



Presenting Sponsor



# THE ACCESS TO SUCCESS CHALLENGE

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Feb 9-10, 2018

[accesstosuccess.ca](http://accesstosuccess.ca)

# Welcome!



Welcome to the inaugural Access to Success Challenge, the first-ever MBA case competition on accessibility and universal design. This two-day journey will show how universal design, the underlying concept in some of the biggest innovations of our age, can unlock hidden value. Regardless of the career you aspire to have – be it in entrepreneurship, consulting, design, marketing, finance, or any other industry – this Challenge will encourage you to think like a future leader and change maker.

## Our Mission

Access to Success empowers MBA students with disabilities to become successful business leaders by cultivating networks, creating opportunities, and building allies through:

Events and  
workshops

Fellowship  
program

Industry  
mentorship and  
peer support  
programs

Annual  
conference and  
case competition

# The Challenge



Create a business proposal for a product or a service that solves an accessibility barrier and is also universally usable

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# Universal Design



- ▶ Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.
- ▶ An environment (or any building, product, or service in that environment) should be designed to meet the needs of all people who wish to use it. This is not a special requirement, for the benefit of only a minority of the population. It is a fundamental condition of good design.
- ▶ If an environment is accessible, usable, convenient and a pleasure to use, everyone benefits. By considering the diverse needs and abilities of all throughout the design process, universal design creates products, services and environments that meet people's needs.

# Principles of Universal Design



## 1. Equitable



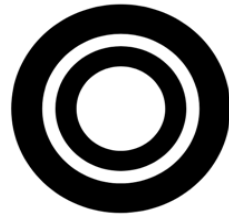
The design is useful and marketable to people with diverse abilities

## 2. Flexible



The design accommodates a wide range of individual preferences and abilities

## 3. Simple & intuitive



Use of the design is easy to understand, regardless of the user's knowledge, language skills, etc.

## 4. Information perception



The design communicates information effectively, regardless of ambient conditions or the user's sensory abilities

## 5. Tolerance for error



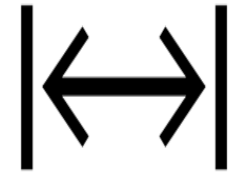
The design minimizes hazards and the adverse consequences of accidental or unintended actions

## 6. Low physical effort



The design can be used efficiently and comfortably and with minimum fatigue

## 7. Size & space for use and approach

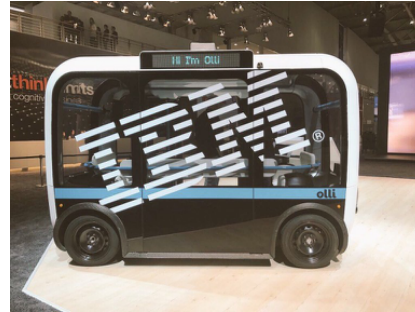


Size and space is provided for use regardless of user's body size, posture or mobility

# Examples of Universal Design



Live speech-to-speech and speech-to-text translation  
([Link to video](#))



Olli by IBM: Accessible self-driving shuttle bus  
([Link to article](#))



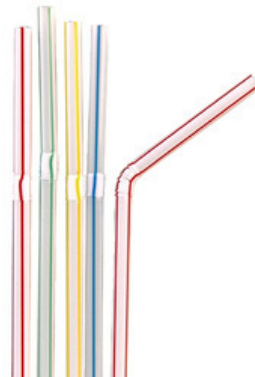
Keyboard for mouse-less navigation  
([Link to article](#))



Amazon Echo: Voice-based commands  
([Link to article](#))



Electric toothbrushes  
([Link to webpage](#))



Flexible straws  
([Link to webpage](#))



Roll-along suitcases  
([Link to article](#))



OXO's Good Grip products  
([Link to webpage](#))

[Click here to see more examples](#)



# Suggested Approach



## 1 Identify, validate, and articulate the problem

- ▶ Consider accessibility barriers based upon experiences of your friends, family, and yourself
- ▶ Consider if these barriers also manifest as situational disabilities, whether mental or physical
- ▶ Conduct primary and secondary research, including interviews and online research, to understand the accessibility limitation and existing solutions, if any
- ▶ Articulate the problem as a “How might we statement”. For example, “How might we help people with vision impairment read books, while also helping everyone “read” books without having to physically hold it?”

## 2 Design the solution

- ▶ Design a solution that addresses the accessibility limitation and also has a clear universal benefit
- ▶ Ensure that the solution is feasible within a one to two year time span

## 3 Create the business strategy

- ▶ Identify your key customer base and estimate the market size
- ▶ Determine how your solution will make money
- ▶ Identify and address key risks, including competition

# Evaluation Criteria



## Problem Definition

- ▶ Did the team identify, validate, & articulate a clear accessibility need?
- ▶ Did the team demonstrate sufficient understanding of the accessibility need and existing solutions, if any?

**30 points**

## Solution

- ▶ Did the team demonstrate how the proposal addresses the accessibility need and has a universal value proposition?
- ▶ Is the proposed solution feasible within a one to two year time span?

**40 points**

## Strategy and Business Model

- ▶ Did the team have a clear business strategy and source of revenue?
- ▶ Did the team sufficiently address competition and risks?

**20 points**

## Presentation and Q&A

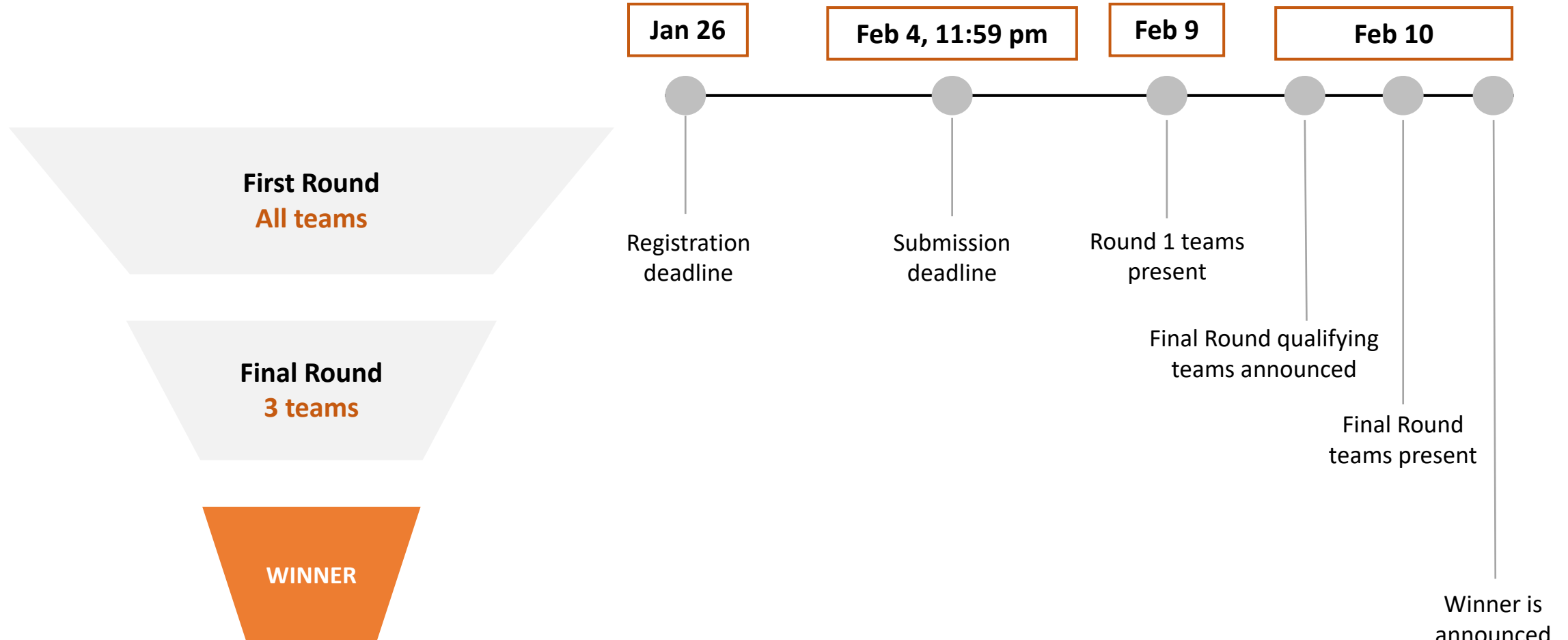
- ▶ Was the team's submission professional and compelling?
- ▶ Did the team communicate with intelligence, confidence, and poise?

**10 points**

**100 points**



# Important Dates



# Guidelines



- ▶ Each team must have 3 to 4 members who are current or graduating MBA students from the same school
- ▶ Each team will present in the first round of the challenge on February 9<sup>th</sup>, 2018. Presentations should last no longer than 7 minutes, followed by 5 minutes judges Q&A
- ▶ The top 3 teams from the first round will present at the conference on February 10<sup>th</sup>, 2018. Each team will have 7 minutes for the presentation, with an additional 7 minutes for Q&A
- ▶ The final round decisions will be made through a combination of judges' votes and live audience polling
- ▶ Presentations must be submitted latest by 11:59 pm EST on February 4, 2018, in PPT or PDF format to [contact@accesstosuccess.ca](mailto:contact@accesstosuccess.ca)

Have a question? Give  
us a shout!



[contact@accesstosuccess.ca](mailto:contact@accesstosuccess.ca)



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# GOOD LUCK!

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## The Access to Success Challenge

Feb 9-10, 2018

Toronto

[accessstosuccess.ca](http://accessstosuccess.ca)