

A PLATFORM WITH A DIFFERENCE FOR A DIFFERENCE

THE PROBLEMS



High Unemployment - The unemployment rate for people with disabilities is 2x that of the national/global average.

Increased Inequalities - Research in the Australian job market indicates that 1 in every 4 (23%) Australians with disabilities face discrimination.

A Mismatch - Although mentoring platforms exist, people with disabilities complain that they feel a "mismatch" when paired with a mentor that hasn't experienced a disability.

Little Support - People with disabilities also state that they have little flexibility when it comes to accessing support.

THE SOLUTIONS



An online platform - ABLED is an online platform that connects differently-abled people to successful differently-abled mentors in their fields. Being online, the platform can be easily accessed from anywhere in the world.

Increased Equalities - Through interactions built on this platform, people with disabilities will feel empowered and understand that they are 'differently-abled'.

A Perfect Match - As differently-abled people are matched with successful differently-abled mentors, both parties will feel comfortable in sharing their experiences of living with a disability.

Increased Employment - After a pilot study conducted in the MVP stage of the startup, the strategy behind the platform proved to help build a successful professional network between the mentor and mentee.

POTENTIAL MARKET AND COMPETITORS



Scalability - Being an online platform, there is huge potential for scaling of the startup in the future, across various markets, including, but not limited to, industries, education, training, and even aged care.

Market Size - Having a high ability to scale, this allows ABLED to work with B2B and B2C customers/partners.

Competitors - Some of the competitors currently operating in the Australian market are, PACE Mentoring, Minda Inc., Life Without Barriers, and Willing & Able Mentoring.

ABLED'S USP - The competitive advantage that ABLED offers is a platform that connects differently-abled people to successful differently-abled mentors, thus helping build a strong professional network. The other advantage is the flexibility that the platform offers, which helps build connections from anywhere in the world.

REVENUE MODEL



B2B - ABLED will sell to universities, organizations, and companies, in order to provide a free service for users.

B2C - For users not associated with universities/organizations/companies, the service will be sold on a B2C basis, for a monthly subscription.

Advertisements - The company will have Ads on the platform for non-premium users.

Premium Features - For users wanting special access to specific mentors working in specific companies/organizations, there will be a separate premium subscription.