Hire

Housing Program
Manager



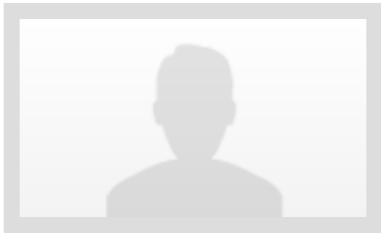
Future Hire

Operations and Logistics



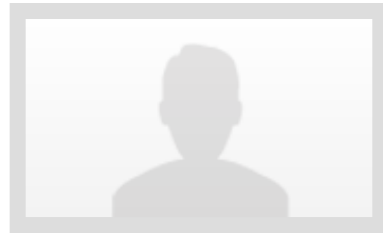
Future Hire

Fundraising Director



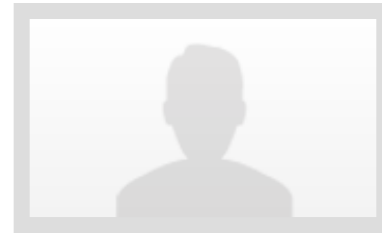
Future Hire

Mental Hlth/Wellnes
Dir.



Future Hire

Housing Manager



Futre Hire

2.
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Future Hire

Security Personnel

Partners and Resources



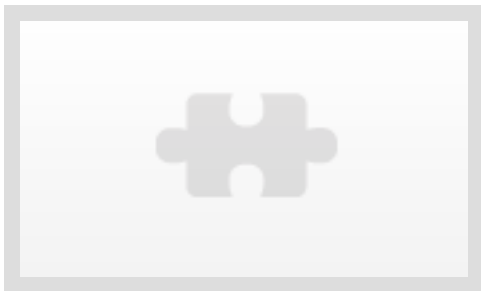
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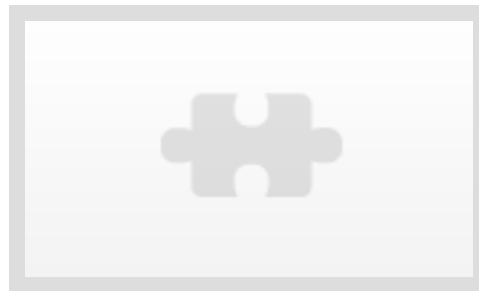
GPD



VTF



OHS



Home Depot Foundation



Philadelphia Foundation