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

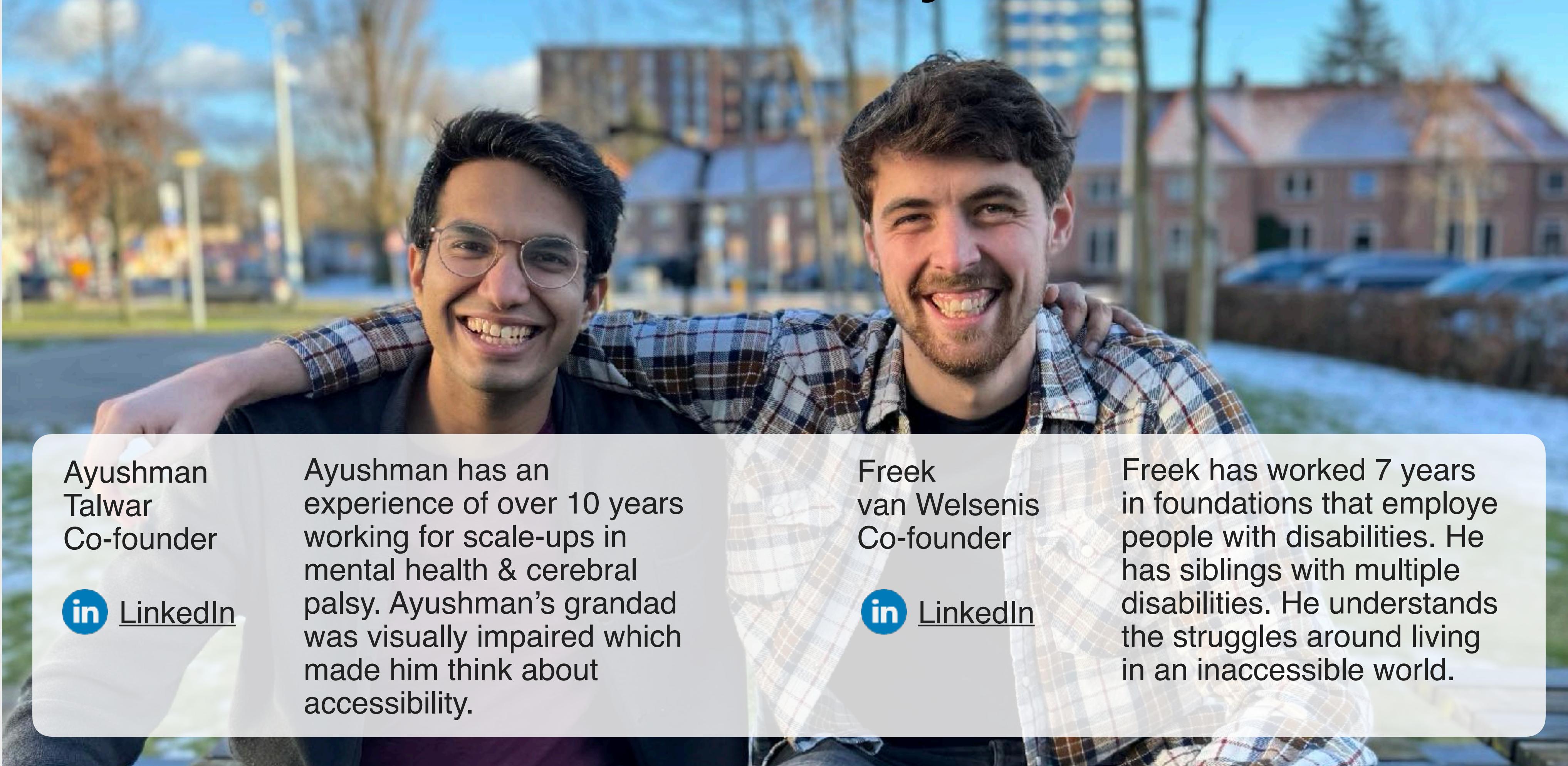
Hi! We are Hable

“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

hable

1. Story

•

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

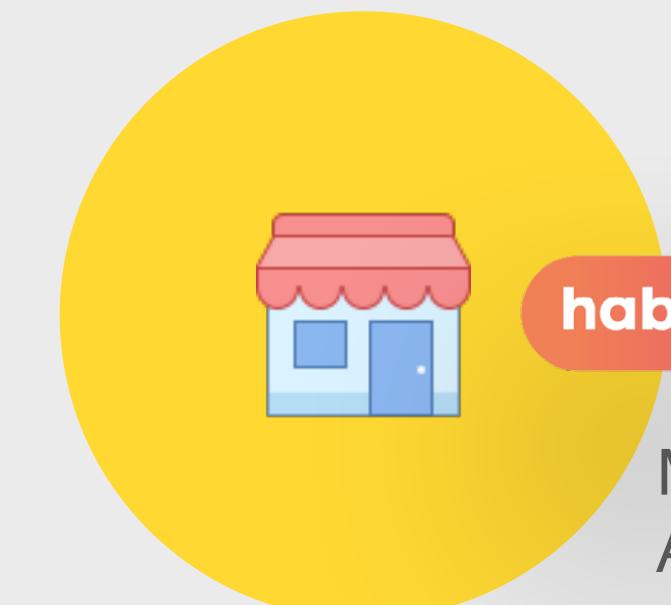
Deeper Problem

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.

2. After diagnosis with an impairment, individuals face a 10 - 15 year adjustment period, needing support to adapt to new challenges in daily life.



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.

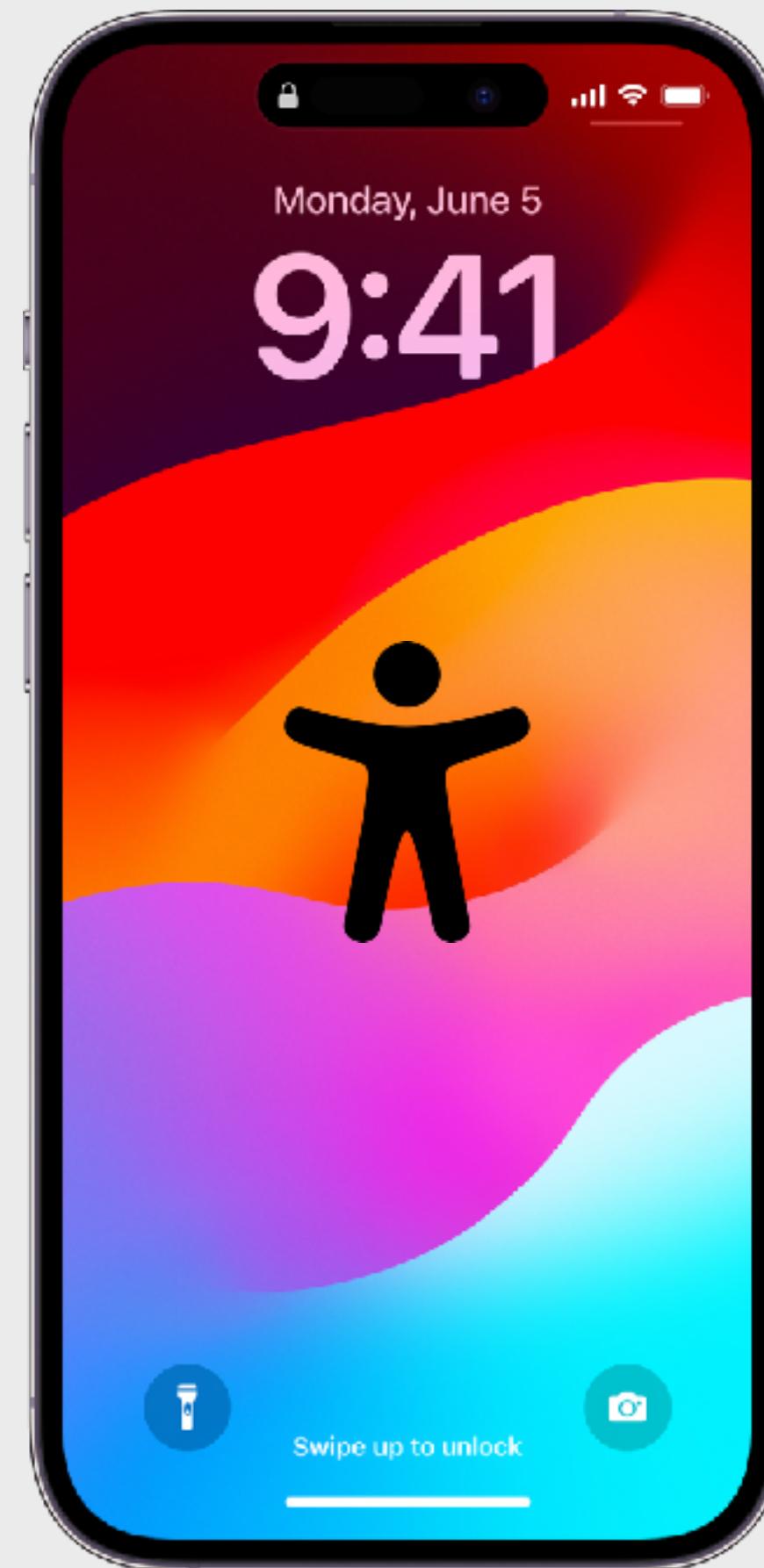
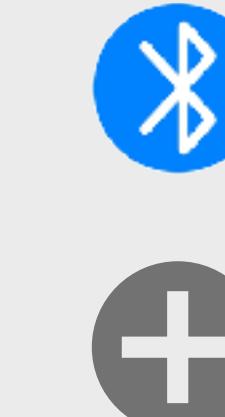


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Digital Inclusion

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.

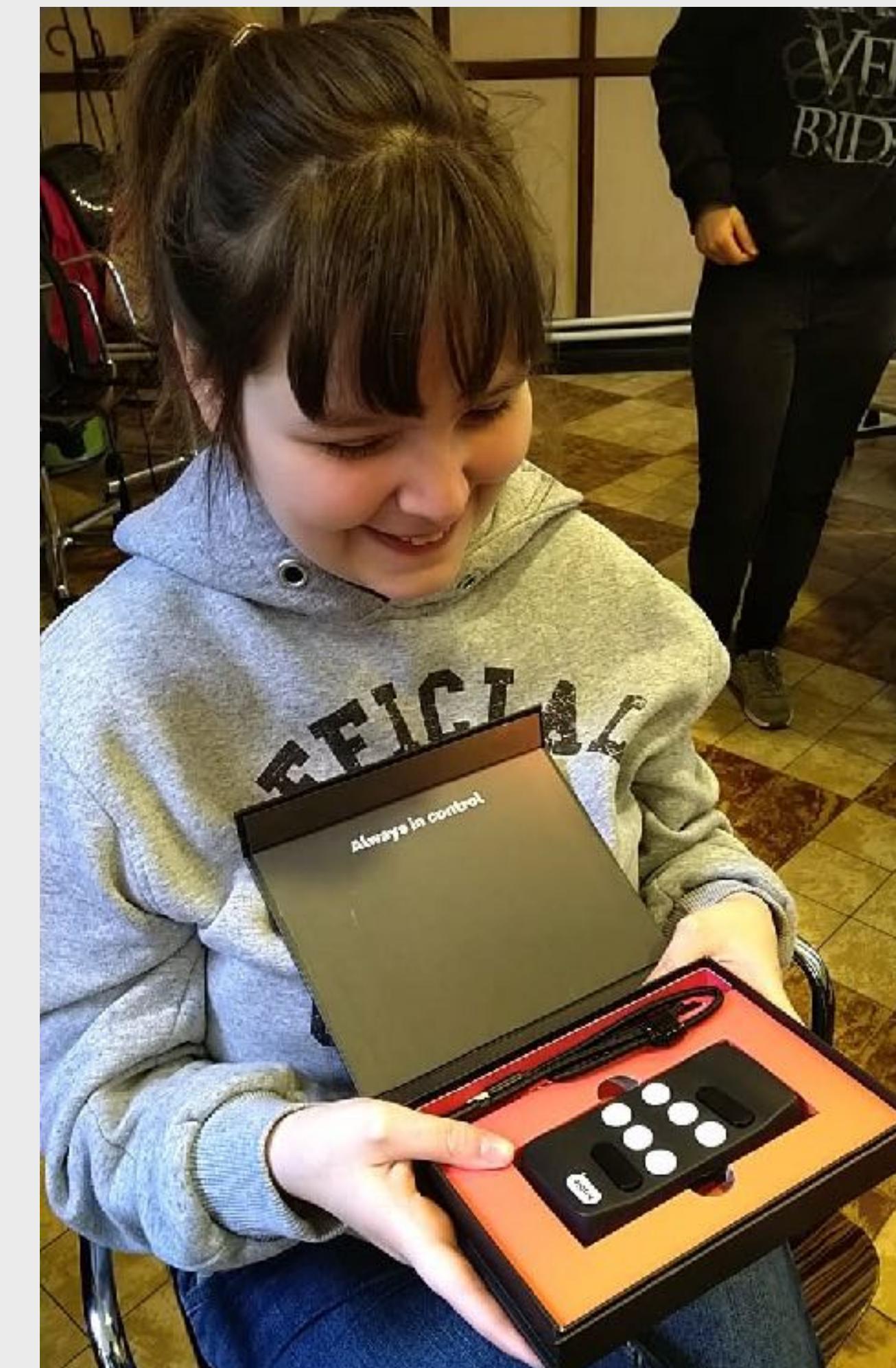
More than 10 languages

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". Inside the sidebar, there is a video thumbnail for "How to activate Siri" and some user information: "Hable One", "Public", "38 videos", "2,313 views", and "Last updated on Sep 21, 2023". Below this are three control buttons: a share icon, a more options icon, "Play all", and "Shuffle". On the right, there is a main content area titled "Sort". It displays four video thumbnails, each with a title,uploader, and view count. The first video is "How to use Undo on the Notes app | iPhone accessibility" by Hable One, 710 views, 5 months ago. The second is "How to Play & Pause Music Anywhere on your iPhone or iPad" by Hable One, 342 views, 5 months ago. The third is "How to Close your apps with app switcher" by Hable One, 341 views, 5 months ago. The fourth is "How To Search Apps with Spotlight | Accessibility on iOS, iPhone and iPad" by Hable One, 291 views, 5 months ago.

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How to activate Siri

hable

Sort

How to use Undo on the Notes app | iPhone accessibility

Hable One • 710 views • 5 months ago

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Hable One • 291 views • 5 months ago

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We are more than a keyboard company

What makes Hable unique



1. Distribution channels & global reach

We focus on partnering with NGO's, care organisations to reach the end user.



2. Global outlook on HealthCare

Hable is positioned as a company for people with permanent disabilities.



3. R&D focus

Innovate in e-learning methods and technologies through deep personalisation & customisation.



4. Communication & Content

Connecting trainers to clients, improving user experience and focus on content delivery.

Competition in Assistive Technology Space

US vs Them

	Hable	Apple Accessibility	HumanWare
Affordable solution	✓	✓	✗
Investing in rehab market	✓	✗	✗
Innovative content strategy	✓	✓	✗
Linked to care organisation programs	✓	✗	✗
Investment in hardware technology	✗	✓	✓



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.



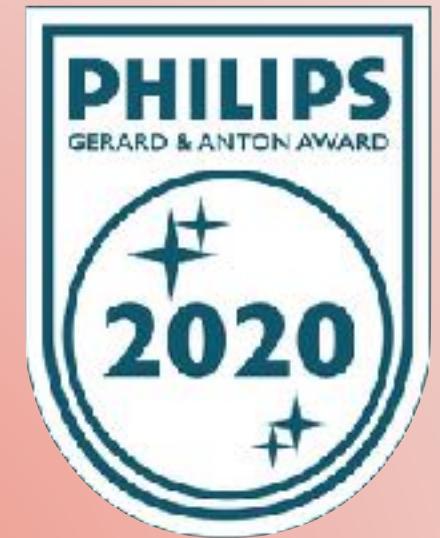
Awards & Mentions



NOS



Braille Pluim Award



Philips Innovations
Award



Stevie Wonder uses
Hable One



4TU Awards



RNIB See Differently
Awards

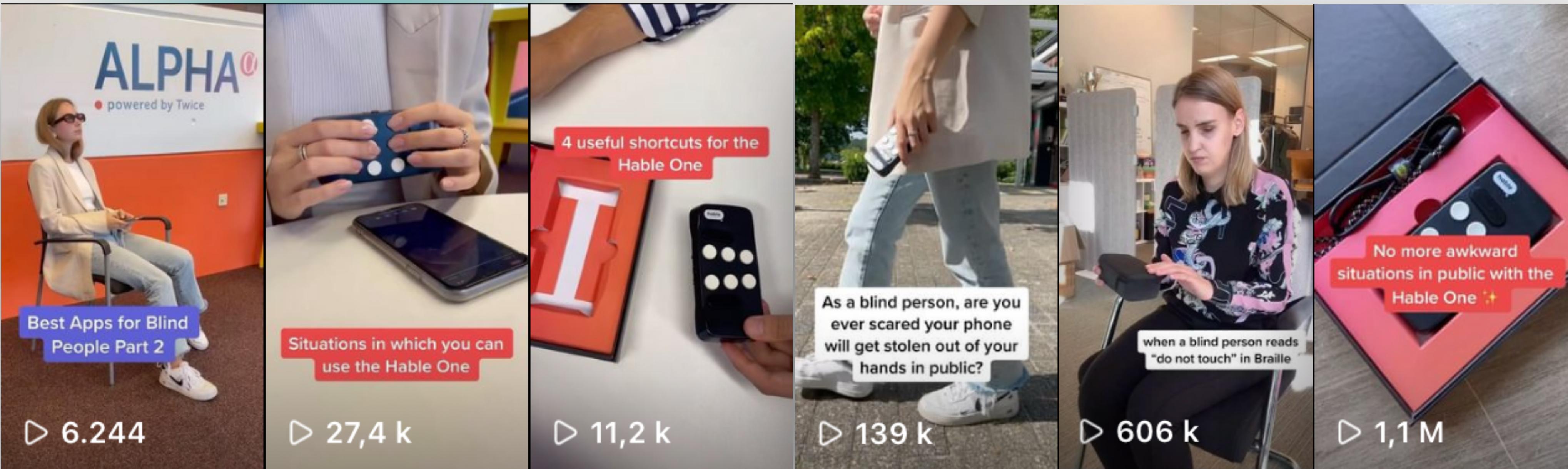


Inclusive Education
Nominee



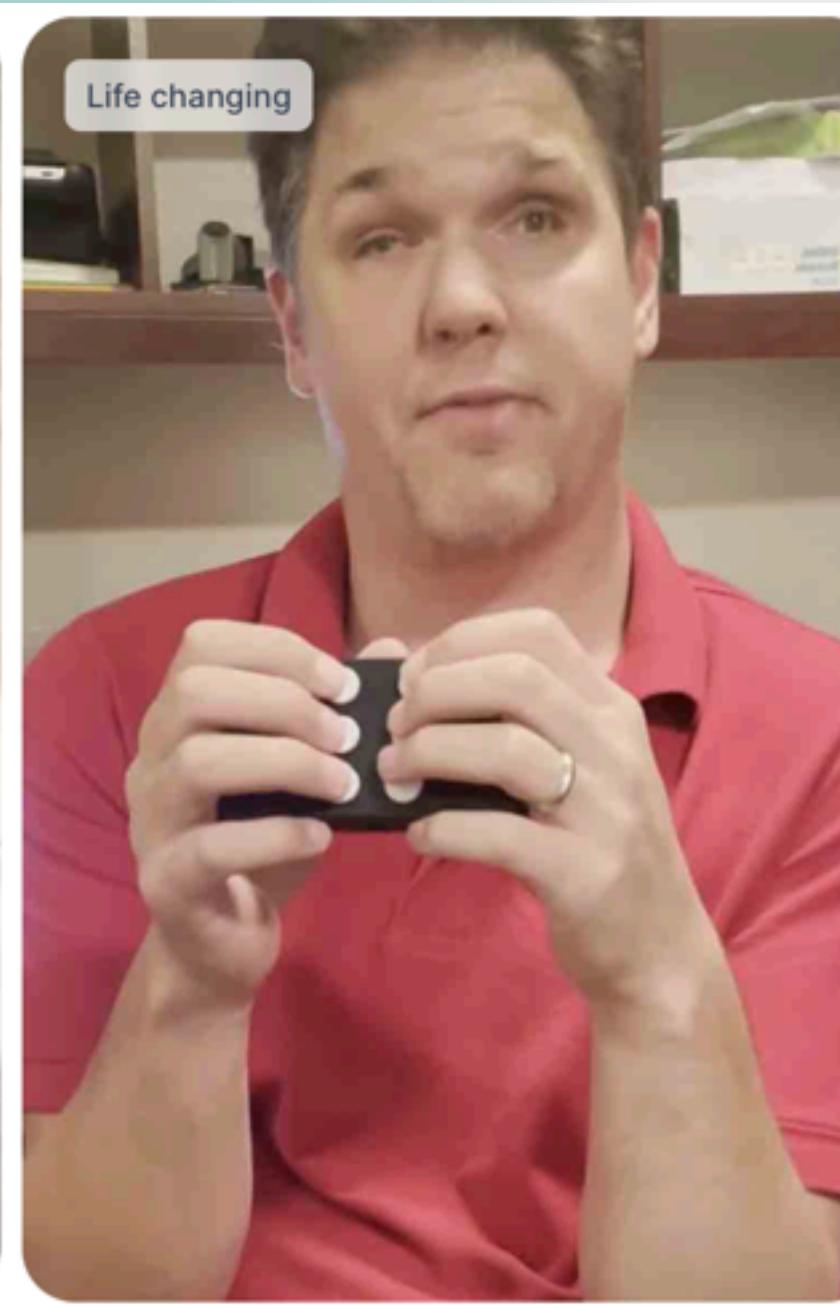
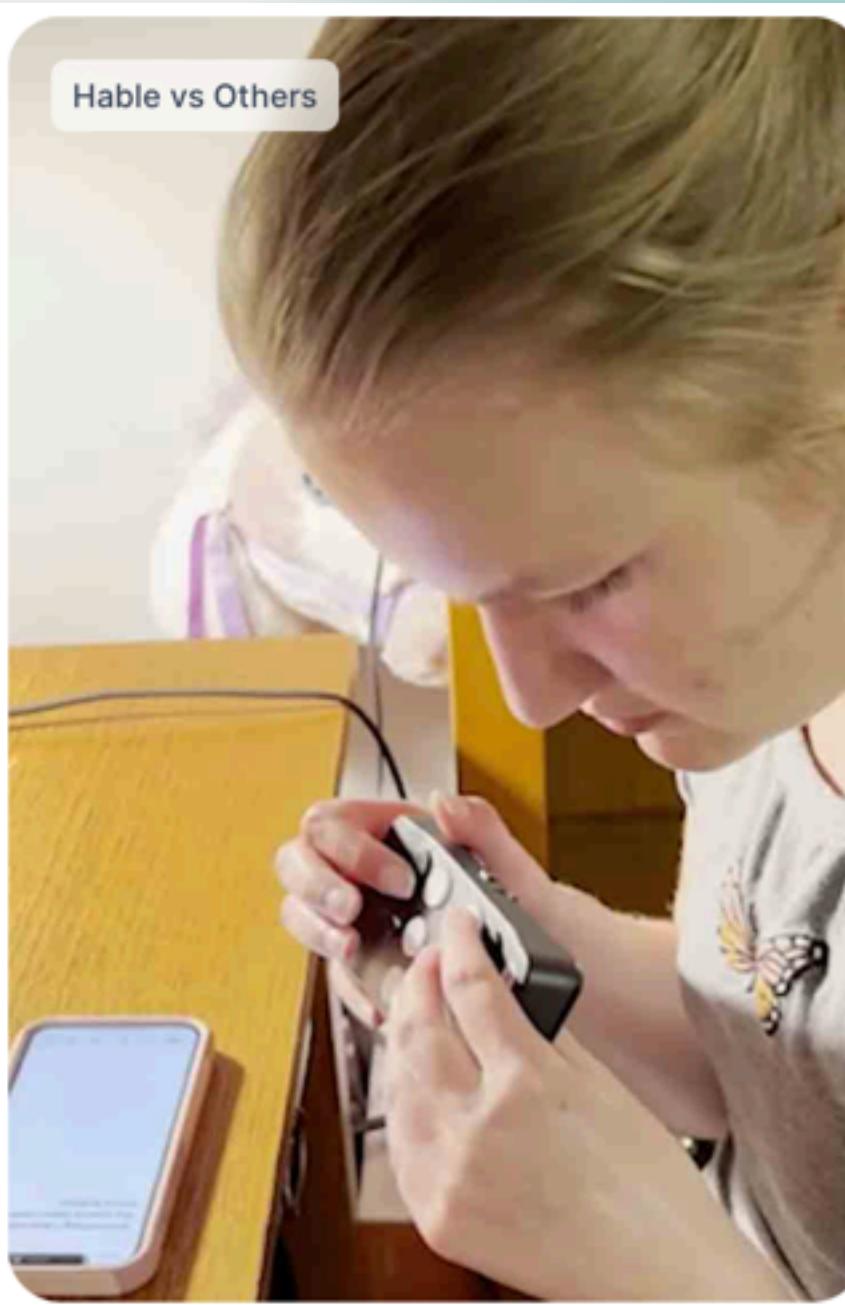
Reaching over 1M+ views on socials

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

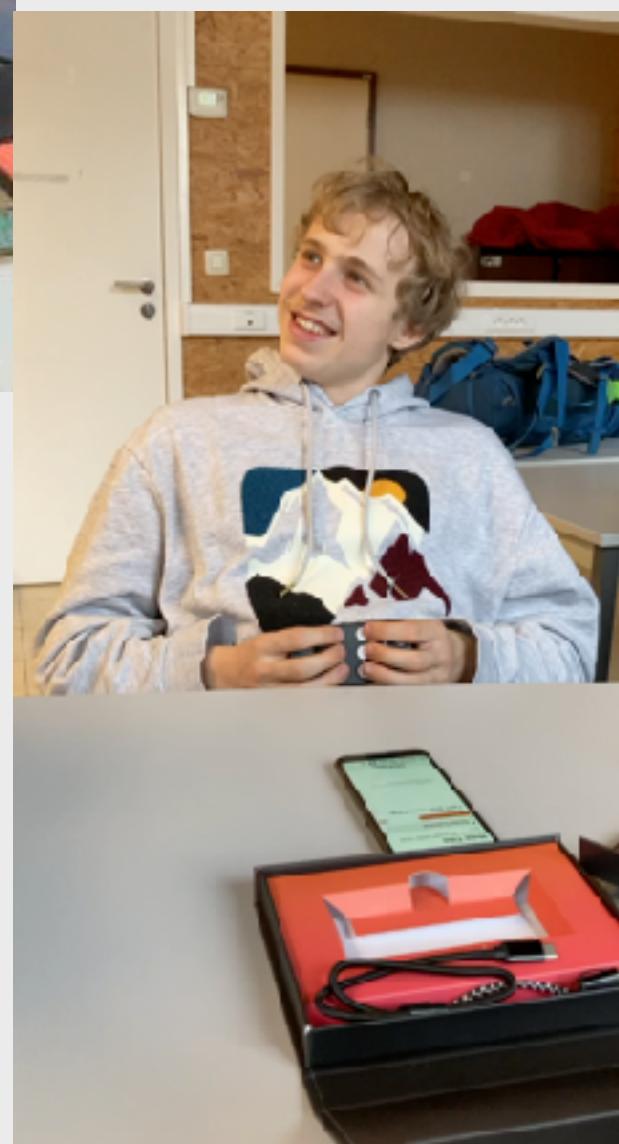
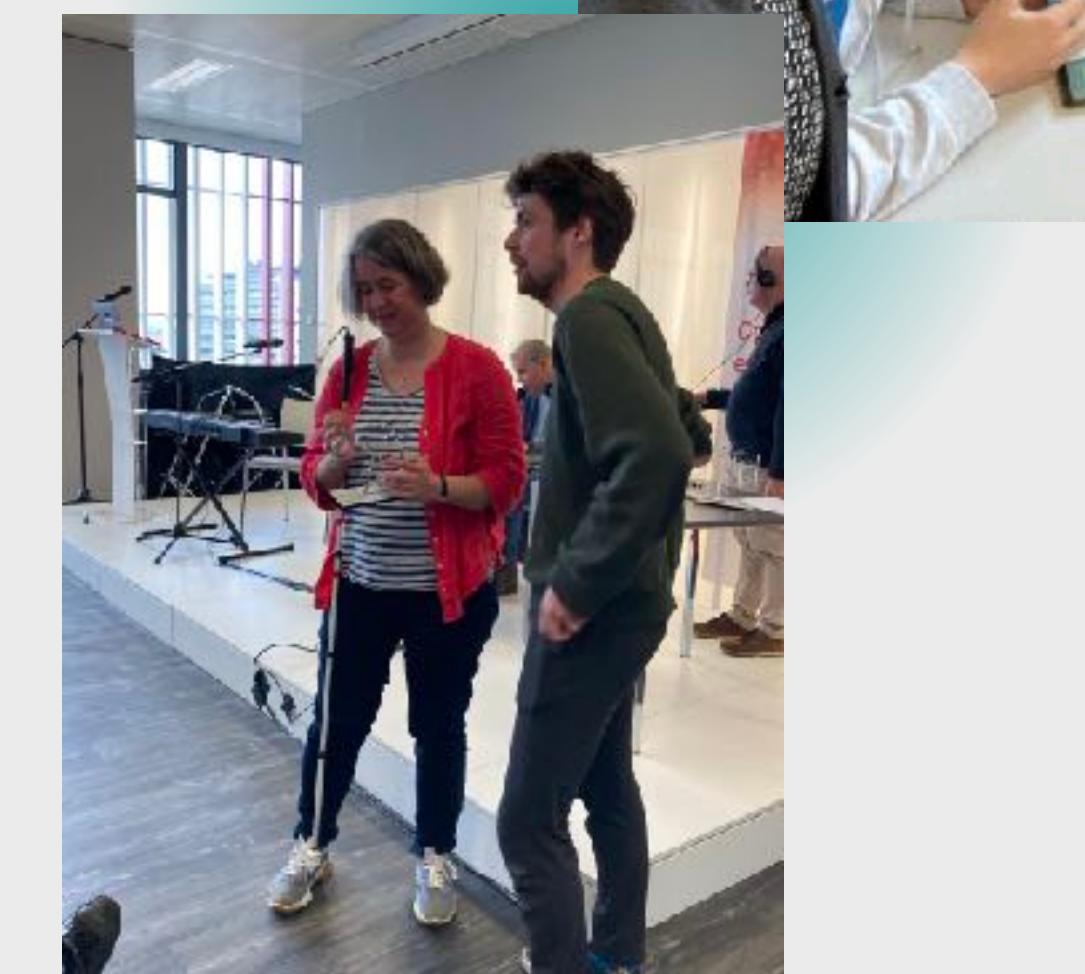
I absolutely love my Hable One. It has helped me with my grade one braille entry skills. But more importantly made it easier to navigate and use my phone. ... [More](#)

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

hable

The brand that closes the gap

It's about our community



Raising awareness about blindness & braille

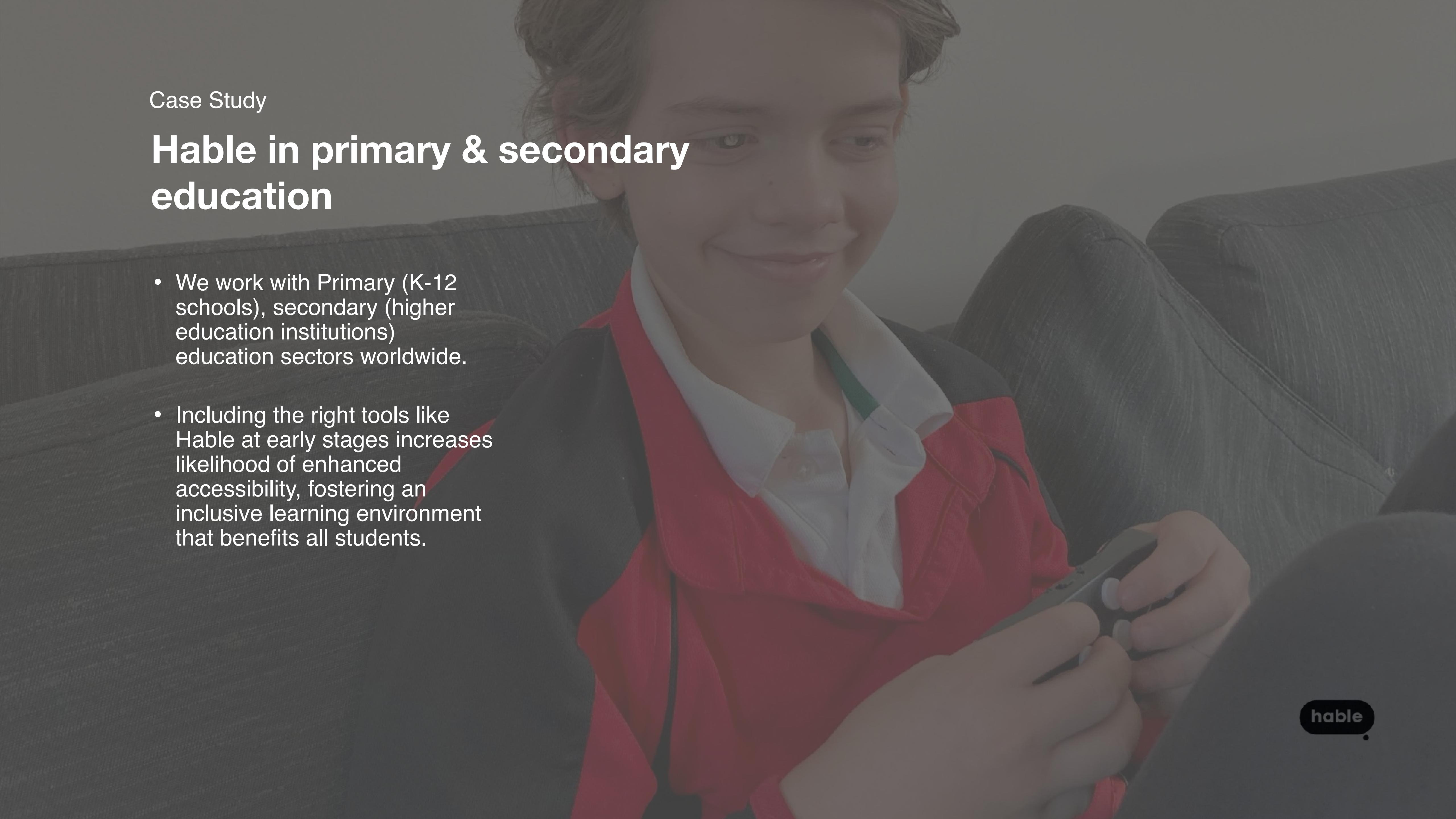
Tony's Chocolonely Campaign

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

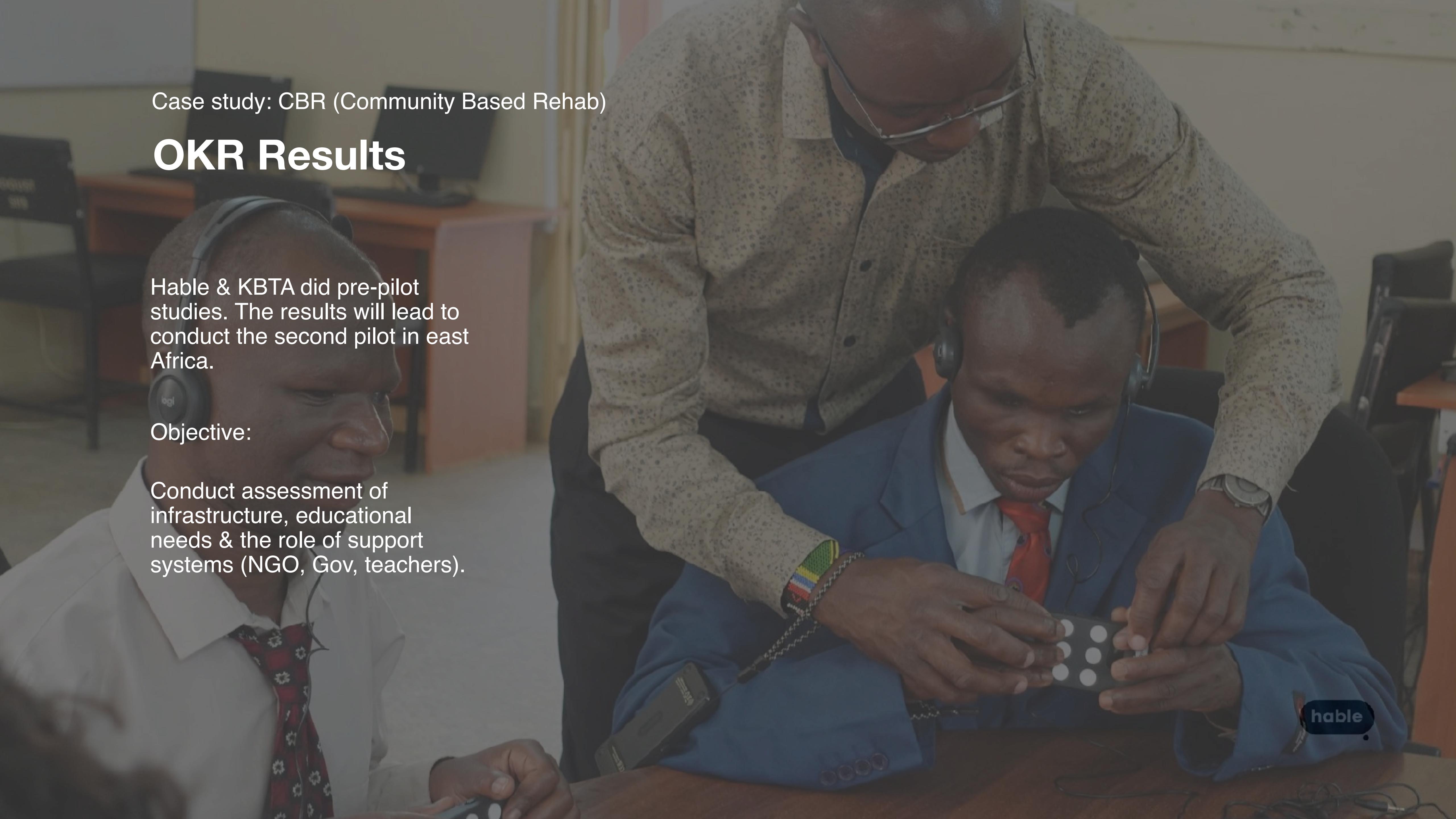


Paul Polman,
KBTA Founder & Chair.
The project is supported by
Paul.



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

