

Project Own Pilot Results



The Challenge

Black Americans denied access to mortgages due to credit history.

Home Mortgage Disclosure Act Analysis

Denial Rate



Primary Denial Reason

Denials for Collateral and Debt-to-Income Ratio are similar across demographics.

Collateral

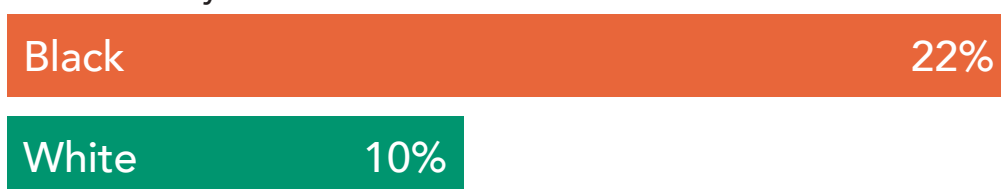


Debt-to-Income Ratio



But **black borrowers** get denied at a much higher rate due to credit history.

Credit History



Black applicants

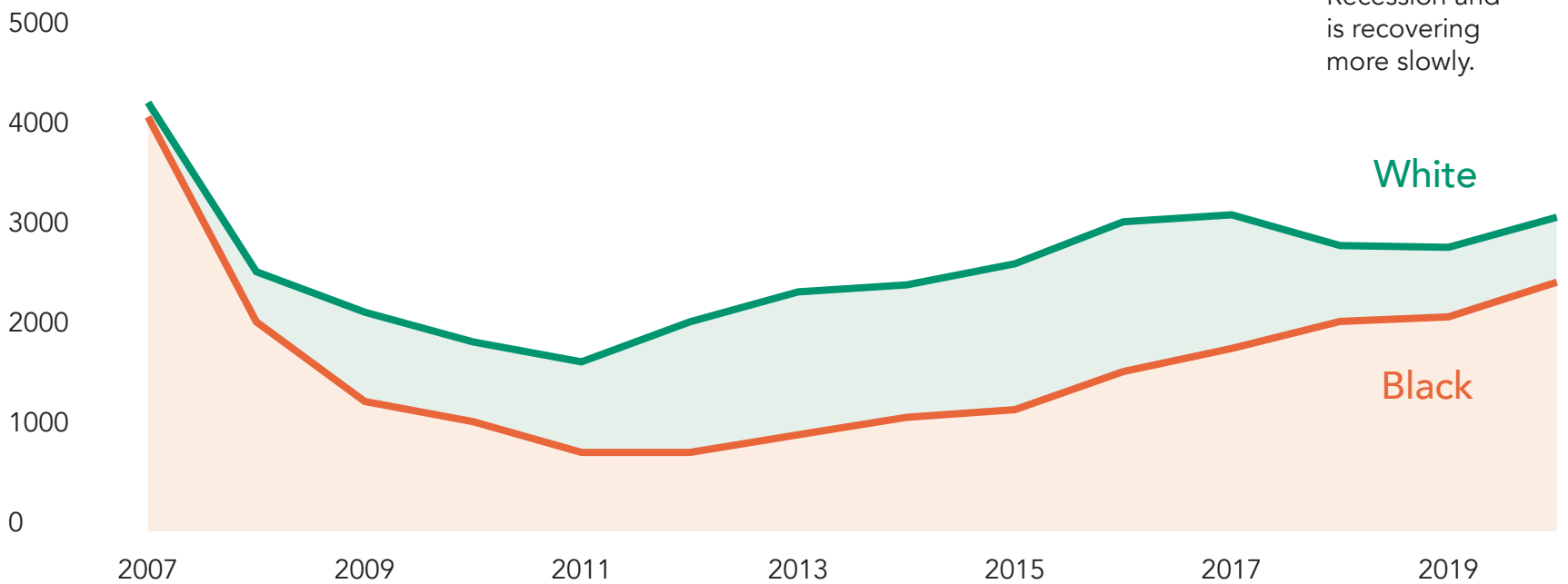
2.2x

more likely to be denied due to credit history.

The Challenge (cont.)

Home Mortgage Disclosure Act Analysis

Originations



Loan Type

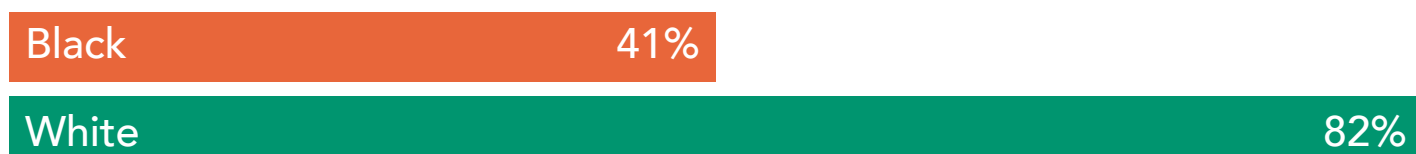
VA



FHA



Conventional



Black applicants

4x

more likely to use FHA loans.

Pilot Success

36 clients attained mortgage readiness, creating

— **\$6.97** —
MILLION

in mortgage purchasing power.

Time to Mortgage Readiness



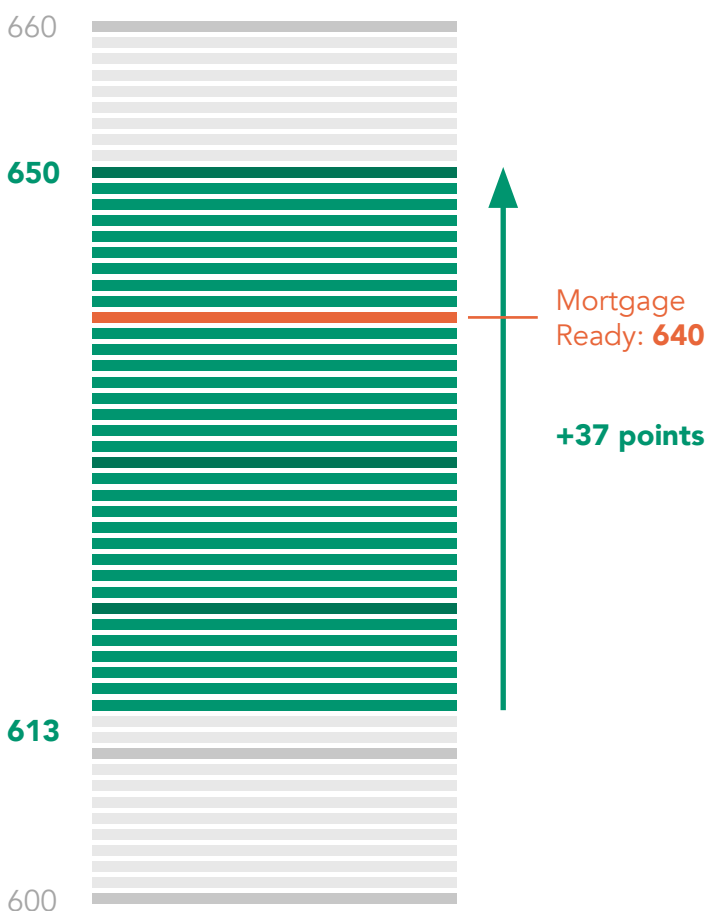
2.8
Months
In Program



2 Hrs
With Coaches

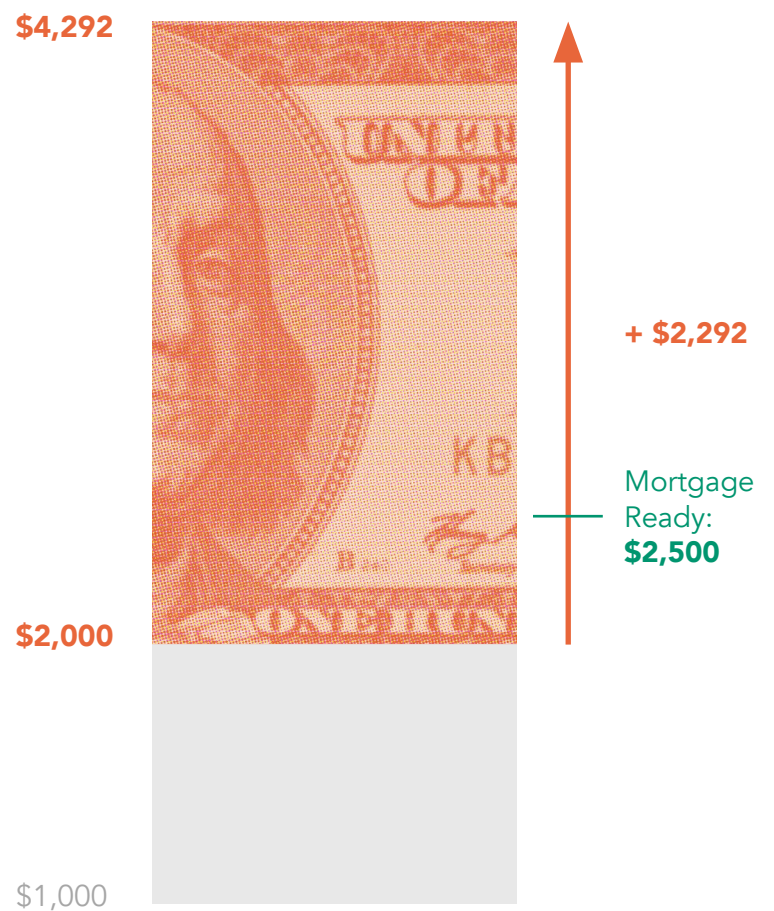
Credit

Program graduates increased credit scores by an average of **37 points**.



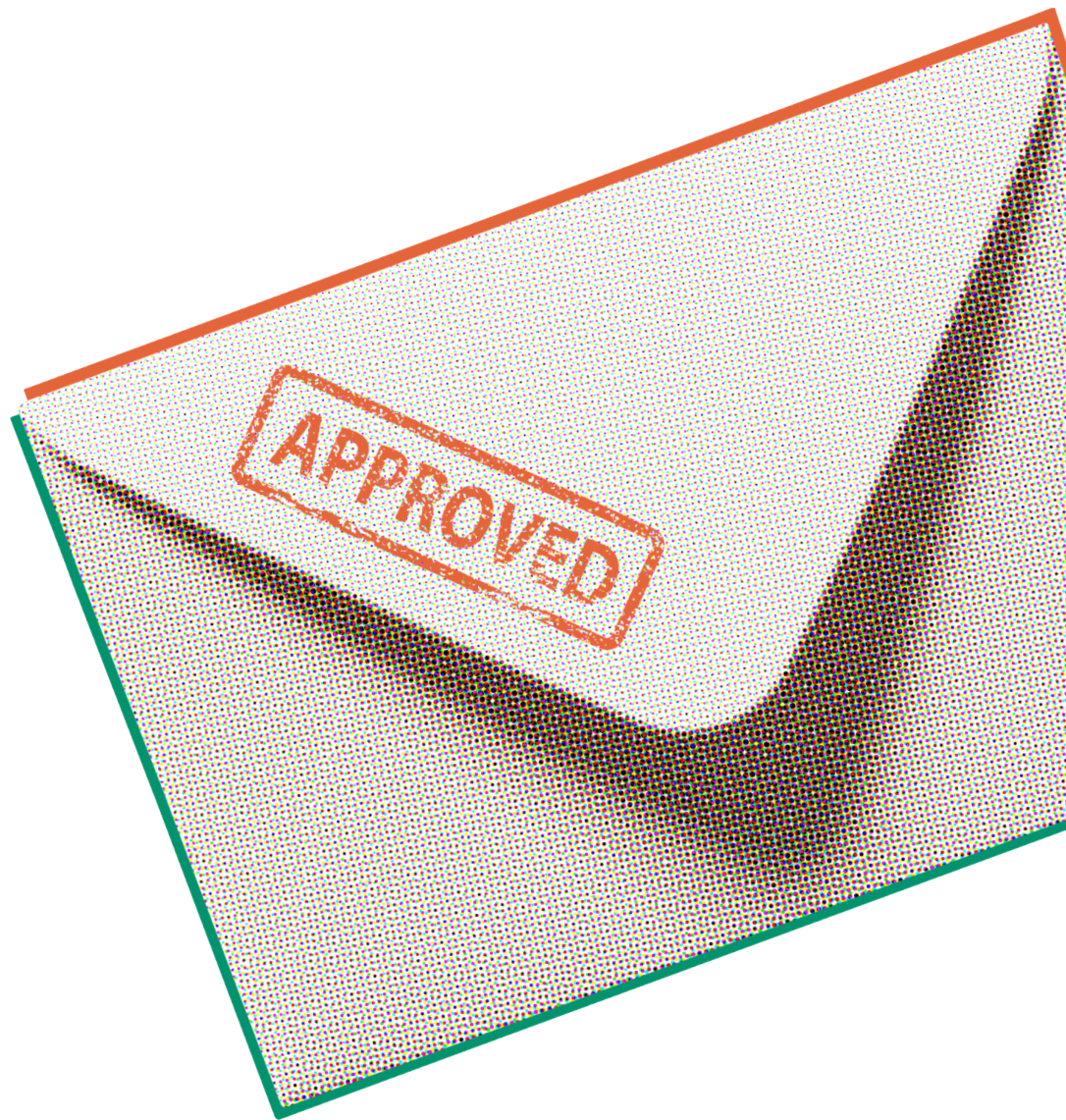
Savings

Program graduates saved an average of **\$2,292** towards down payment and closing costs.



“We sought out financial coaching because we wanted to become homeowners...it took us 12 months but we just got our pre-approval letter and are looking for a home. We wouldn't be here without financial coaching.”

— James and Allecia,
Project Own Graduates



“My biggest motivation for wanting to be a homeowner was my children. I wanted to give them that dream home that I always wanted... my children will have this house and it will be in the family for years to come.”

— Ja-Lyn,
Project Own Graduate



“The [pilot] partnership between NHS Baltimore and Project Own has been a huge hit...Before Project Own, we served about 60 people per year...this year we’re on target to serve over 200.”

— Kareema Pinder,
**Neighborhood Housing
Services of Baltimore**



Technology Roadmap

Target Date:
Fall 2022

Minimum Viable Product (MVP)

- Meet with a coach by video or phone call
- Pull credit report and link savings account
- Share data with coach
- Calculate purchasing power
- MVP is designed to make the coaching process more efficient; coach still drives majority of outcomes
- Budget: \$25,000

Target Date:
Summer 2023

Version 1.0

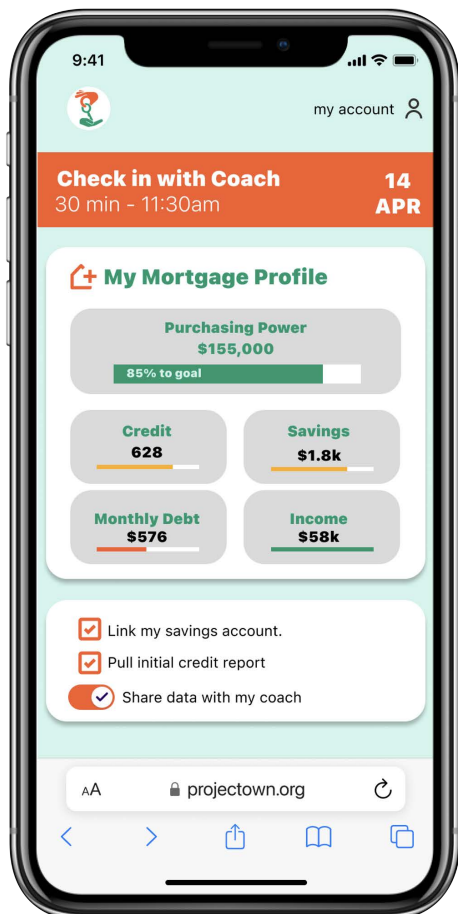
- Text/Chat with an on-demand coaching "hotline"
- Automate communication for credit report errors, contacting collections agencies, etc.
- *Version 1.0 begins to add features that can be used independently by clients to drive positive outcomes*
- Budget: \$190,000

Target Date:
Summer 2024

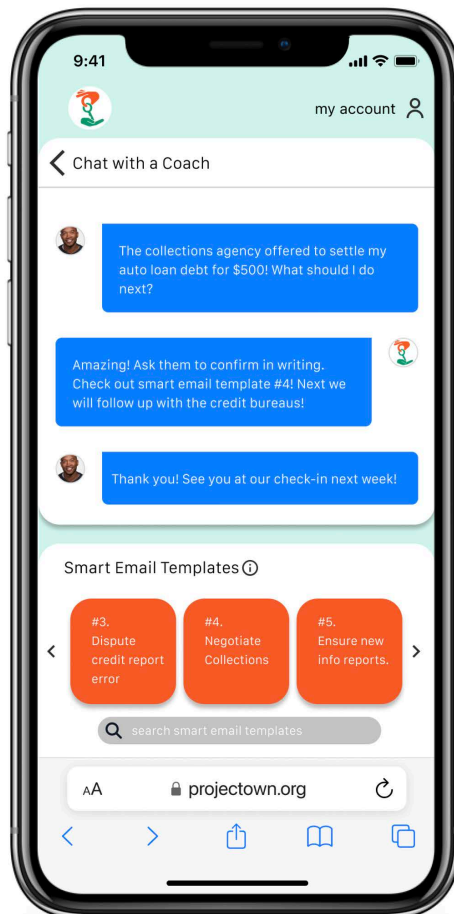
Version 2.0

- Human coaching + Artificial Intelligence (AI)
 - AI identifies possible high-impact actions from credit report, bank account data
- Integrated specialized financial products such as:
 - Credit-builder loans
 - Secured credit cards
 - Low-interest debt consolidation loans
- *Version 2.0 uses the large accumulated client dataset to automate simpler coaching tasks, providing faster responses to clients and freeing coaches up for more complex tasks*
- Budget: \$225,000

MVP



Version 1.0



Version 2.0

