



Presentation Topics

- Web accessibility & ADA compliance
- Solution overview
- Features explanation
- Partners Program



The Web Content Accessibility Guidelines (WCAG) are sets of rules, behaviors, code standards and design guidelines that are meant to allow people with disabilities to effectively use websites.



WCAG 2.1
COMPLIANCE



ADA Title III
COMPLIANCE



Section 508
COMPLIANCE



ACA/AODA
COMPLIANCE



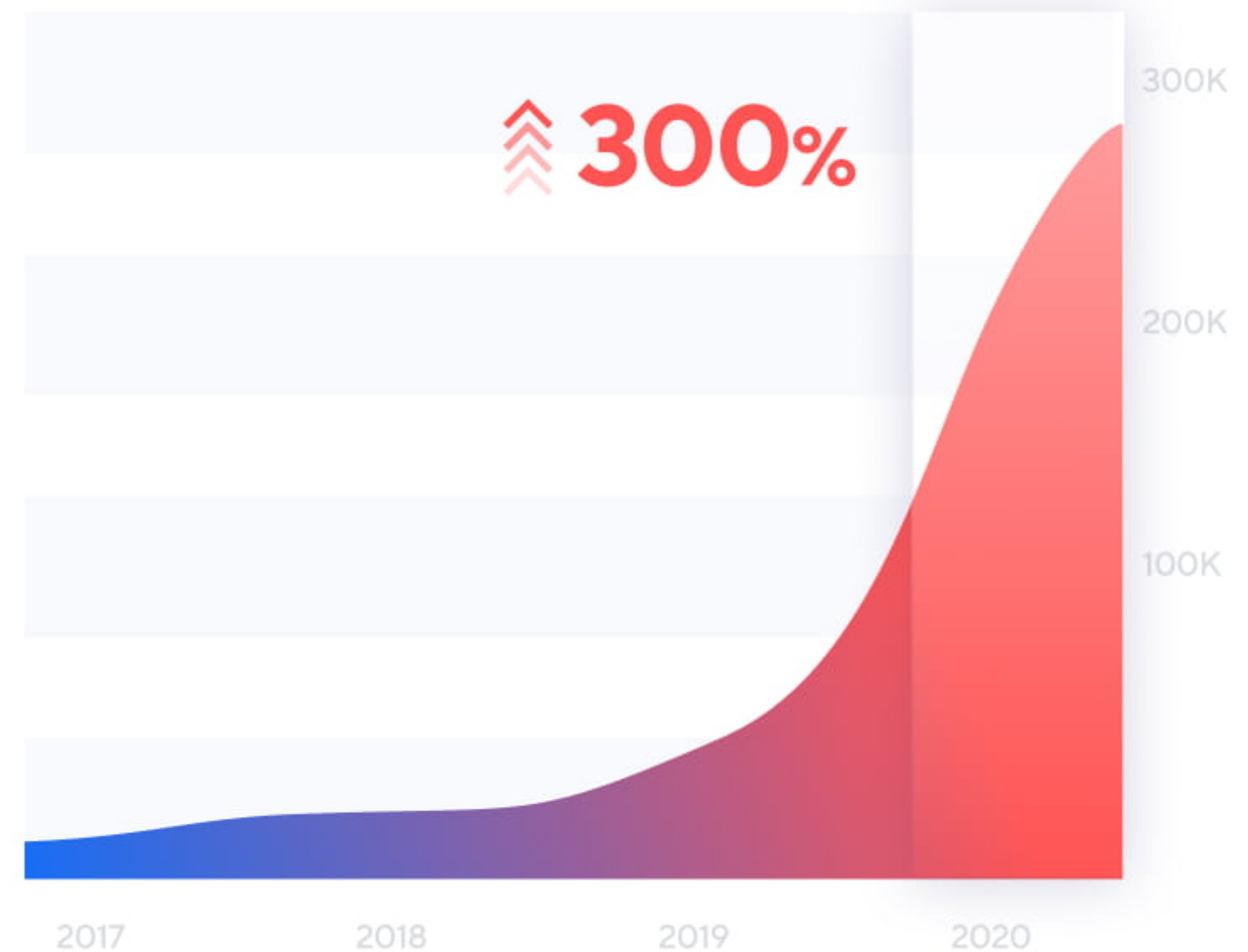
EAA/EN 301549
COMPLIANCE



IS 5568
COMPLIANCE

Web accessibility (ADA) lawsuits and demand letters

1. 300% increase in lawsuits and demand letters from 2018 to 2019
2. DOJ affirmed that **Title III of the ADA applies to websites** in November 2018
3. Estimated **265,000** demand letters sent only in 2020.
4. 93% of demand letters are settled outside of court for **\$20,000 - \$150,000** on average

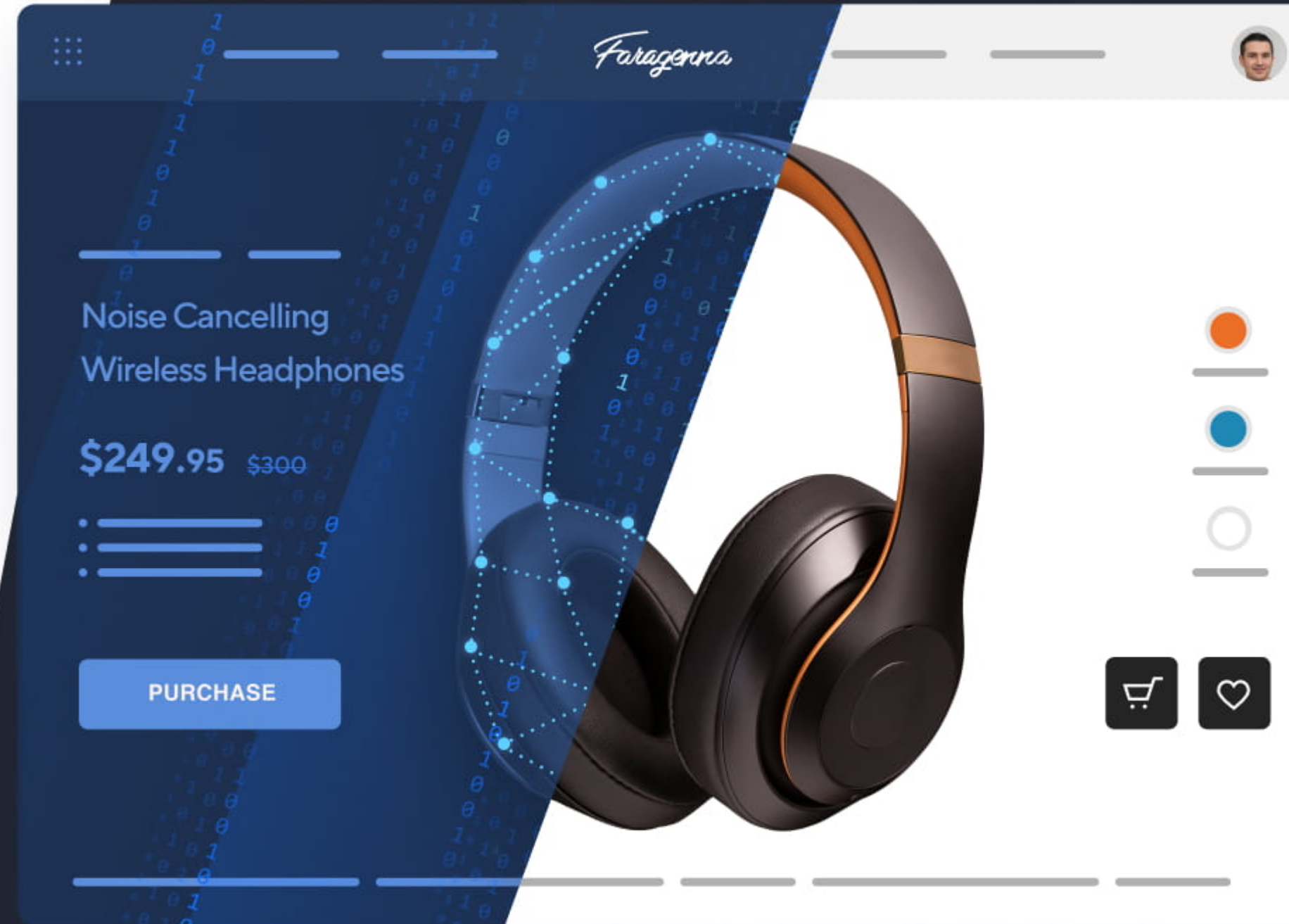


accessiBe VS the competition

| |  accessiBe's AI Solution |  Accessibility Services |  Accessibility Plugins |
|---------------------|---|---|--|
| Options | ✓ The only automatic solution | ○ AudioEye, User1st & more | ○ UserWay, WP Access & more |
| Compliance | ✓ WCAG 2.1, ADA, s508 & more | ○ Depends on project scope | ○ Do not comply with legislation |
| Pricing | ✓ Price start at \$490/year | ○ \$5,000 - \$50,000/year | ○ Free to low cost subscriptions |
| Turnaround | ✓ Up to 48 hours from installation | ○ Projects take 3-26 weeks | ○ No full turnaround |
| Success Rate | ✓ Industry highest success rate | ○ Drops to 50% within 6 months | ○ 5% - 15% of the requirements |
| Maintenance | ✓ Re-scanning every 24 hours | ○ Require additional services | ○ No maintenance included |

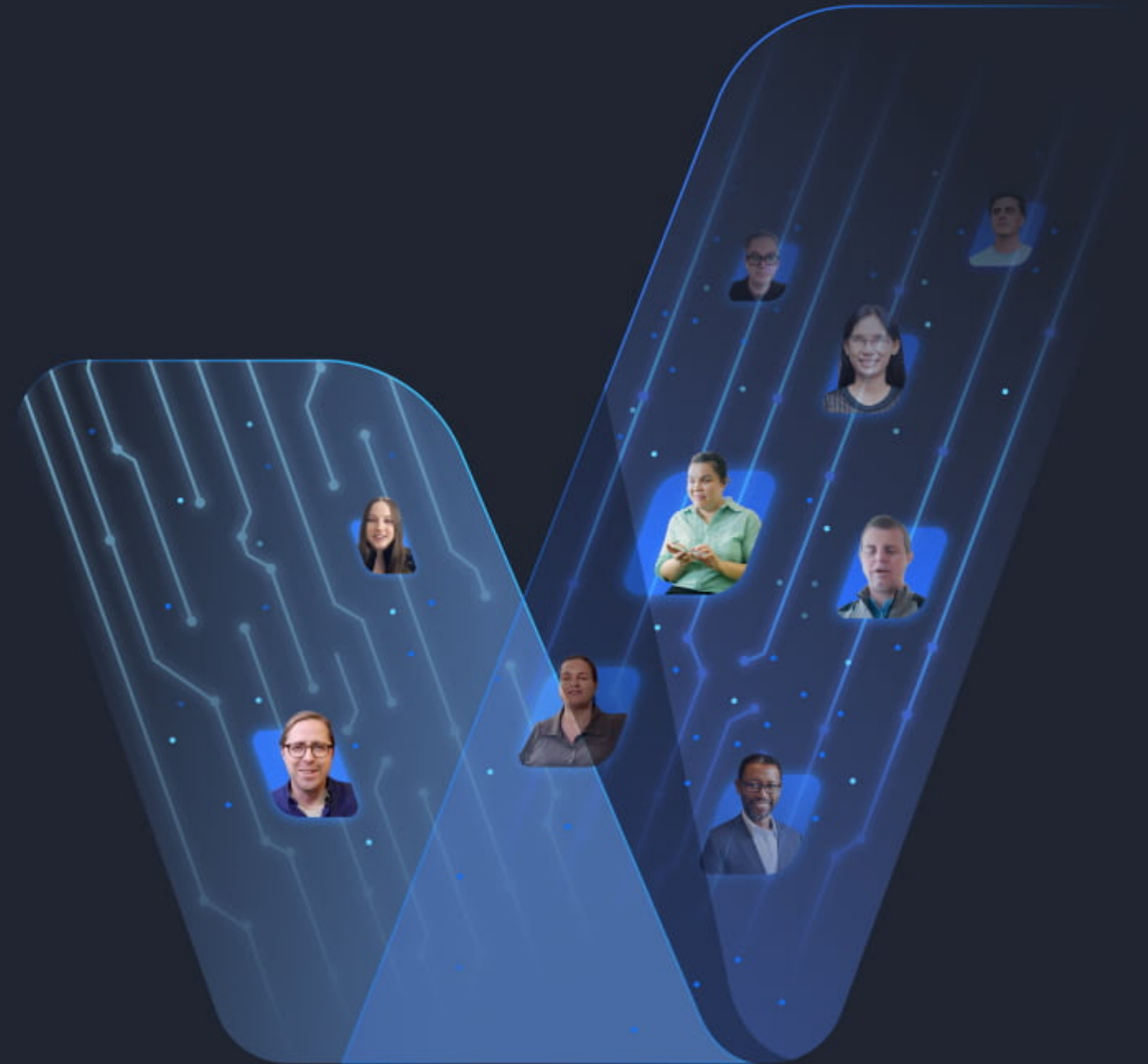
The #1 Automated Web Accessibility Solution for ADA & WCAG Compliance

Powered by AI





Developed side by side with people with disabilities and leading experts in accessibility and assistive technology.





VentureBeat

“accessiBe, the market leader in web accessibility, announced the completion of its Series A round of funding to a total commitment of \$28 million, following strong performance in 2020 and in preparation for ambitious expansion in 2021.”



DigitalOcean

“In October 2019, accessiBe’s three founders traveled to Orlando, Florida, at the invitation of cloud computing vendor Digital Ocean where the audience was given blindfolds to represent experiences faced online.”



Forbes

“The inclusion of Ekerling, Skoop, and Vizel in the Forbes 30 Under 30 list is a tribute to the important work that accessiBe is doing in making the internet accessible for all.”

In the media

Entrepreneur

TNW

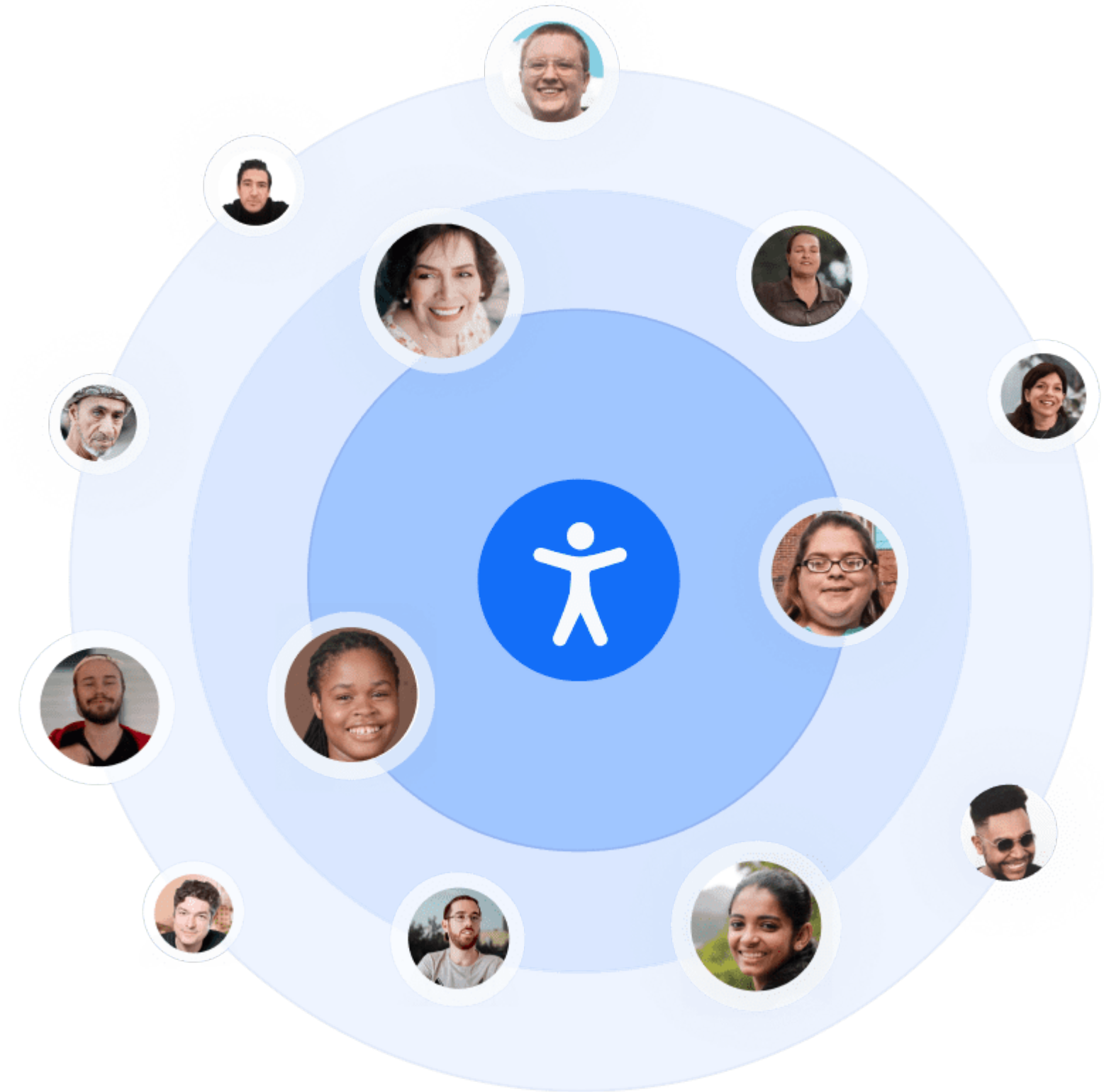
WALL STREET JOURNAL

HubSpot

Small Business TRENDS

TECHWORM

**Our vision is to make
the internet accessible
by 2025**



Trusted to protect over 100,000 websites worldwide

Users Love Us

Best Meets Requirements
FALL 2020

Easiest Admin
FALL 2020

Easiest To Do Business With
FALL 2020

High Performer
FALL 2020

Easiest Admin
FALL 2020

5 STAR RATING

4.8 STAR RATING

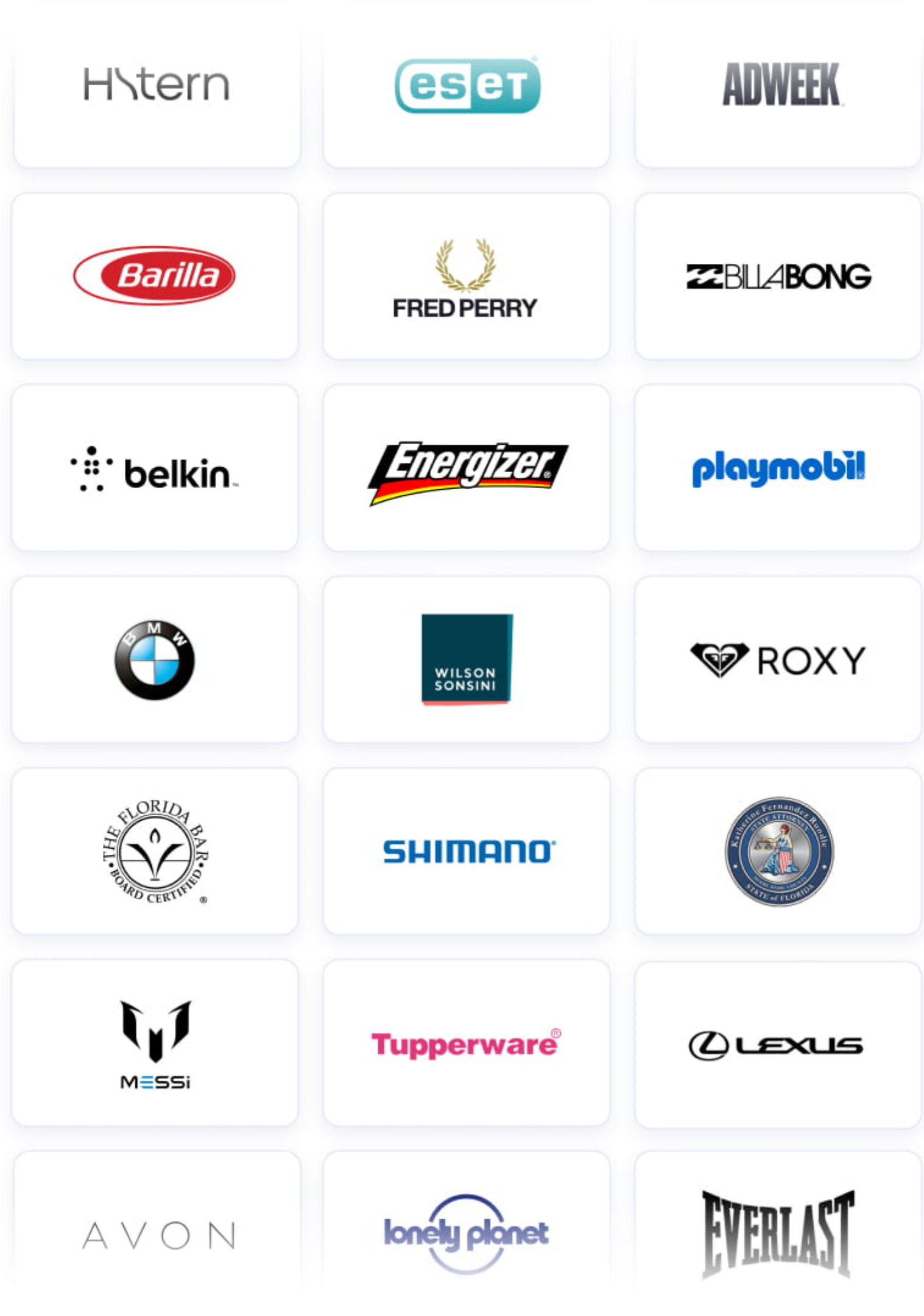
5 STAR RATING

PRODUCT HUNT #1 Product of the Day

PRODUCT HUNT #1 Product of the week

As seen on:

Entrepreneur TNW Forbes BUSINESS INSIDER B2C



Accessibility statement & compliance audit

Sent directly to your email

The image displays a screenshot of an accessibility audit report. On the left, a document titled "Accessibility Statement" is shown, dated 02/08/2019 for the domain example-domain.com. The statement includes a "Conformance Status" section and a list of interface capabilities. On the right, a circular callout highlights a "Compliant!" status from the "ace" tool, indicating the website is compliant with WCAG 2.1 level AA. Below this, a list of "Capabilities" is shown, all with a score of 100. The capabilities listed are: Buttons cannot be empty, Links cannot be empty, Links that open in new tabs/windows should be tagged for assistive technology, Every page should include a single H1 title, Titles cannot be empty, Titles built as text tags should be labelled as headings for assistive technology, and Titles should have a consistent hierarchy.

Accessibility Statement
Date: 02/08/2019 Domain: example-domain.com

Conformance Status
We firmly believe that the internet should be available and accessible to anyone, and are committed to providing a website that is accessible to the widest possible audience, regardless of circumstance and ability.

To fulfill this promise, we aim to adhere as closely as possible to the Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level, published by the World Wide Web Consortium (W3C). These guidelines explain how to make web content more accessible to people with a wide array of disabilities. Complying with those guidelines helps us provide a site that is accessible to all people, from the blind to the motor impaired.

This website utilizes various technologies all meant to make it more accessible. We utilize an interface that allows persons with specific disabilities to adjust the website's UI (user interface) and design it to their personal needs. This interface replaces the older fashioned method of providing all users with the same, lesser but accessible design or user interface.

Here are some of the interface's capabilities:

1. **Font handling** - users can increase and decrease its size, change its family (type), adjust spacing, alignment, line height, and more.
2. **Color handling** - users can select various color contrast profiles such as light, dark, inverted and monochrome. Additionally, users can swap color schemes of titles, text, and backgrounds, with over 10 different coloring options.

ace mywebsite.com
Download Audit

Compliant!
Great work, you are compliant with the WCAG 2.1 level AA.

accessiBe is detected on the website

Capabilities SCORE: 100

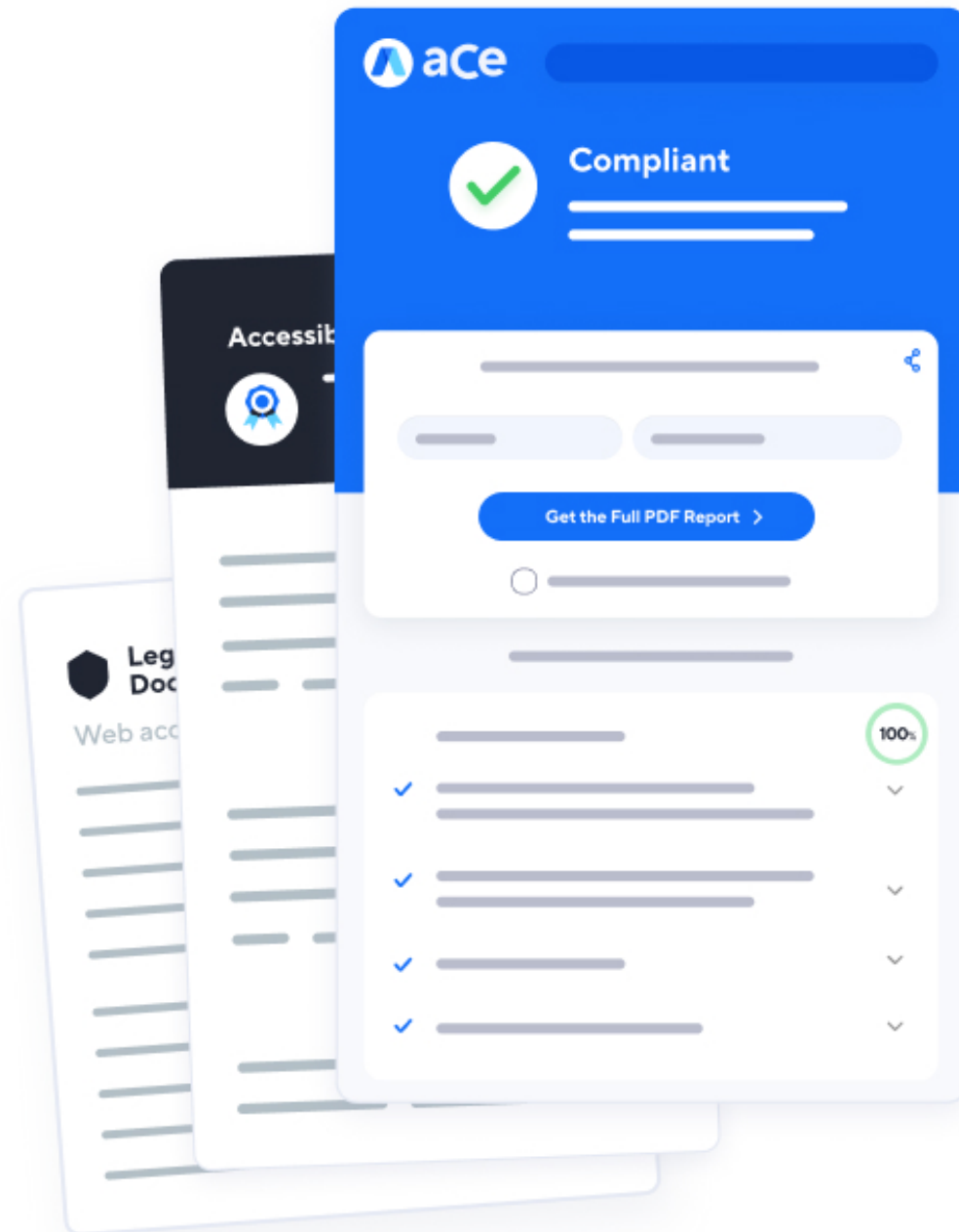
- Buttons cannot be empty
- Links cannot be empty
- Links that open in new tabs/windows should be tagged for assistive technology

Titles SCORE: 100

- Every page should include a single H1 title
- Titles cannot be empty
- Titles built as text tags should be labelled as headings for assistive technology
- Titles should have a consistent hierarchy

Litigation support package

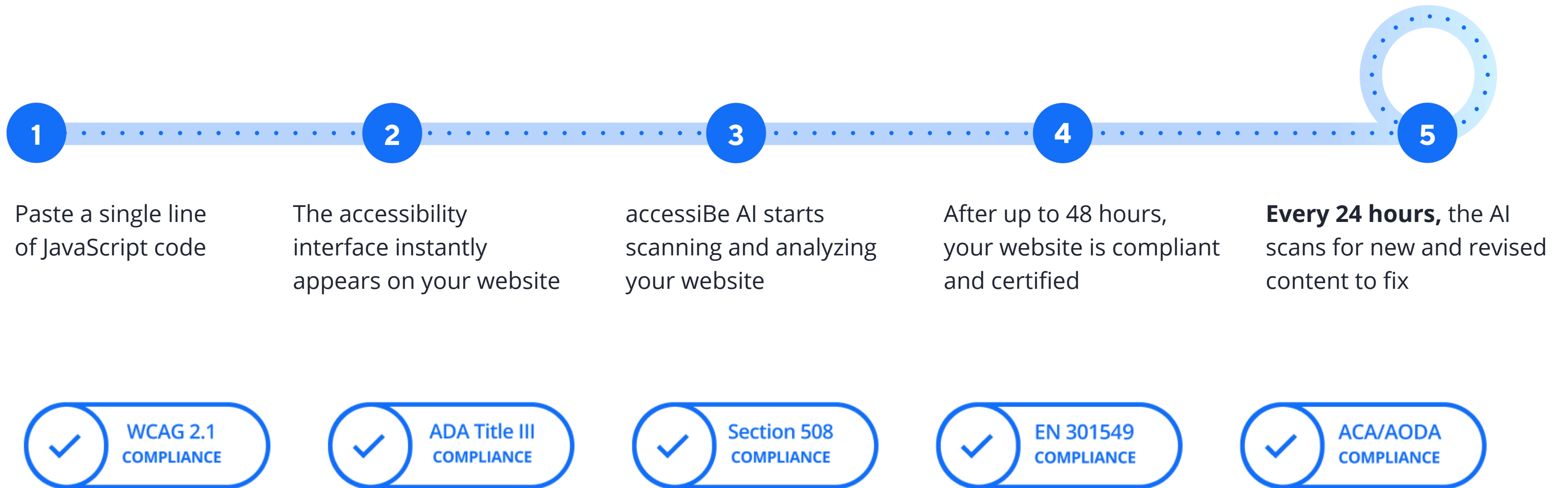
With years of industry experience, accessiBe has helped numerous customers dismiss or mitigate web accessibility lawsuits.



What's Included?

- Compliance Audit
- Compliance Overview
- Failures Request Master
- Accessibility Statement
- accessiBe Suggested Response

The effortless process of becoming compliant with us

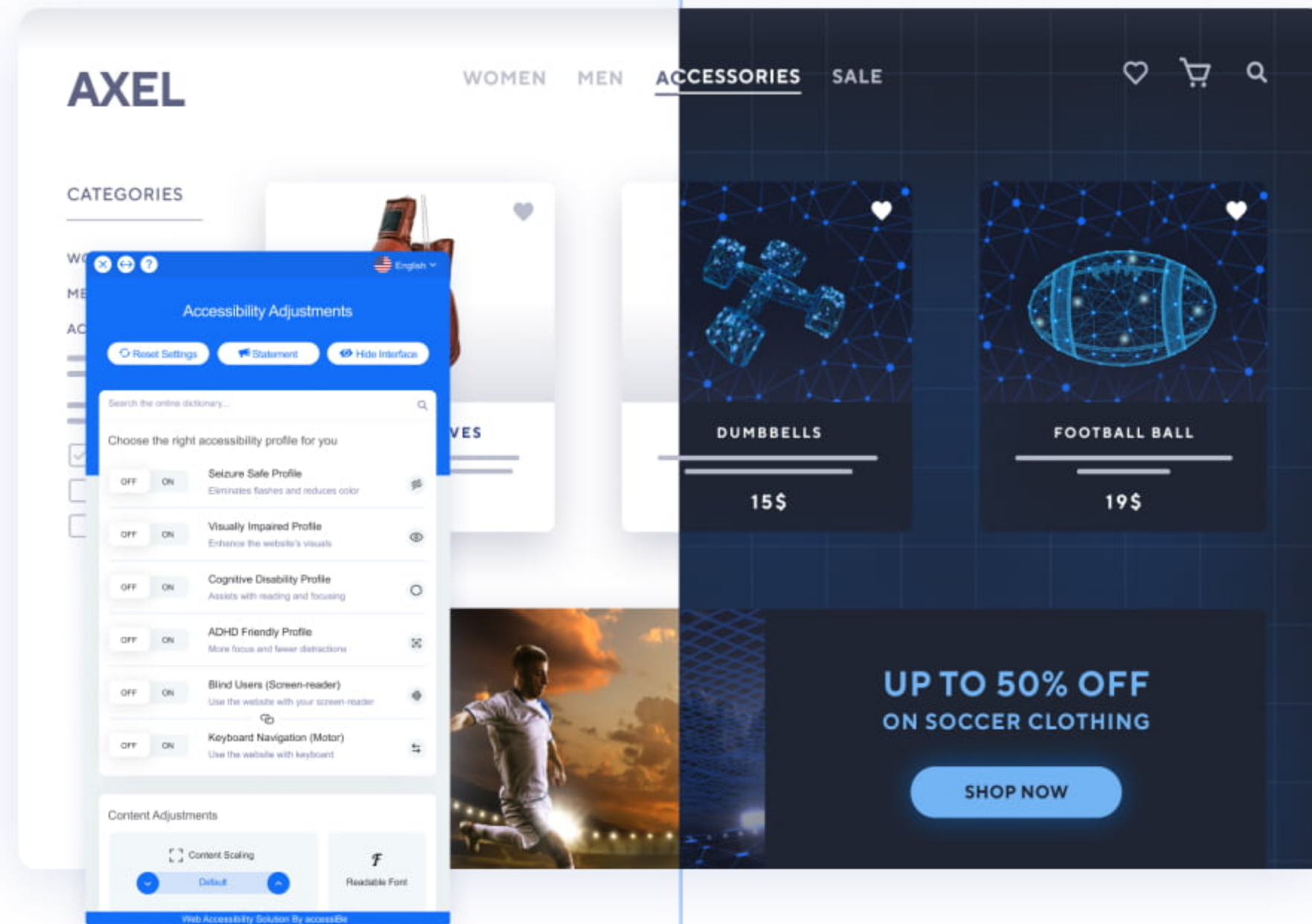


Accessibility interface

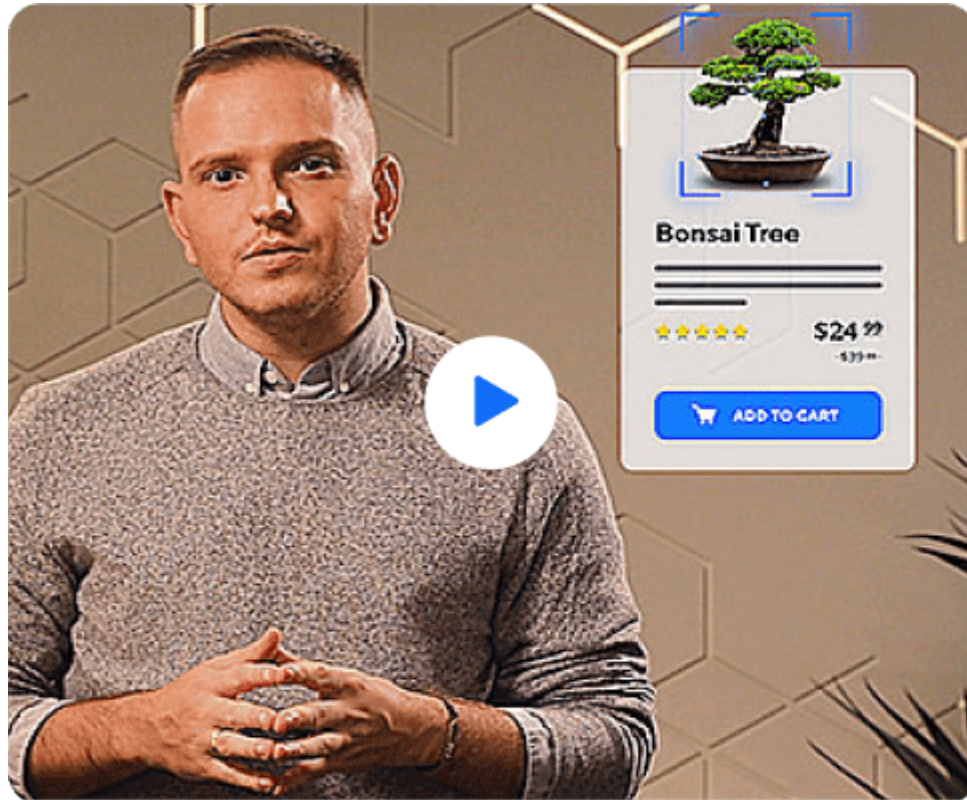
UI, design and cognitive related adjustments

AI Application

Keyboard navigation and screen readers optimization



How accessiBe works



3-minute quick demo



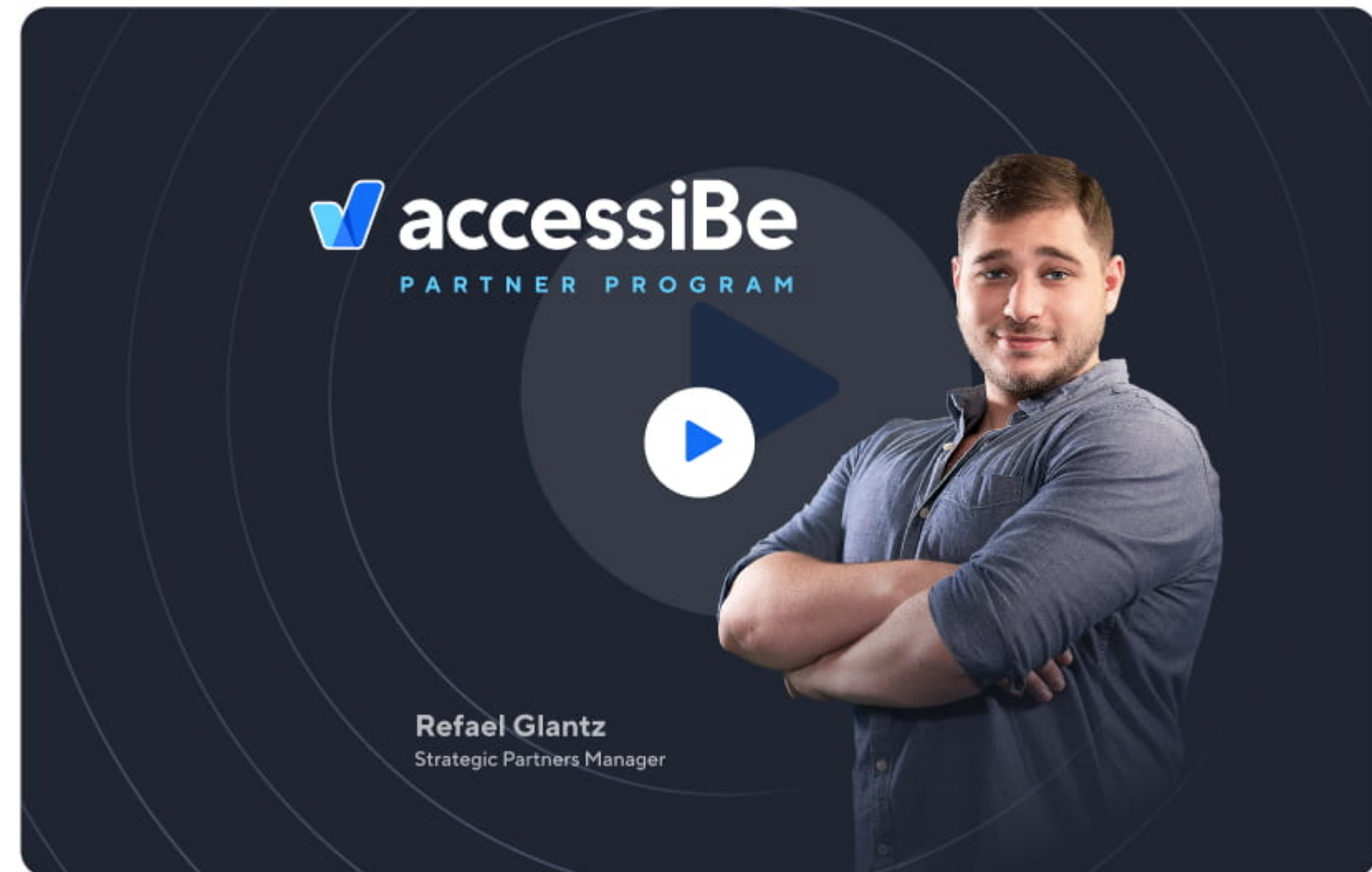
8-minute elaborate demo



30-minute comprehensive demo

Thousands of partners put their trust in us

- **20% commission** from the purchase of each customer that you refer to us
- **20% built-in discount** on any of your direct purchases
- **Free accessiBe license**, for your own website
- **Peace of mind** by avoiding litigation, for you and your customers
- **Rebrand and white-label** our accessibility interface and add “powered by” your business
- **Dedicated partner success department** for extended support



web accessibility is
 **accessiBe**

