

**Tokyo
Development
Learning
Center**

**Economic Dimensions of Aging Cities
Jobs and Revenue Generation**

May 22, 2018

A Market the Size of China

60+ - Productive and Consuming



People with Disabilities – 1.3 Billion Globally



Boomers will drive demand – 52% of those > 65 years of age have at least 1 disability – US Census

Why Return on Disability? > Satisfies the 'Dual Mandate'

Attract Customers & Talent

1. PWD Empowered Economically
 - a. Customers
 - b. Employees

2. Companies Incited to Action
 - a. Understand PWD
 - b. Serve PWD
 - c. Hire PWD
 - d. Design for PWD

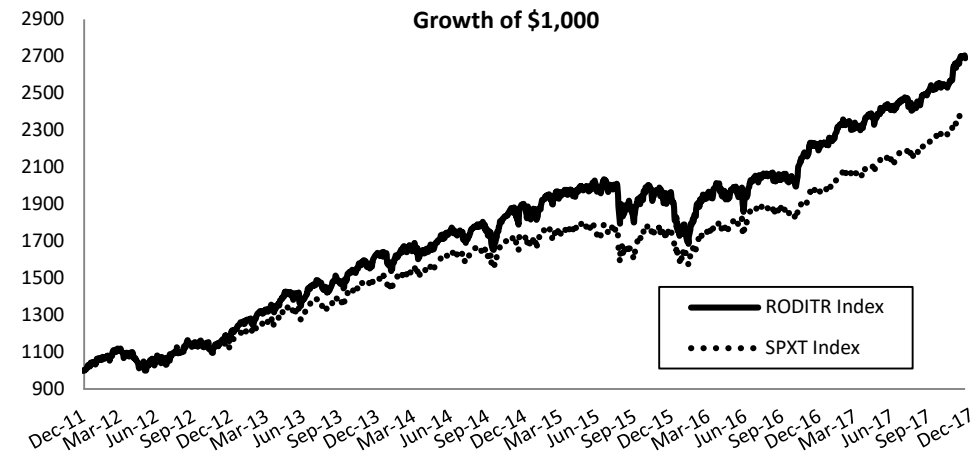
OBJECTIVE

PATH

DRIVE COMPANY ACTION VIA
PROVEN PROFITABLE PRACTICE

Performance

1. Maximize Risk-Adjusted Returns



CREATE SHAREHOLDER VALUE

Return on Disability shows firms how to act on PWD – while delivering performance for investors.

Return on Disability® > Achieving More and Better Transactions



Higher Revenue

- Share of wallet
- Competitive position
- Brand connection



Lower Costs

- Better hires
- Lower turnover
- Reduced complexity

Customer Experience > Delighting to Attract



2011 - 2012



Packaging Innovation

2013



Retail Innovation

2014



Food Service Innovation

Pepsi Spire



Housing Trends in SW United States > Multi-Generational Homes



A home within the home...

...increases utility for the Consumer...

...decrease public cash outflows...

...and increased job opportunities.



An urban model – with scale – is needed.

Three Keys to Uber Experienced Talent (UET) > Why Retire?

Valuable knowledge...



...that is living longer...



...and out-living pensions.



THE SECOND (AND THIRD) CAREER

New Demands, New Jobs, New Growth > Capture, Measure, and Incentivize



Ask the...



...and deliver delight.

What is the plan?

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