A photograph of two young adults outdoors. On the left, a man in a yellow hoodie is smiling and holding a black device with a grid of white dots, likely a refreshable Braille display. On the right, a woman in a red hoodie and glasses is also smiling and looking at a smartphone. They are standing in front of a large green tree.

# Removing Digital Barriers for People with Visual Impairments

Pitch Deck - February 2024

hable

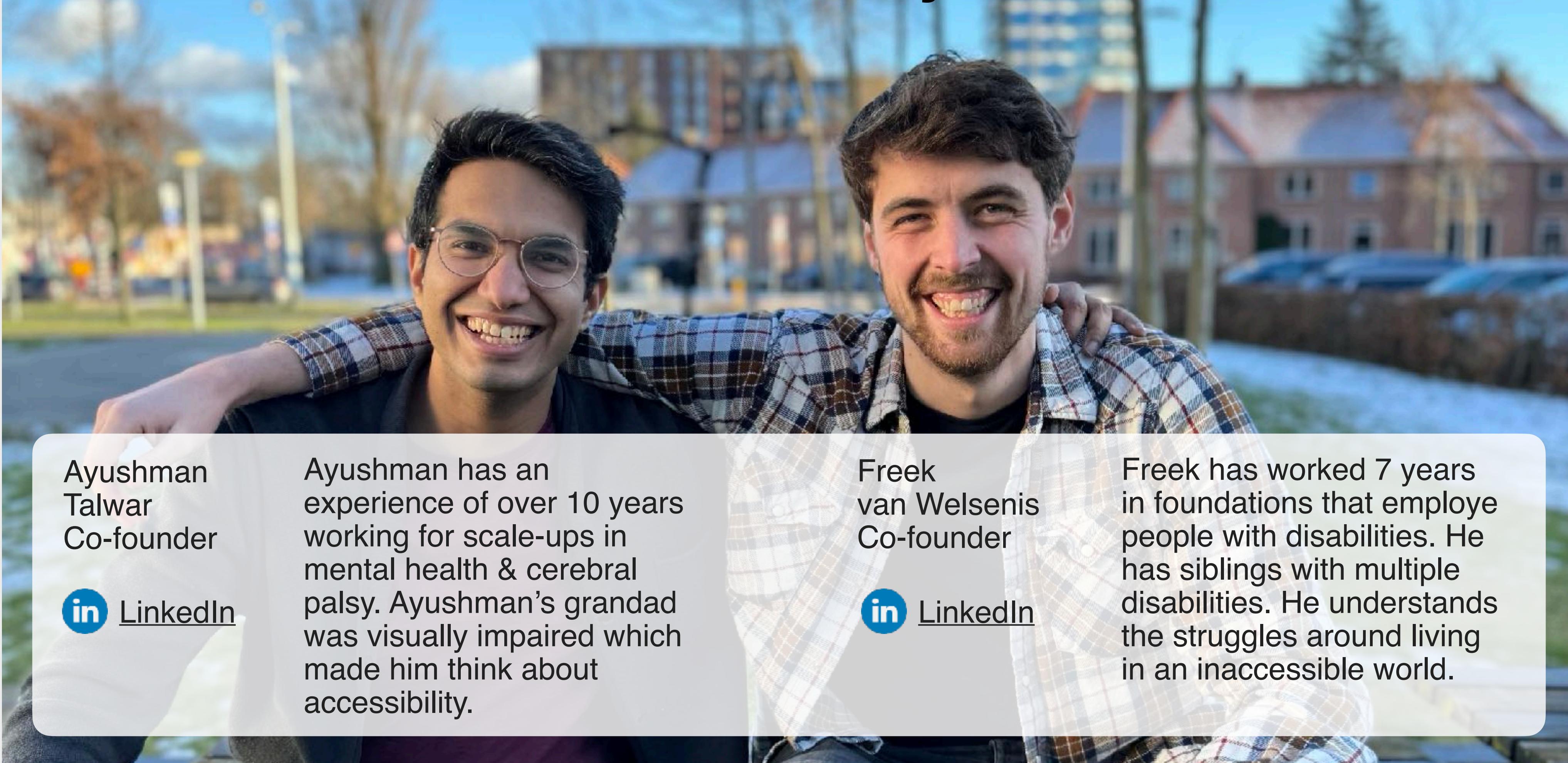
# Hi! We are Hable

“Hable” in Spanish means “ To Speak”

As Hable we want to reduce digital inequality globally. We want people with disabilities to be able to speak up and participate in society.



# Nice to meet you



Ayushman  
Talwar  
Co-founder

 [LinkedIn](#)

Ayushman has an experience of over 10 years working for scale-ups in mental health & cerebral palsy. Ayushman's grandad was visually impaired which made him think about accessibility.

Freek  
van Welsenis  
Co-founder

 [LinkedIn](#)

Freek has worked 7 years in foundations that employ people with disabilities. He has siblings with multiple disabilities. He understands the struggles around living in an inaccessible world.

# Executive Summary

## Recognition

- Space: Disability , Inclusive Education, Accessibility Tech, Workplace integration
- Stevie Wonder uses Hable One
- Brand : social impact inviting collaboration.

## Distribution

- 2500+ units shipped
- 10+ countries distribution
- Partnerships with major global blind organisations: RNIB, CNIB, LightHouse for the Blind, NFB, Visio

## Results

- 2020 : BV Status
- 2021 : First Product Launch
- 2022 : Profitable
- 2023 : Profitable



# Index

- Our Story
- Traction
- Opportunity

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# 1. Story

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The Problem

# Growing Digital Disabilities

**16%**

of the population  
experiences significant  
disability.

But the world around them  
is not accessible.

Scarce digital access and gaps in rehabilitation knowledge and social networks contributing to educational and employment barriers, boosting unemployment rates.



## Systemic Challenges

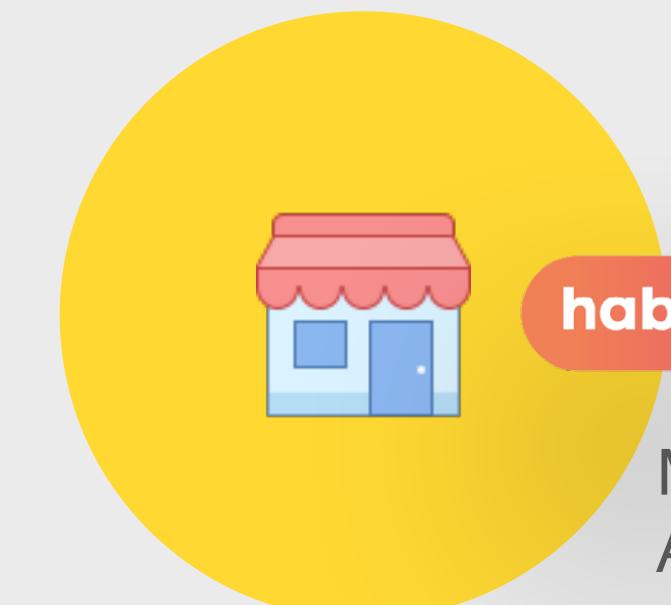
# Deeper Problem

1. End consumer incur high costs of training & rehab. As a result only few get the help they need.



End consumer

2. Limited users mean fewer insights for device makers to refine their products or find unmet needs.



Manufacturers of  
Assistive Tech

Care  
organisations

3. Inefficient distribution escalates assistive tech costs, hindering companies' ability to scale effectively.

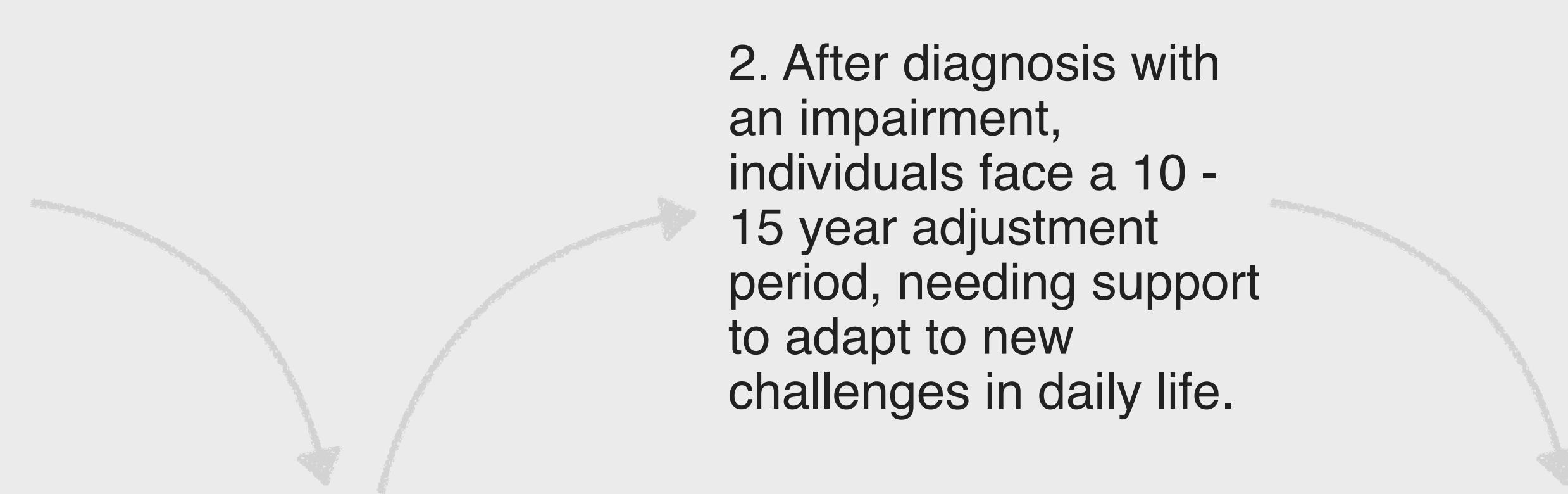


Deeper Problem

# Access to Information



End consumer  
(Person with a  
disability)



1. 85% of people with visual impairment are not born with it, and people become impaired from the age of 40 onwards.



NGO/ Care  
organisations

2. During this transition period, only 20% receive the necessary support they need.

Our first step to solve this problem

## Hable One

**Our solution:** A smartphone & tablet assistant in the form of a braille keyboard.

- We believe that inclusion comes from using widespread consumer tech instead of “special products”
- We focus on people with visual impairments.
- Instead of designing a “phone for the blind”, we want to use smartphones as assistive tech.

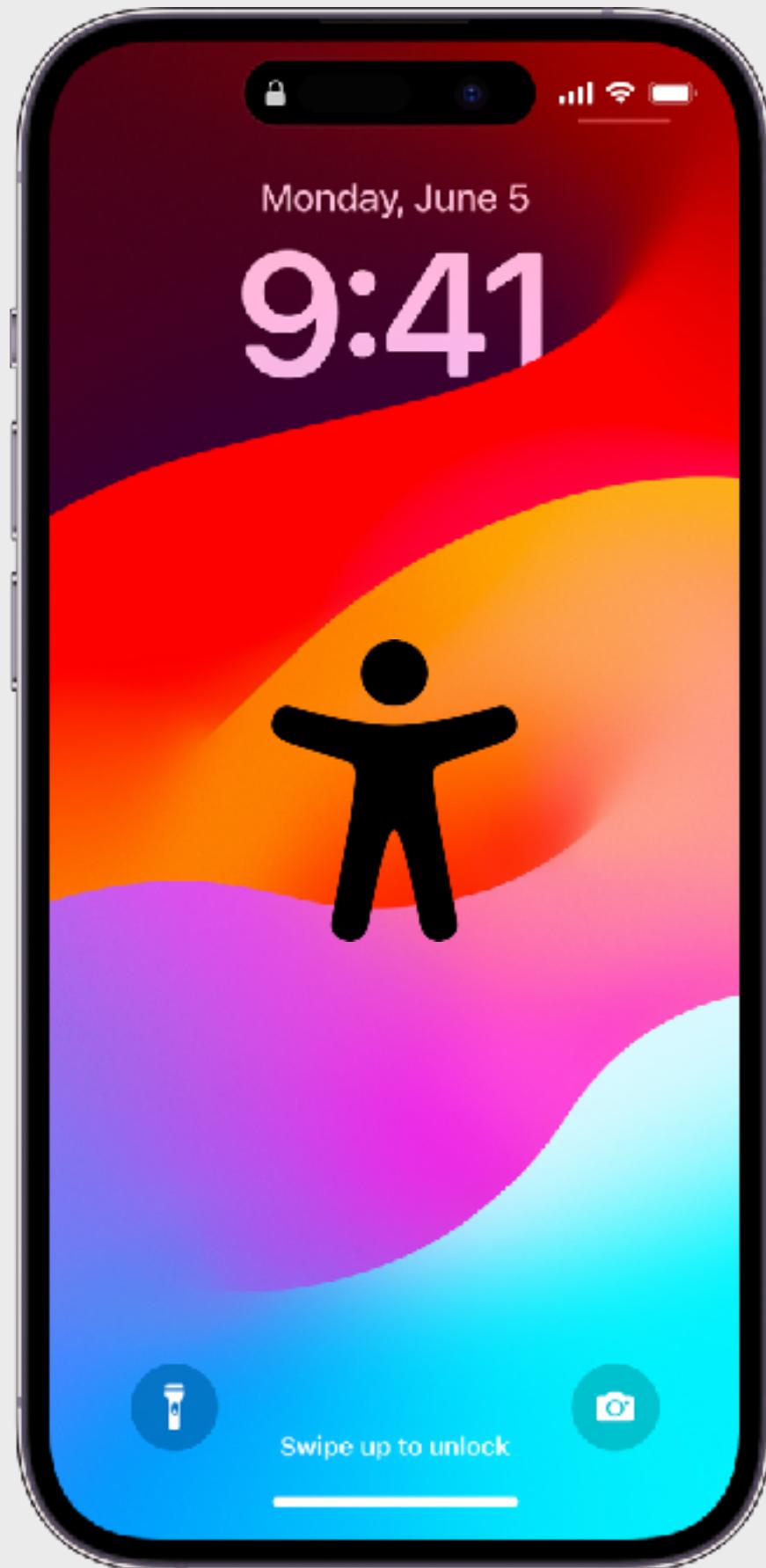


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Digital Inclusion

# Journey toward independence

White buttons  
represent 6 dot braille  
for typing.



Unlock every app on  
your phone, opening  
gateways to the entire  
world.



About Hable One

# Smartphone & Tablet Assistant

We focus on **adoption** of digital tools.

- It teaches them how to use the apps on the phone i.e. smartphone navigation and typing.
- Works with any smartphone and tablet.



# How it works

Step 1: Connect your Hable One with your phone or tablet using bluetooth

Providing uniform experience across platforms.

Step 2: Start learning your smartphone with Hable One

Now using the phone without the screen becomes super easy!

Step 3: Join the Community of thousands of Hable users

Receive support from other Hable users or via Hable's YouTube channel.



Design Philosophy

# Universal Design

## Same Hable different demographics

Hable's universal design ensures consistent use globally, with its six-dot typing system remaining uniform across different demographics.

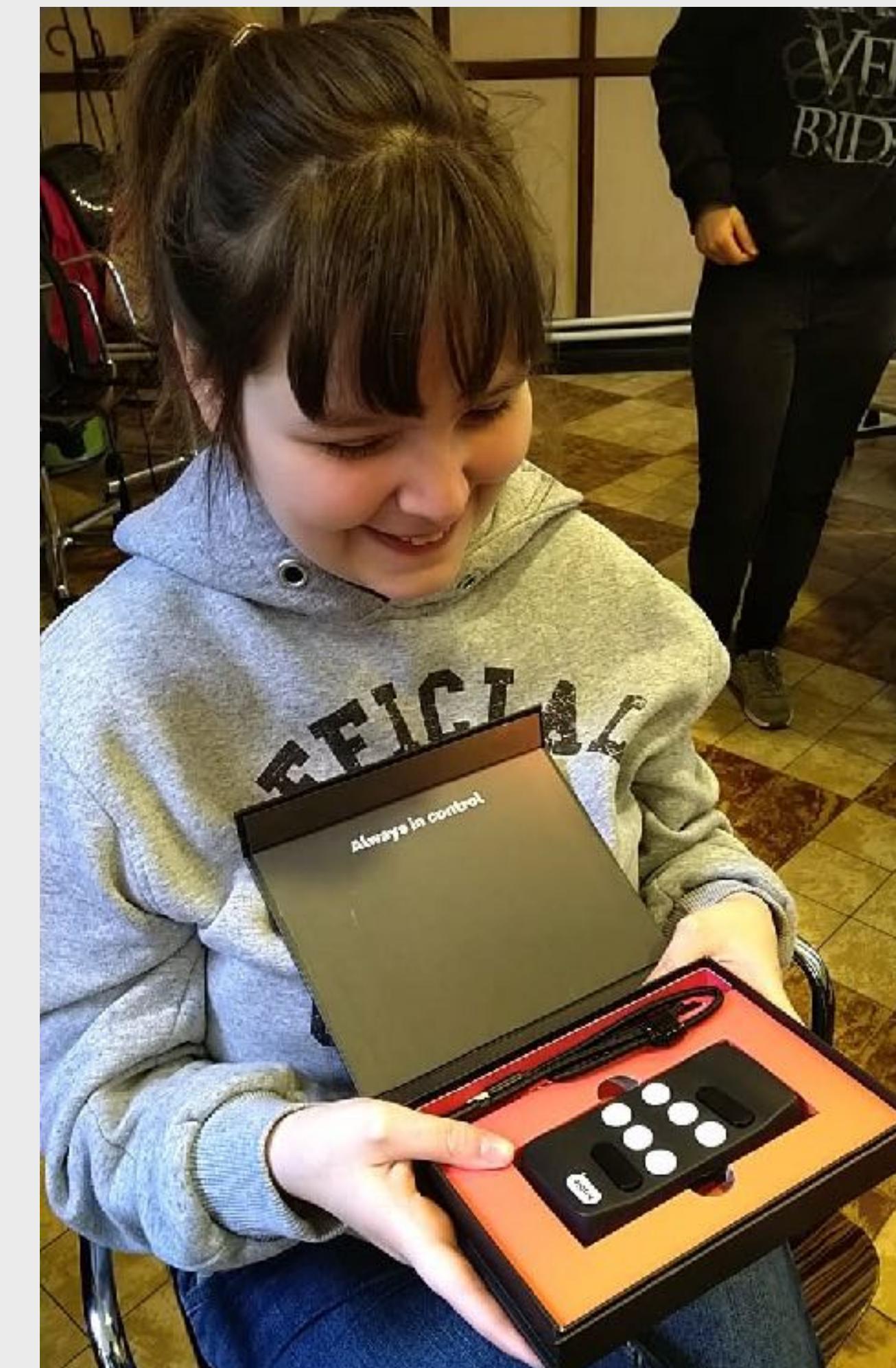


## More than 10 languages

Hable supports more than 10 languages.

15 minutes onboarding time

## Designed for Simplicity



hable

Investing in content : Reducing cost of training

# Encouraging independent and free learning

The image shows a mobile application interface. On the left, there is a sidebar with the title "Guides and Tutorials" and a "Hable One" section. It displays "Public" status, "38 videos", "2,313 views", and "Last updated on Sep 21, 2023". Below this are icons for sharing and a three-dot menu, along with "Play all" and "Shuffle" buttons. On the right, there is a list of video thumbnails under the heading "Sort". Each thumbnail includes the video title, the channel name "Hable One", the view count, and the upload date. The videos are:

- How to use Undo on the Notes app | iPhone accessibility**  
Hable One • 710 views • 5 months ago
- How to Play & Pause Music Anywhere on your iPhone or iPad**  
Hable One • 342 views • 5 months ago
- How to Close your apps with app switcher**  
Hable One • 341 views • 5 months ago
- How To Search Apps with Spotlight | Accessibility on iOS, iPhone and iPad**  
Hable One • 291 views • 5 months ago

# 2. Traction

We are making some

# Impact

**2500+**

Hable One's delivered in 24 months of running.

**20%**

Training time saved i.e. reduced time to teach a smartphone

**1M+**

Views on digital trainings.  
Resulting in Increased smartphone adoption.

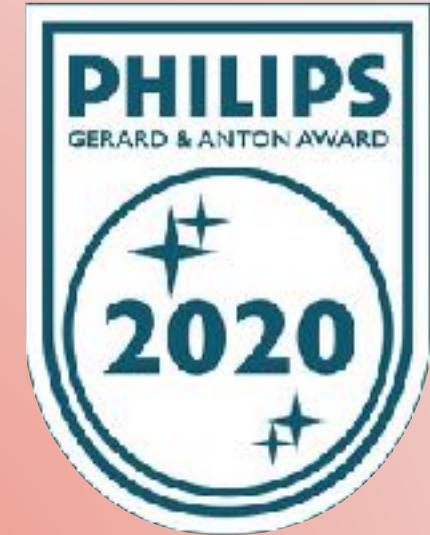
# Awards & Mentions



NOS



Braille Pluim Award



Philips Innovations  
Award



Stevie Wonder uses  
Hable One



4TU Awards



RNIB See Differently  
Awards

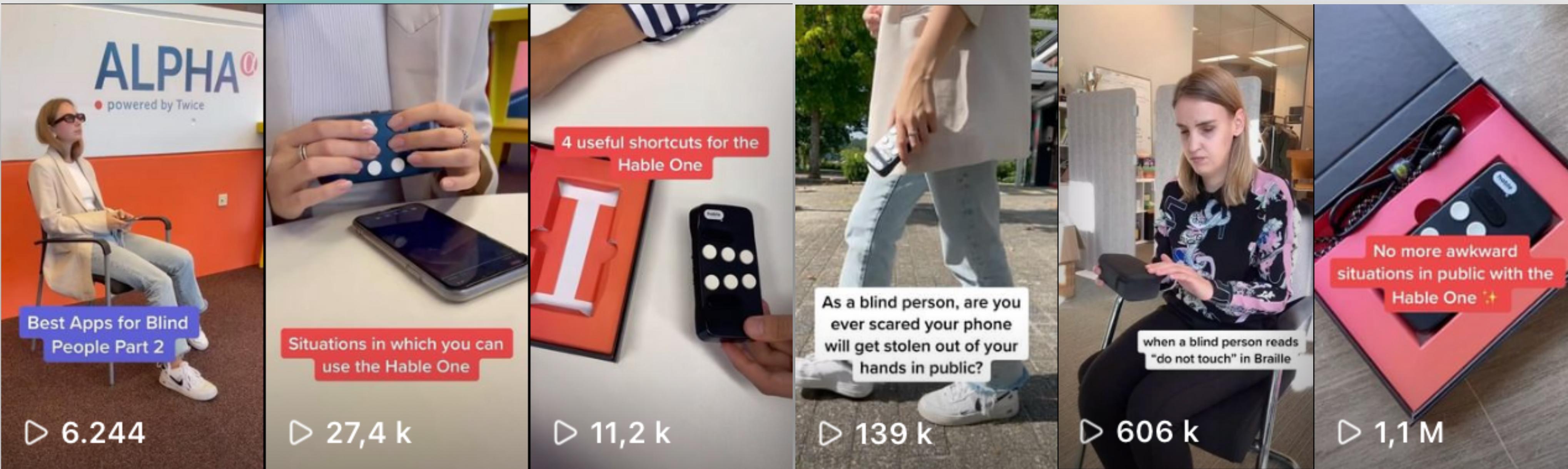


Inclusive Education  
Nominee



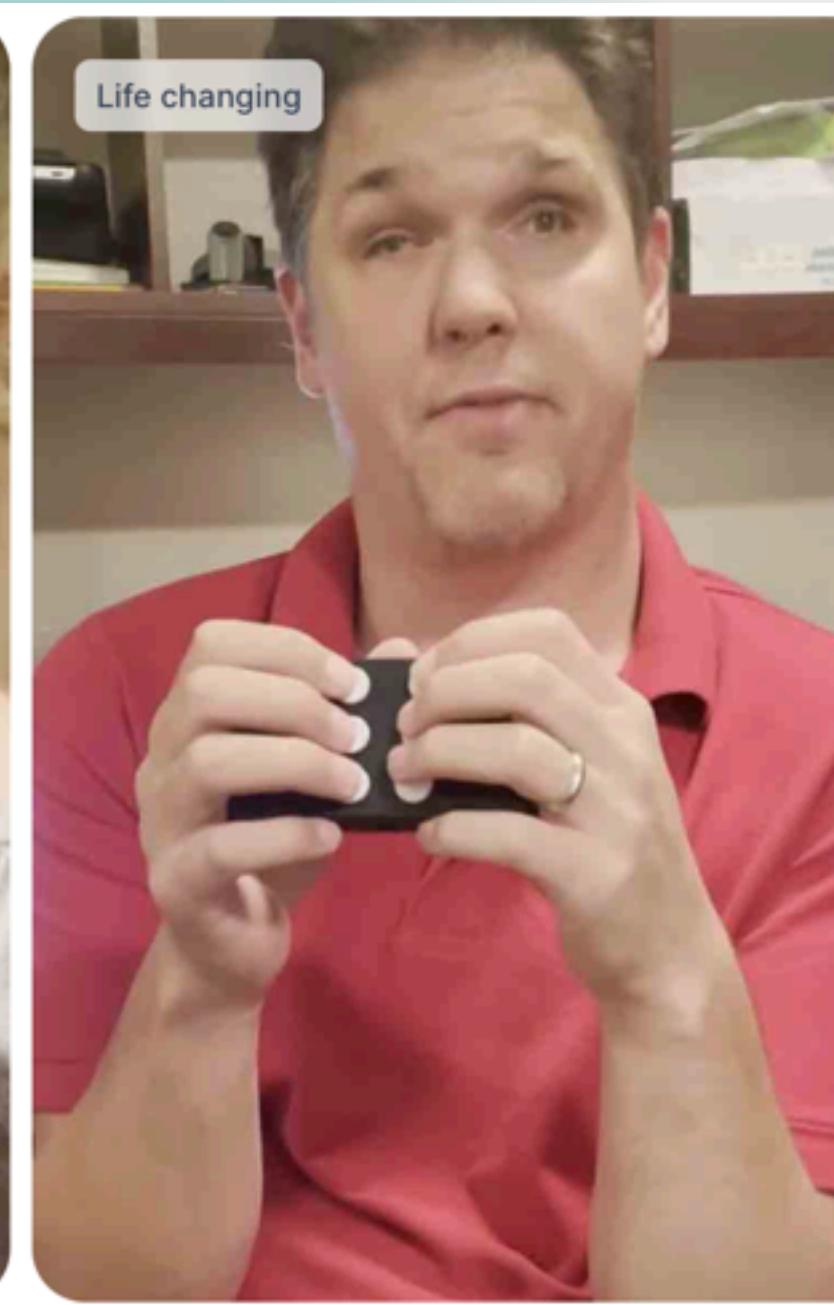
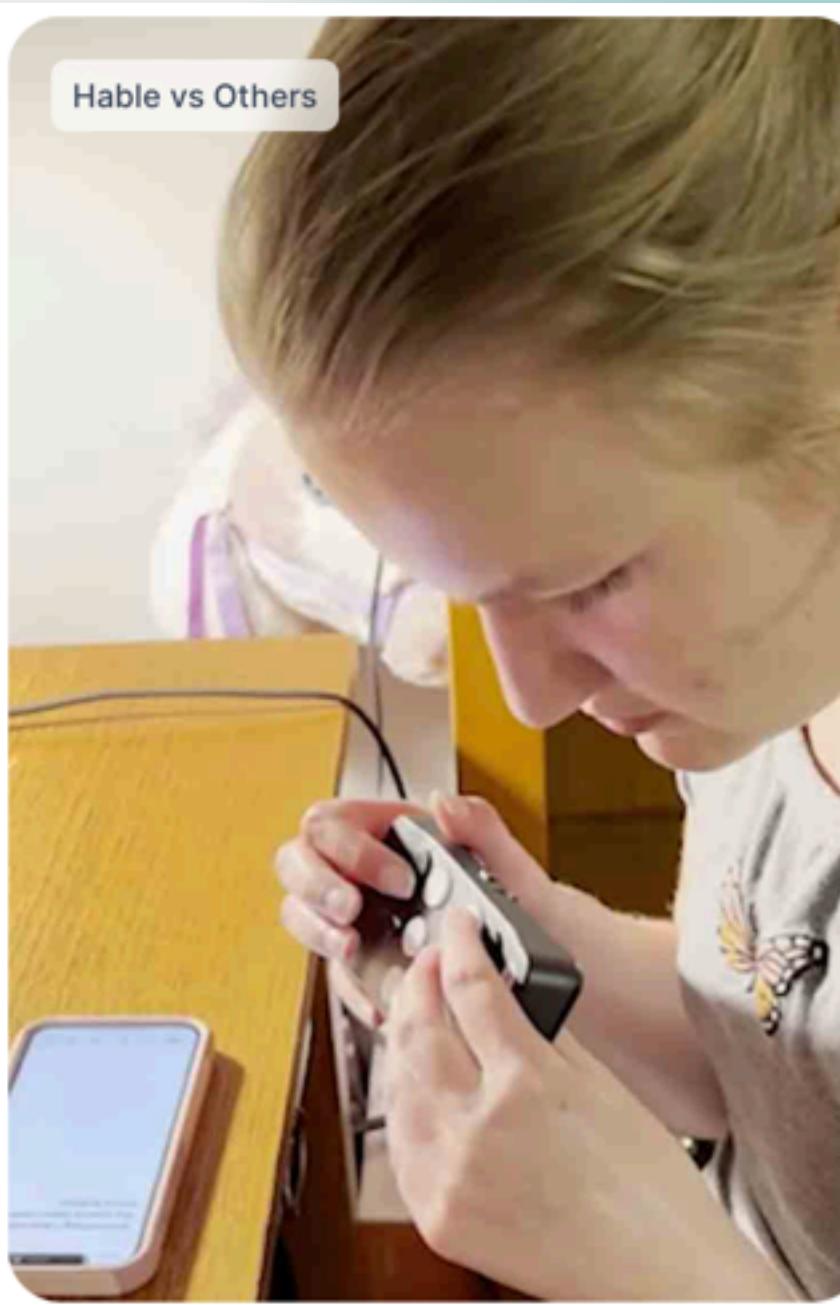
Reaching over 1M+ views on socials

## Highly creative content



## Customer Reviews

# Users love the product!



**D Diane Ducharme**  
1 review  
★★★★★ 4 days ago NEW

Hable is not just a cool little gadget it is a useful tool for using a cell phone. The first time I used Hable I was able to pair it to my phone with no difficulty. Hable feels good in my hands and is so light that I did not experience ... [More](#)

[Reply](#) [Like](#)

**S Sof B**  
2 reviews  
★★★★★ 3 weeks ago NEW

The Hable One has become an indispensable tool in my daily life, never leaving my pocket as I use it every day to write and work with my iPhone. Its intuitive design means you can master it in no time, and it gives a sense of security when ... [More](#)

[Reply](#) [Like](#)

**Tim Dixon**  
1 review  
★★★★★ a month ago

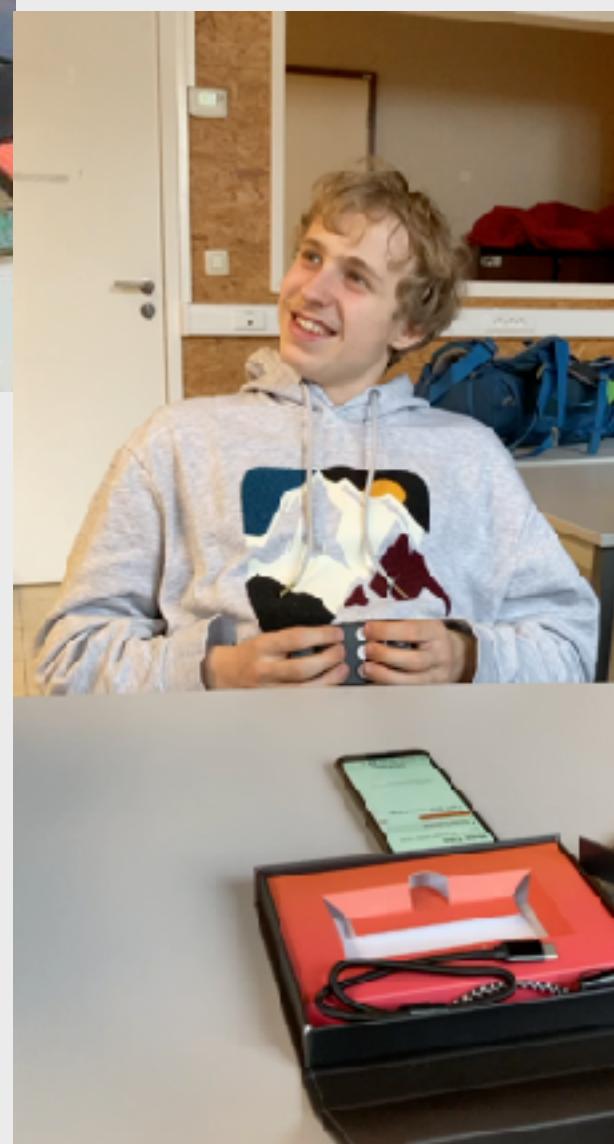
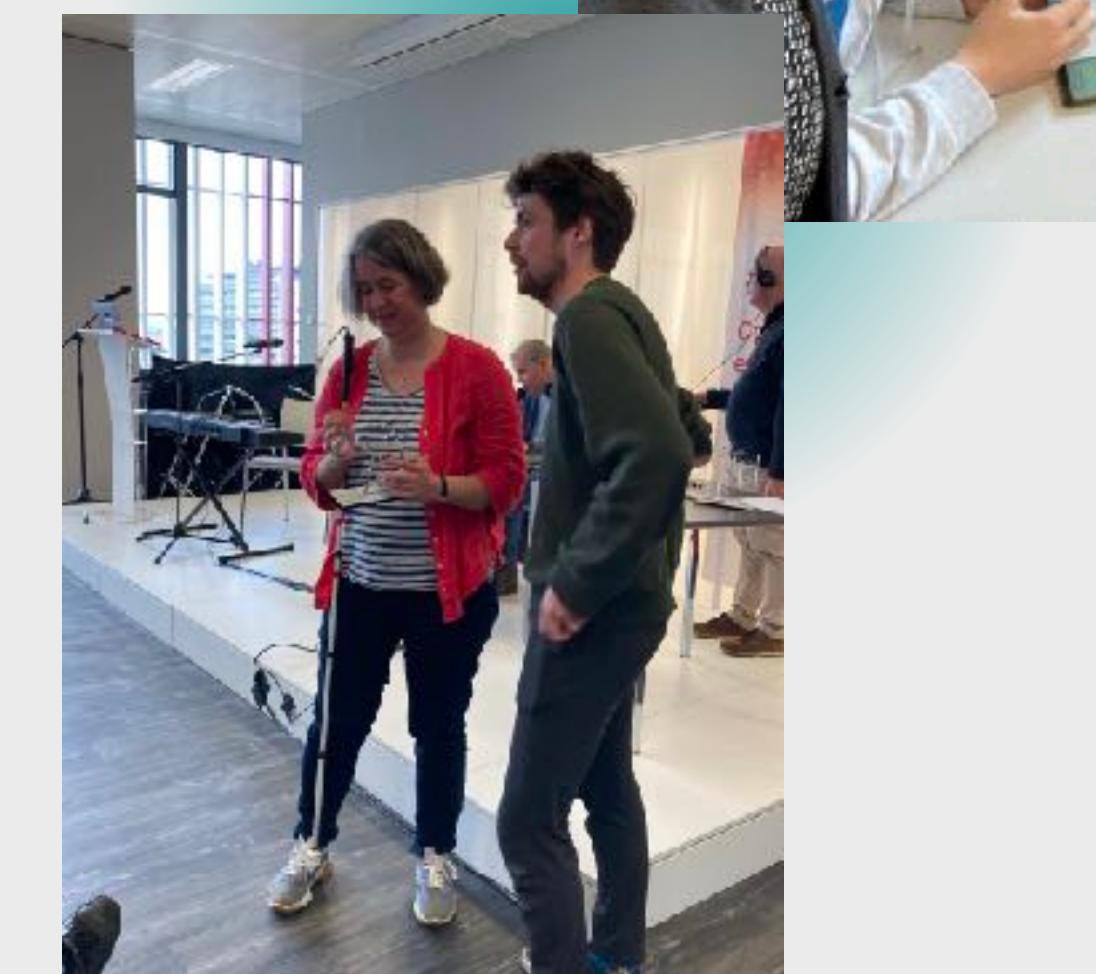
I absolutely love my Hable One. It has helped me with my grade one braille entry skills. But more importantly made it easier to navigate and use my phone. ... [More](#)

[Reply](#) [Like](#)



The brand that closes the gap

# It's about our community



Raising awareness about blindness & braille

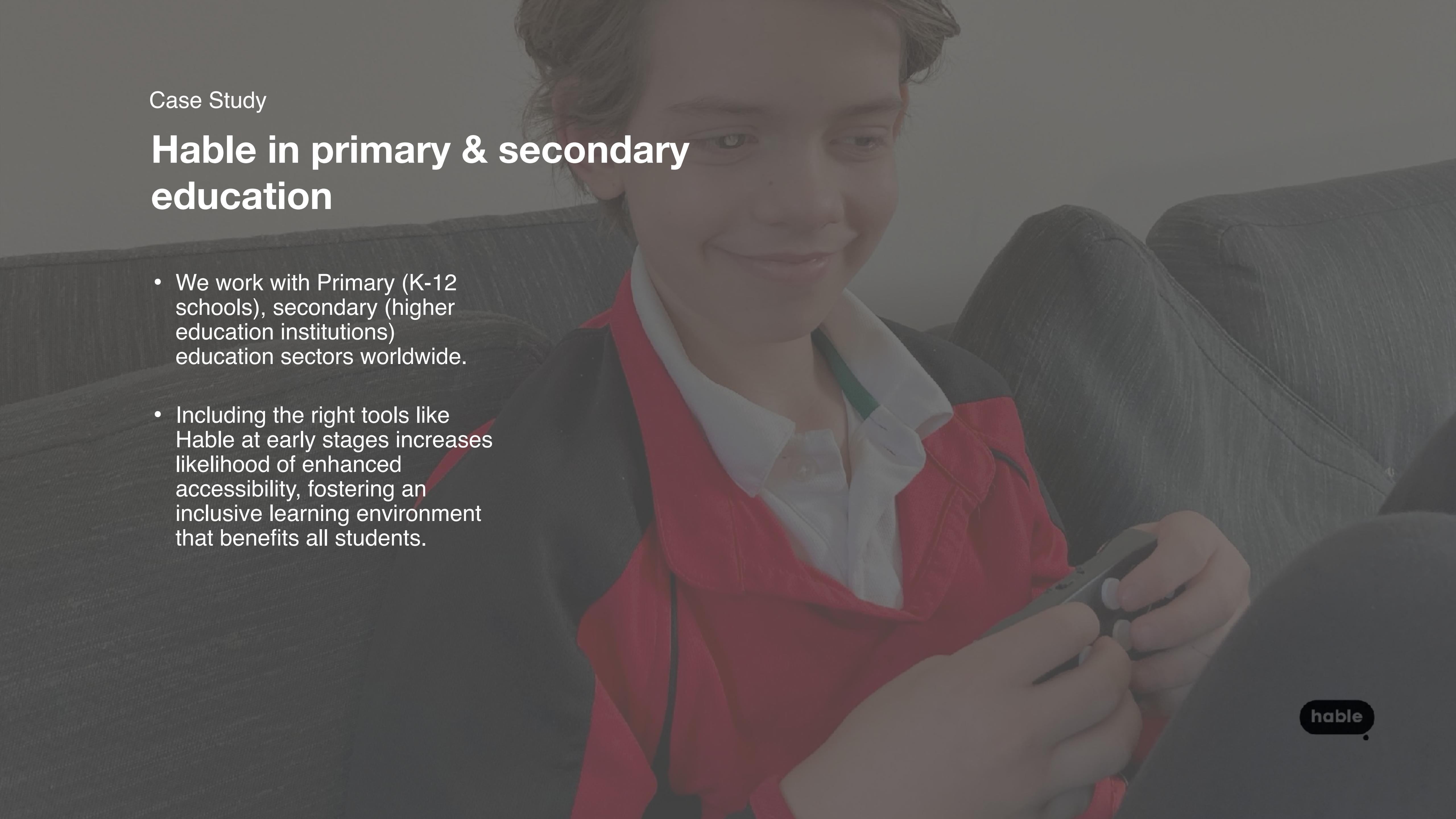
# Tony's Chocolonely Campaign

## Hable One shaped Chocolate Bars

A campaign focussed on raising awareness about braille, disability and how the world is inaccessible for the 16% of the population.

Audience : Friends and family of Hable



A close-up photograph of a young girl with short brown hair, wearing a white collared shirt under a red vest over a grey sweater. She is smiling and looking slightly to her right. Her hands are clasped in front of her, holding a silver smartphone. The background is blurred, showing what appears to be a classroom or hallway.

Case Study

## Hable in primary & secondary education

- We work with Primary (K-12 schools), secondary (higher education institutions) education sectors worldwide.
- Including the right tools like Hable at early stages increases likelihood of enhanced accessibility, fostering an inclusive learning environment that benefits all students.

Case study: CBR (Community Based Rehab)

## KBTA Africa + Hable

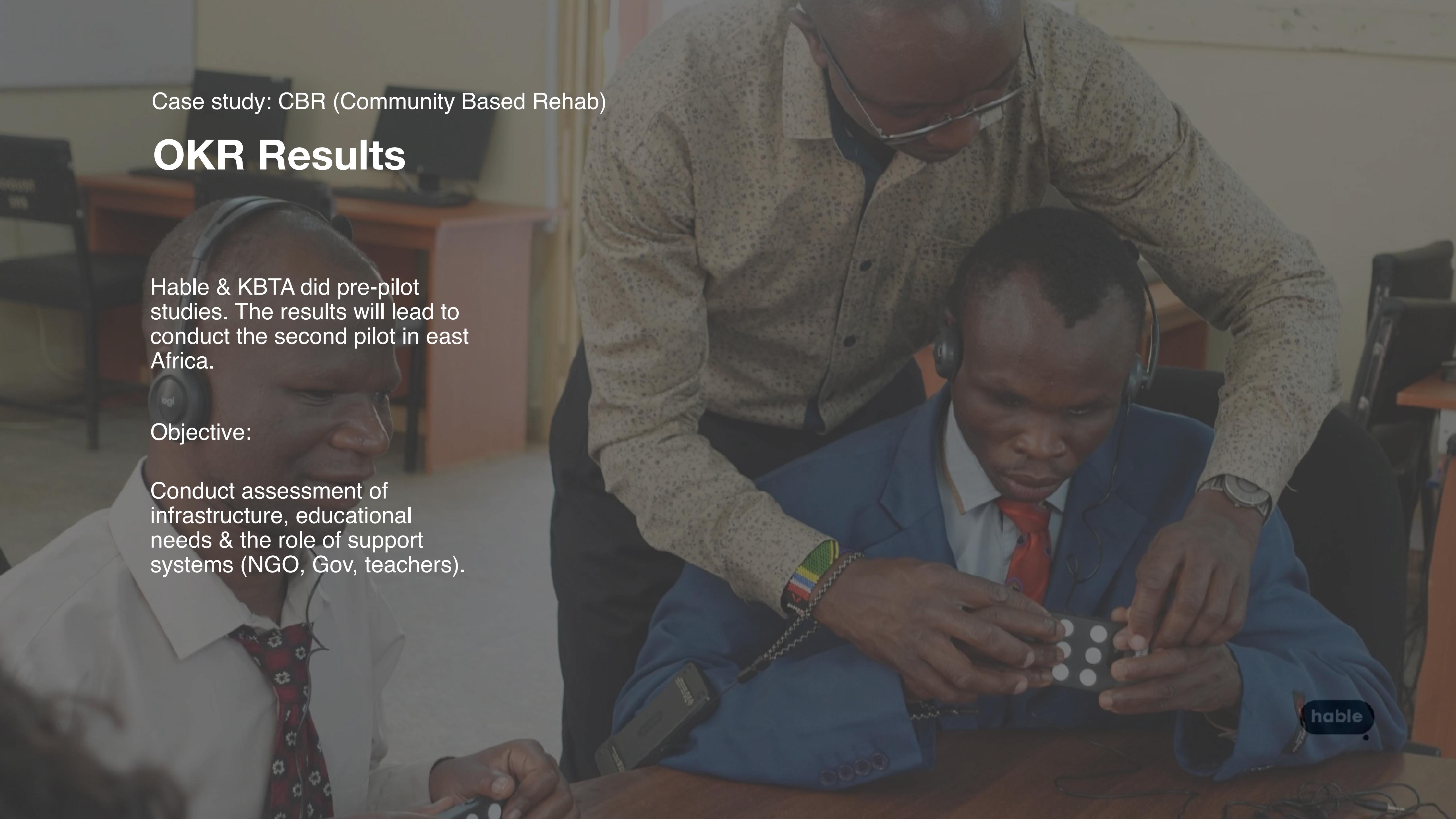


Paul Polman,  
KBTA Founder & Chair.  
The project is supported by  
Paul.



KBTA Africa supports learners  
with visual impairment to  
acquire digital & literacy skills.

hable



Case study: CBR (Community Based Rehab)

## OKR Results

Hable & KBTA did pre-pilot studies. The results will lead to conduct the second pilot in east Africa.

Objective:

Conduct assessment of infrastructure, educational needs & the role of support systems (NGO, Gov, teachers).

Case study : Sponsorships

# Hable One at the University of Lagos

Incorporating Hable at Tertiary  
(corporate training  
departments) education sector.

[Watch the video](#)

Sponsored by:



Case study : Quezon City, Philippines

# Disability Affairs Office, Philippines

Hable One trainings in Philippines with Joy Belmonte , Major of Quezon City in Manila Philippines

