



**FOR ALL
ABILITIES**

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PROBLEM

UNKNOWN

**EMPLOYERS
HAVE NO IDEA
THEY HAVE
EMPLOYEES
WHO THINK
DIFFERENTLY
WORKING
WITH
CONDITIONS
LIKE ADHD,
DYSLEXIA AND
AUTISM**

UNPRODUCTIVE

**EMPLOYEES
ARE
STRUGGLING
WITH
WEAKNESSES
AND ARE NOT
ABLE TO WORK
TO THEIR
POTENTIAL**

UNHAPPY

**EMPLOYEES
ARE UNHAPPY
WITHOUT
APPROPRIATE
SUPPORTS**

**EMPLOYERS
ARE UNHAPPY
WITH THEIR
EMPLOYEES'
LOW
PERFORMANCE**



SIZE OF PROBLEM

Of the 130 million employees in the United States, over 40 million of them cannot reach their full potential and businesses are suffering.

Over 30% of US employees of have conditions like ADHD, Dyslexia, Learning Differences and Autism. Many more think and work differently and struggle with difficulty organizing their time and work, memory and learning new information. They need support to minimize their weaknesses and fully utilize their strengths.



MARKET

Our target customers are the 16 Million Employees of CECP (Chief Executives for Corporate Purpose) Companies

A subscription price of \$100/employee/year would yield \$1,600,000,000 per year.



SOLUTION

Our solution combines decades of clinical knowledge and best in class technology into a tool that solves this complex problem.

We are gathering data and building a base of knowledge that can address the entire workforce.

Through data science and our team's unique expertise, our solution enables employers to successfully support and RETAIN great employees.



TECHNOLOGY

A software solution that:

- assesses employees for their strengths, needs and preferences
- prescribes individualized supports with automated training
- identifies strengths and preferences of all employees - with and without needs or disabilities
- allows companies to build on the strengths of their employees
- allows companies to retain valuable, high potential employees

Our software enables employers to create outcome-specific supports for their employees who think and work differently.

COMPETITION

Interactive Method:

- HR speaks with the employee to discover needs for accommodations.
- HR and employee have to figure out appropriate supports.

Do-IT Profiler :

Online assessment in the UK -
Focuses on diagnosed individuals

For All Abilities:

Our software identifies the need for supports and accommodations AND prescribes specific supports and training customized for the employees' needs and identifies all employees' preferences.

One to One Consultants:

- Consultant retained
- Interviews of the employee, manager and HR on strengths and needs
- Consultant recommends supports and accommodations

BUSINESS MODEL

SAAS Based Subscription

service allowing companies to access the software that generates individualized, prescribed supports for each employee.

Consulting Services

are available to provide additional support, training or referrals to legal support as needed.

TRACTION

- MVP Developed
- Research with employers, HR Professionals and people working with cognitive differences
- Market research
- Data collection started
- Beta testing with over 150 individuals, three small companies and a private college

TEAM

Betsy Furler

- Subject matter expert in education and disabilities
- Speech Pathologist
- Expert on workplace accommodations
- Built and led two previous businesses

Ken Cohen

- Senior executive and innovation consultant
- Business strategy, IT development, sales, HR, funding, finance, accounting and legal affairs.

Advisers Skilled In:

- Technology
- Marketing
- Federal Policy
- Marketing
- Agile
- Team Building
- Human Resources

