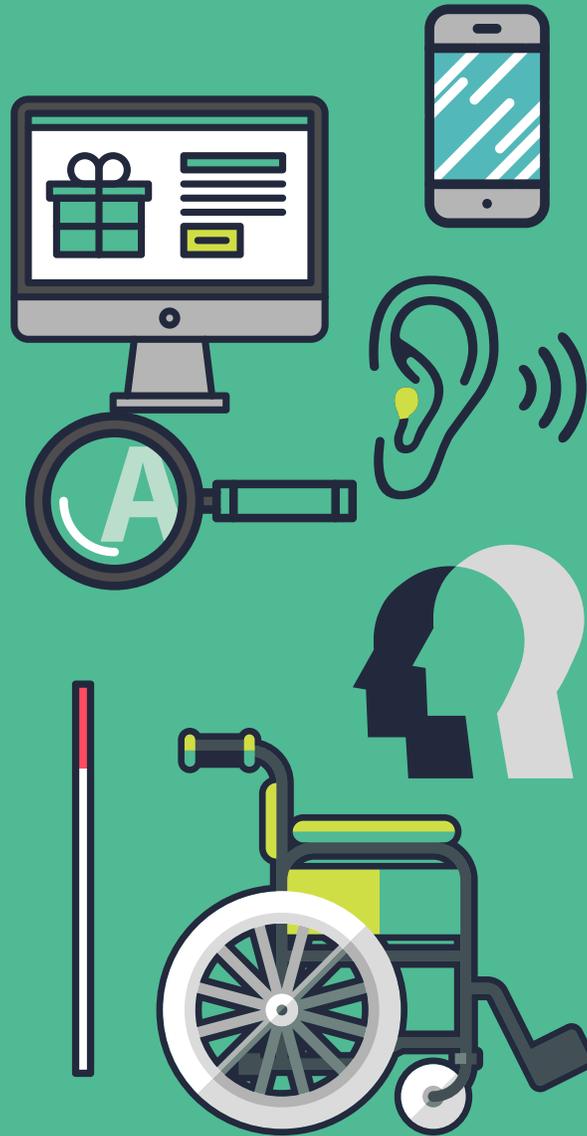


My Blind Spot[®]

INSPIRING ACCESSIBILITY FOR ALL



MyBlindSpot.org

Who is My Blind Spot?

We are a forward thinking New York- based nonprofit organization whose mission is to provide outreach, advocacy, education and services. We promote equal access to employment, education, recreation, and independent living opportunities for people with disabilities. We work with corporations, governmental agencies and educational institutions to infuse accessibility into the DNA of their organization to create an inclusive culture and accessible digital infrastructure.

Our Services

My Blind Spot helps organizations understand the many advantages of making their websites, mobile applications, workplace tools, and software products accessible to people with disabilities. We provide expert guidance on both the “why” and the “how” of accessibility – why it matters and how to do it right. We offer accessibility governance supports at every stage and through every cycle of development on the maturation of a company’s accessibility lifecycle. We guide the development of disability-awareness and inclusive policies, IT procurement practices, accessibility training and testing, customer-facing accessibility statements, and support for customers with disabilities. We help our clients build accessibility “maturity” in both organizational processes and knowledge resulting in risk reduction and ADA-compliant practices.



Introduction to Accessibility Governance and Best Practices for Executives

MBS will share the business case for accessibility with executive management teams, highlighting the benefits in product innovation, customer satisfaction, employee morale, brand reputation, and talent acquisition.

Accessibility Program Management

Our experienced staff of accessibility program managers and technical experts, including professionals who are themselves “disabled,” guide organizations in setting up, executing and tracking accessibility progress across any organizational structure in order to achieve real results quickly and easily.

Accessibility Evaluation & Testing

Our accessibility experts at MBS can evaluate websites, software products, and mobile applications for organizations to understand where usability problems may exist for people with disabilities. We document the accessibility issues and offer guidance on how to solve the problems and improve the user experience for consumers with disabilities. We also offer a “quick look” accessibility report free of charge.

Usability Testing

MBS can offer usability testing utilizing individuals with disabilities to provide real-world feedback from end users. This hands-on approach allows us to compile and prioritize data ensuring the accessibility and usability of all our clients’ digital platforms.

Accessibility Policy and Statement Development

MBS guides clients in the formulation and development of customer-facing Accessibility Statements, internal accessibility policies, and procedural guidelines to be implemented in a phased approach.

Customer Support Training in Disability Awareness

MBS offers training for Customer Support associates having direct interactions with and inquiries from consumers with disabilities. MBS can also serve as our client’s Disability Customer Service Associate team, fielding all inquiries from the consumers with disabilities, until focused training is completed.

Small Business Management Training for Professionals with Disabilities

MBS currently offers customized small business management training courses for people who are blind or print disabled and reliant upon screen readers or other assistive technologies.

Accessibility compliance should not be your exclusive goal. The real goal is a thoughtful and universally inclusive set of business principles and processes that impact consumers and employees of ALL abilities.



Business Drivers for Accessibility

Since the rise of the Internet in the 1990s, most businesses have established an online presence to sell their products and services. Unfortunately, this digital migration has created new barriers for many users with disabilities. Over the past two decades, legislation, lawsuits, and settlements have worked to slowly improve equal access to the web and other IT infrastructure. Additionally, some organizations have come to recognize that persons with disabilities represent an important market and employee labor force. But there is much work still to be done!

Market Potential

- Globally, the estimated population of people with disabilities is 1.3 billion, constituting an emerging market larger than the size of China. People with disabilities are those living with vision, hearing, speech, physical, cognition and neurological challenges.
- Their friends and families constitute a global population of 2.3 billion people, often acting on their emotional connection to the disabled community.

- Globally, they have a collective discretionary spending power of more than \$8 trillion, with \$4 trillion of that power in the US.
- Approximately 75% of disabled consumers will walk from a business because of inaccessibility.
- According to a recent study sponsored by the National Business and Disability Council: “Nearly all consumers (90%) would be more likely to support a business that takes steps to ensure easy access for people with disabilities at their physical locations and websites.”
- As the Baby Boomers continue to age, the range of disabilities that can impact their ability to utilize technology is growing.
- In most large companies, 10-12% of the workforce will have a disability: most will have non-visible impairments.

Sources: *The Return on Disability Group, Data and Strategy Survey, Cyngal, U.K. Labor Force Survey*



Legislation/Standards

Worldwide legislation and standards have been evolving over many years to provide guidance to organizations as to the requirement to provide equal access to digital content for persons with disabilities. They include:

- Americans with Disabilities Act (ADA) and UN Convention on the Rights of Persons with Disabilities (UNCRPD)
- US Rehabilitation Act: Section 503 (federal government contractors), Section 504 (rights in education, employment and other settings) and Section 508 (requirements for electronic and information technology developed, maintained, procured, or used by the Federal government)
- EN 301-549 established a comprehensive set of accessibility requirements for public procurement of ICT products and services in Europe and is being considered as an international standard.
- W3C's Web Content Accessibility Guidelines (WCAG) for international standards
- Air Carrier Access Act (ACAA): Department of Transportation legislation requiring all airline websites to be compliant with WCAG 2.0 Level AA by December 2016.
- 21st Century Communications and Video Accessibility Act (CVAA): FCC legislation requiring communications services and products to be accessible to people with disabilities by December 2016.



Digital Risk Management

Over the last 15 years, the number of complaints resulting in litigation or structured settlements has increased. These complaints are being driven by the inability for persons with disabilities to access websites, documents, learning managements systems, internal employee systems, and other digital content critical to an organization's employees or customers. Precedents have been set across all organization types including corporations, educational institutions, and government agencies including federal, state, county and local.

Contact us for additional details relating to your industry and how the legislation and standards impact you.



**Our vision
is to inspire
accessibility
for people of
all abilities.**

**Join our TEAM which
stands for Together
Everyone Achieves More.**

**Contact us to arrange
a meeting to discuss
how My Blind Spot can
help you achieve more
by developing a smarter
approach to inclusion
for your employees and
consumers who have
a disability.**



MY BLIND SPOT, INC.

90 Broad Street – 18th Floor
New York, New York 10004

PHONE: 212-363-0330

EMAIL: info@myblindspot.org

WEBSITE: MyBlindSpot.org