The Role of Technology for the “Lucrative” Demographic
Technology and Universal Accessibility

May 22, 2018
Why Return on Disability®? > Market Is Big and Well Defined

People with Disabilities (PWD)

- 6.2 MM are People with Disability
- Disposable Income = $55B

- 56.7MM Americans
- Disposable Income = $645.3B

Friends & Family

- 6.2 MM are People with Disability
- Disposable Income = $55B

- 11.5 MM Canadians
- Disposable Income = $311B

- 35MM

Broader Market

- 105MM Americans
- Disposable Income = $3.9T

- 318MM

Everyone benefits from innovations and insights derived from disability.

Design for All = Scale

- 56.7MM Americans
- Disposable Income = $645.3B

- 11.5 MM Canadians
- Disposable Income = $311B

- 35MM

- 318MM

Opportunity

Market Size/Population (MM)

Extreme Users > Innovation from the Fringes, Drive Core Experience
At the Core of LargeCap Tech > Leveraging the ‘Extreme User’
Customer Experience > Individual Transit as Mass Transit
Customer Experience > Airports Designed for People, Not Airplanes
A Peek Around the Corner > Brain-to-Computer Interface
Are we ready to flex?

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