





Over 15% of the population has a disability,
that's over 1 billion people

Companies miss out on revenue because of lack of
accessibility features on their website



Americans with Disabilities Act & Section 508 **mandate** accessibility requirements

In the United States and internationally, companies spend millions to make their websites accessible



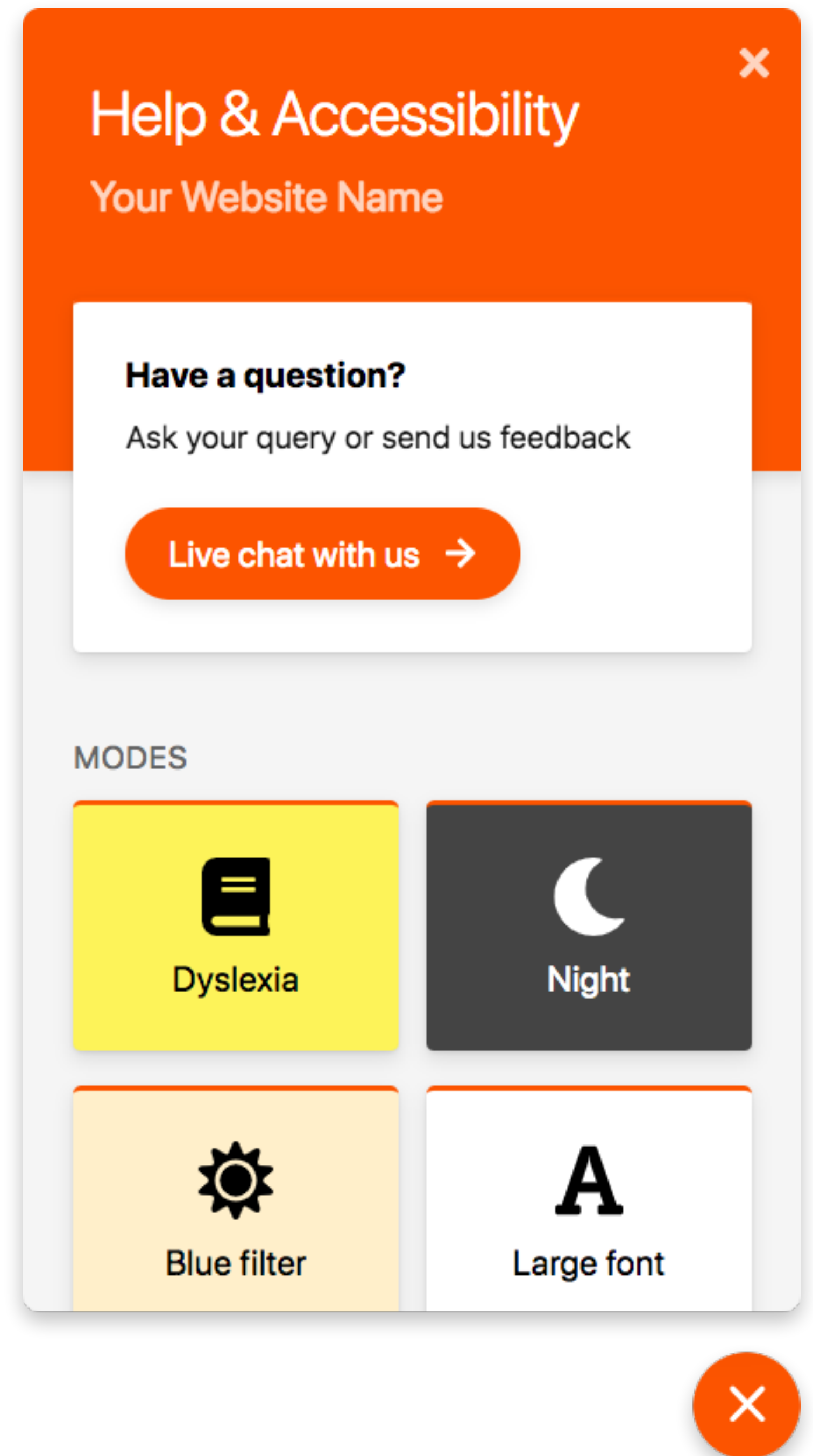
The floodgates for those who don't implement accessibility have opened

Recently, several companies have been **sued**, like Domino's, Target, Bed Bath & Beyond, and Safeway.

1

Our plugin automatically adds over 20 accessibility features to your website.

People with disabilities can use your website much more easily.



2

Our AI-powered platform scans your website for accessibility issues.

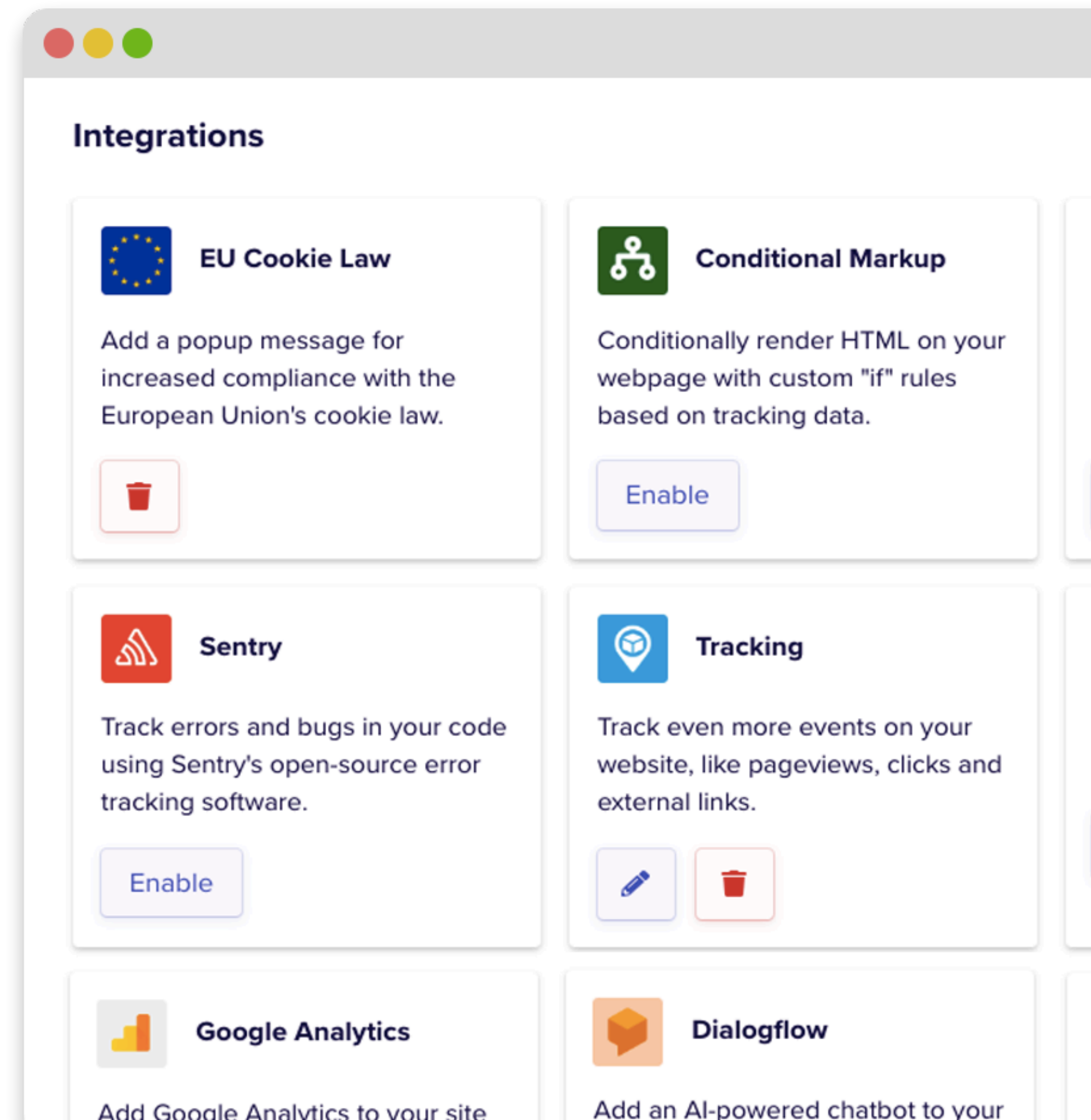
We inform you of things that might get you in trouble and show you plugin usage analytics.



3

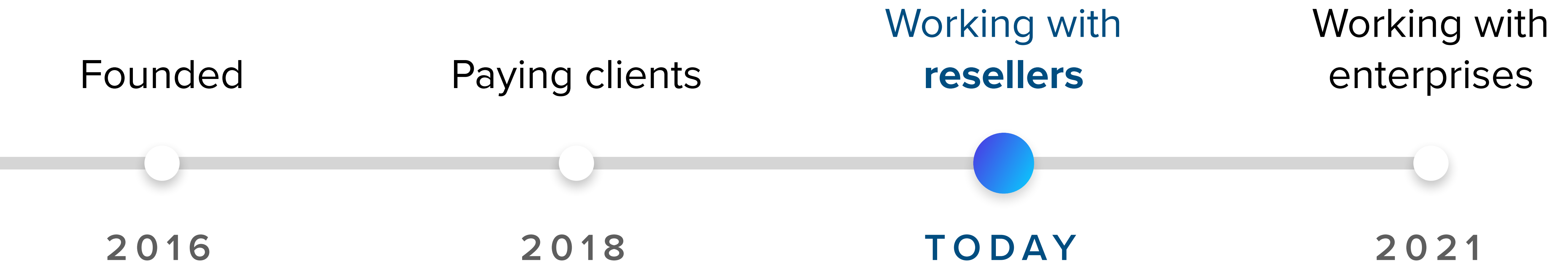
We integrate with your customer support toolkit for an end-to-end solution.

Add a chatbot, live chat, third-party accessibility modes, status info, and more with our App Store.

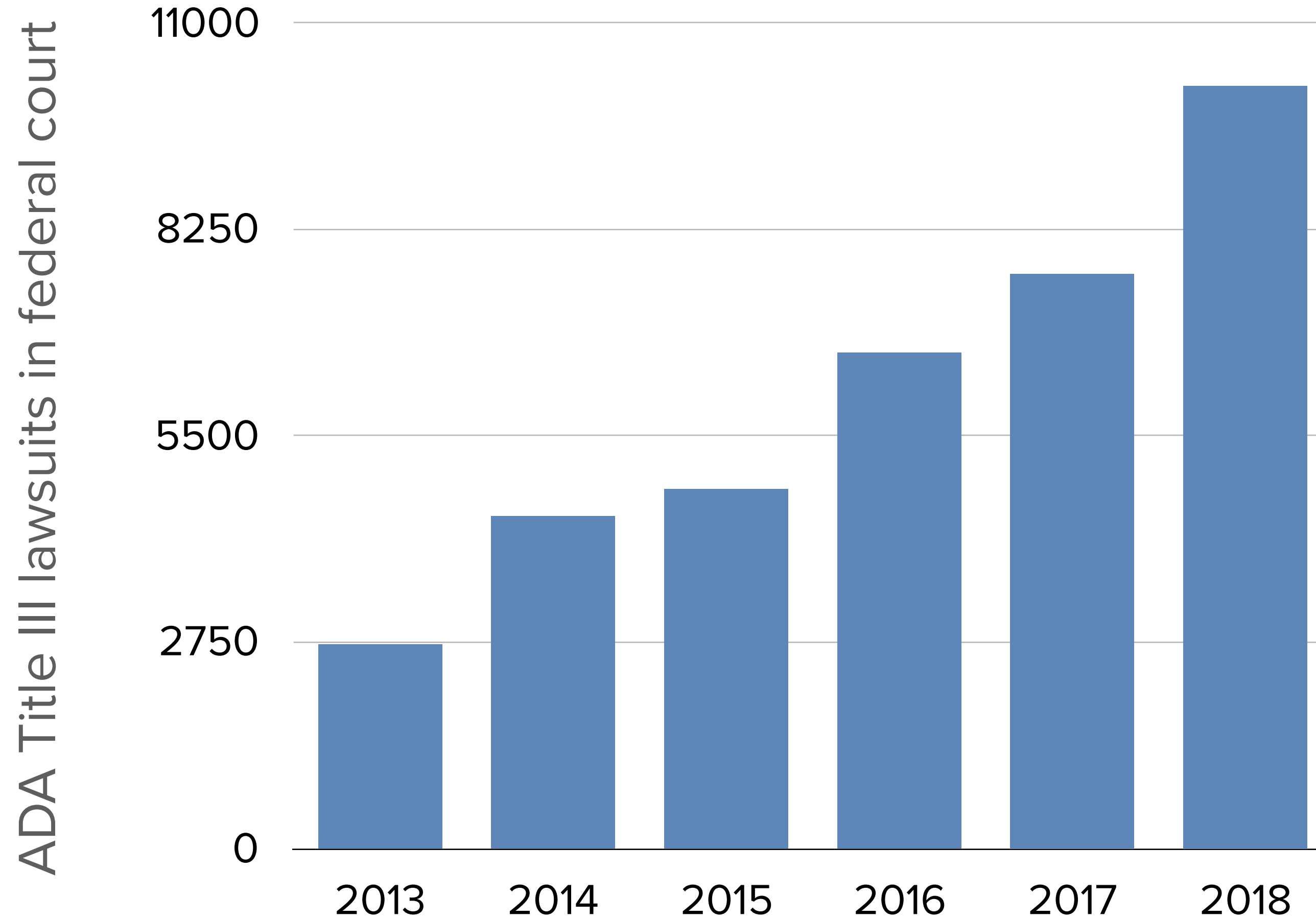


We've built the world's most comprehensive product in web accessibility — ready to sell

3+ years of research & development



Why now?

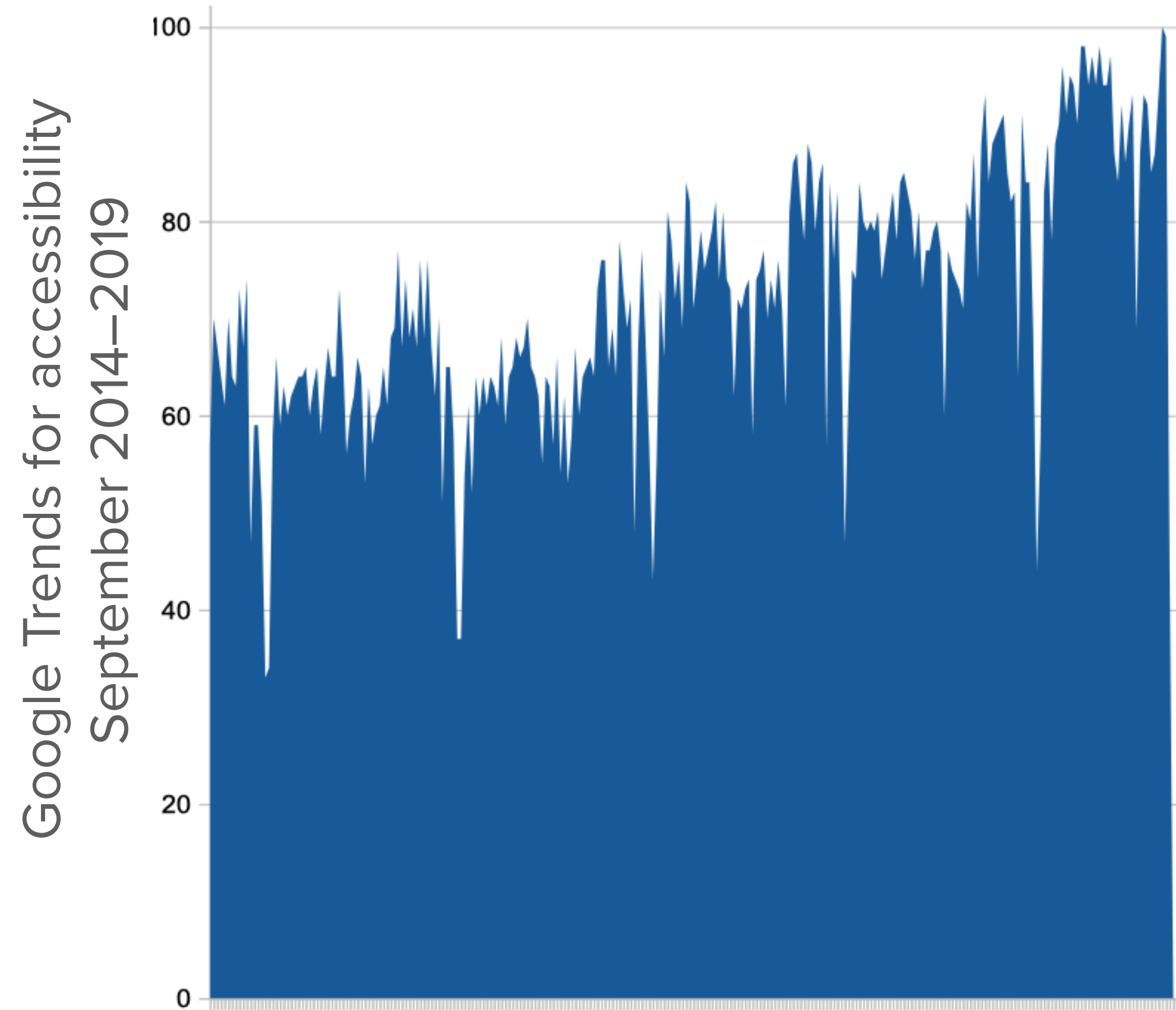


Every year, more companies are being sued for compliance with the Americans with Disabilities Act.

In 2018, the number of cases in federal court increased by 33%.

It is estimated that 2019 will have 13,000+ cases.

Why now?



More companies are searching for and investing in web accessibility, for

- (i) legal compliance,
- (ii) more customers, and
- (iii) good press.



Affiliate commission

10%

TO

20%

HOW DOES IT WORK?

For every paying client you onboard, you get to keep 10%–20% upfront, no questions asked, on every renewal.

WHY THE RANGE?

We work with resellers and agencies of all sizes, and your particular contract will determine the exact affiliate commission, but 10%–20% is the range.

Pricing

\$1.5k/y

TO

\$20k+/y

We work with individual clients on determining the pricing that works for them. In general, our minimum billing for an annual contract is \$1,500. On the minimum, the affiliate commission will be between \$150 and \$300 per year.

We use metrics such as pageviews, active users, company size, etc., but we can also let our affiliates decide the pricing for their clients.



GET IN TOUCH

Email us at investor@oswaldlabs.com
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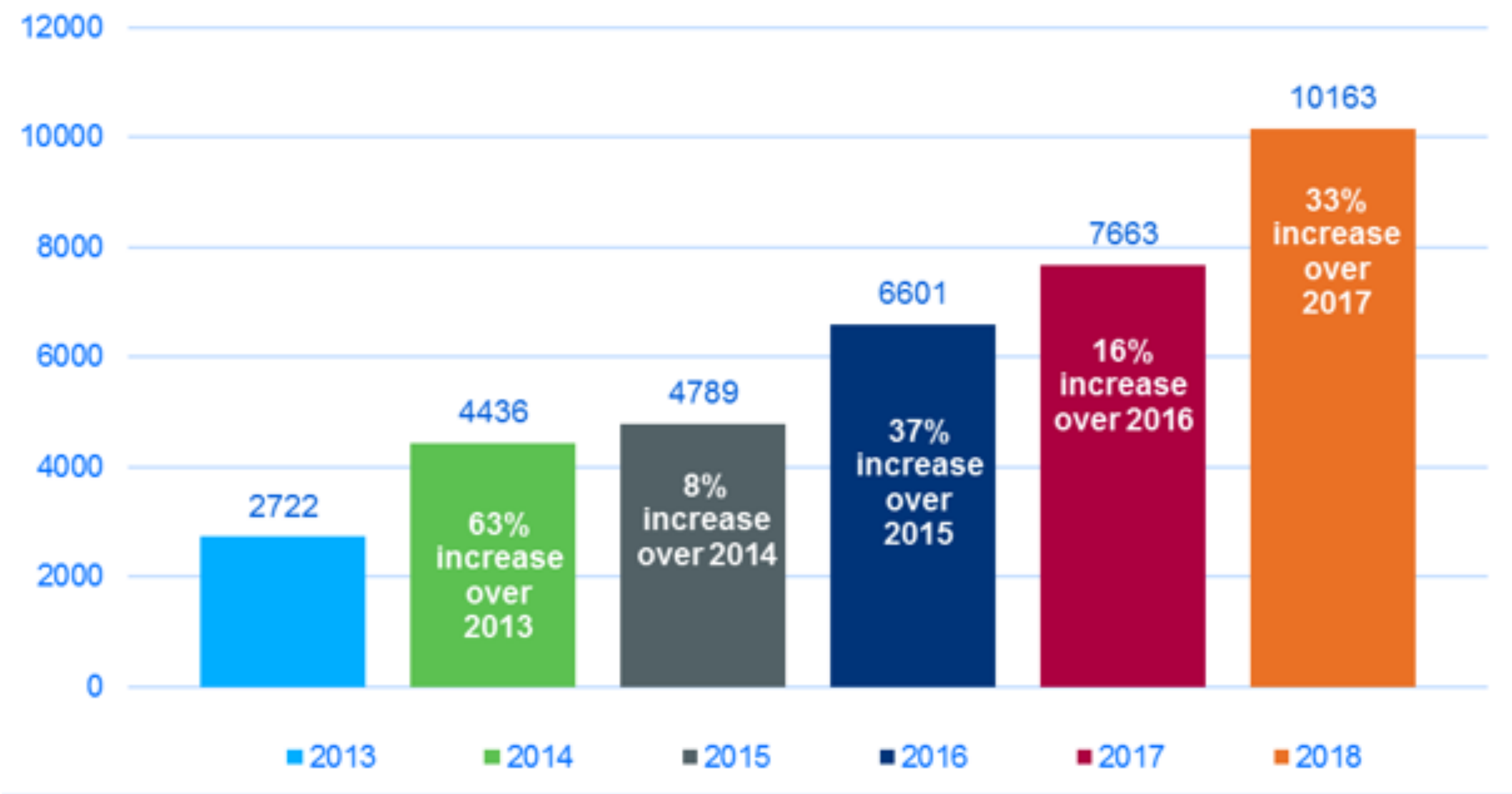
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MORE INFORMATION

ADA Title III Lawsuits in Federal Court: 2013 - 2018



The number of companies sued for accessibility is increasing every year.



These companies have been sued for accessibility compliance recently.

Research-backed dyslexia-friendly mode

Published by IEEE in 2019

WHAT'S THE RESULT?

Using our exclusive dyslexia-friendly mode, students with dyslexia can read **over 20% faster** as compared to regular text. Presented at the 2019 International Conference on Computer Communication and Informatics.

WHO CONDUCTED IT?

Oswald Labs worked with the Department of Computer Engineering, Mukesh Patel School of Technology, Management and Engineering, India, using our app Augmenta11y developed for this purpose.

Forbes

HUFFPOST

fd.
het financieele dagblad

BW DiS^{RUPT}

hindustantimes

**YOUR
STORY** | INSPIRE
INNOVATE
IGNITE

 **The Indian
EXPRESS**
JOURNALISM OF COURAGE


THE TIMES OF INDIA

TNW


THE HINDU

 **Tubantia**
DE TWENTSCHE COURANT
HART VOOR DE REGIO | OOG VOOR DE WERELD

**UNIVERSITY
OF TWENTE.**

These media houses have featured Oswald Labs and its founders.

Oswald Labs Platform

admin.oswaldlabs.com/dashboard/anand/analytics/d0e8a7c-z4wrzwr629?timeFilter=24h

Oswald Labs Platform

AdminDashboardSettingsDocs

Anand

All events

Users

Active users

Apps & modes

Locations

Countries

Cities

Regions

Devices

Browsers

Operating systems

Manufacturers

Traffic

Referrers

Pages

Languages














































Time filter

Last 24 hours

Load analytics

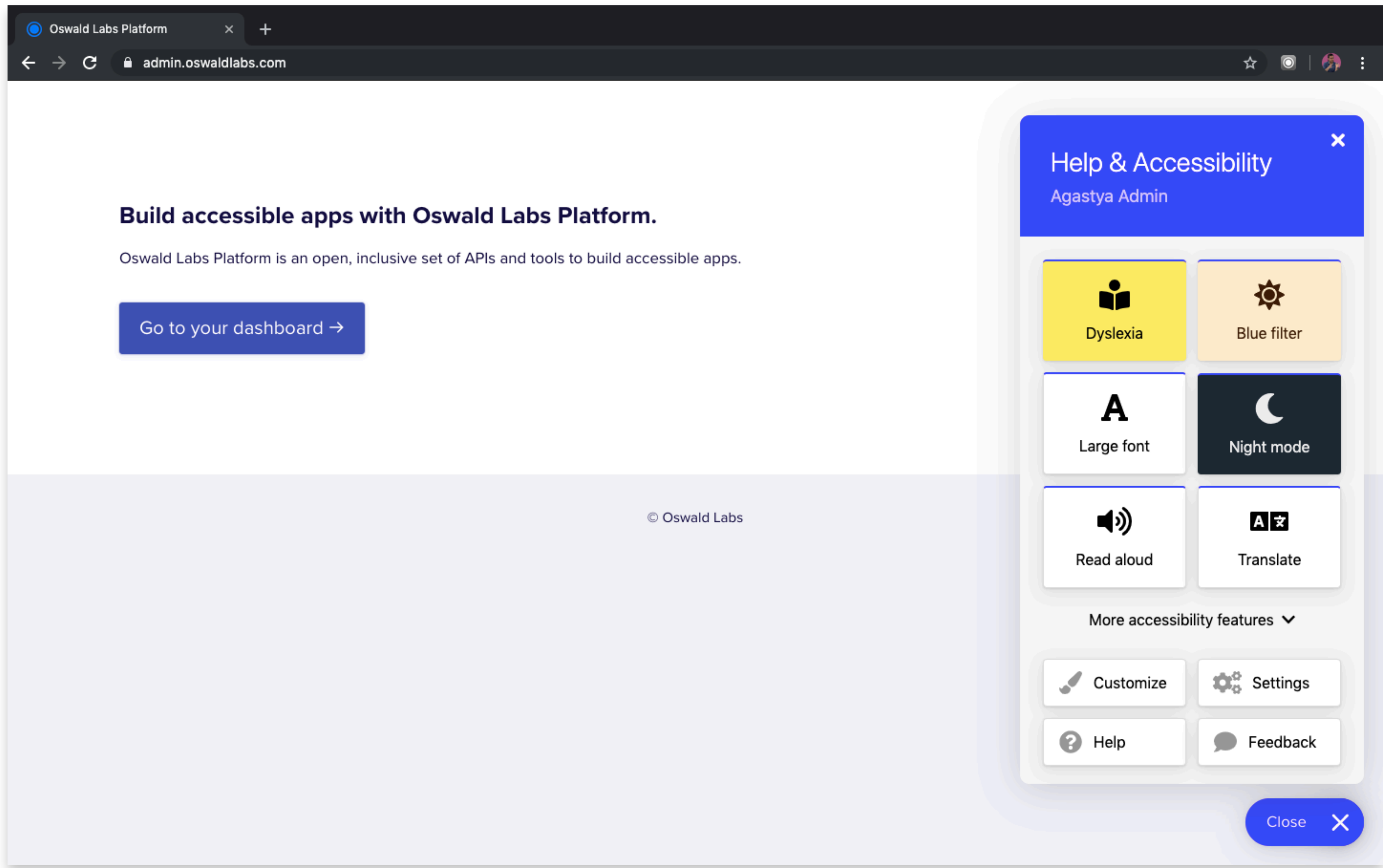
11

total events

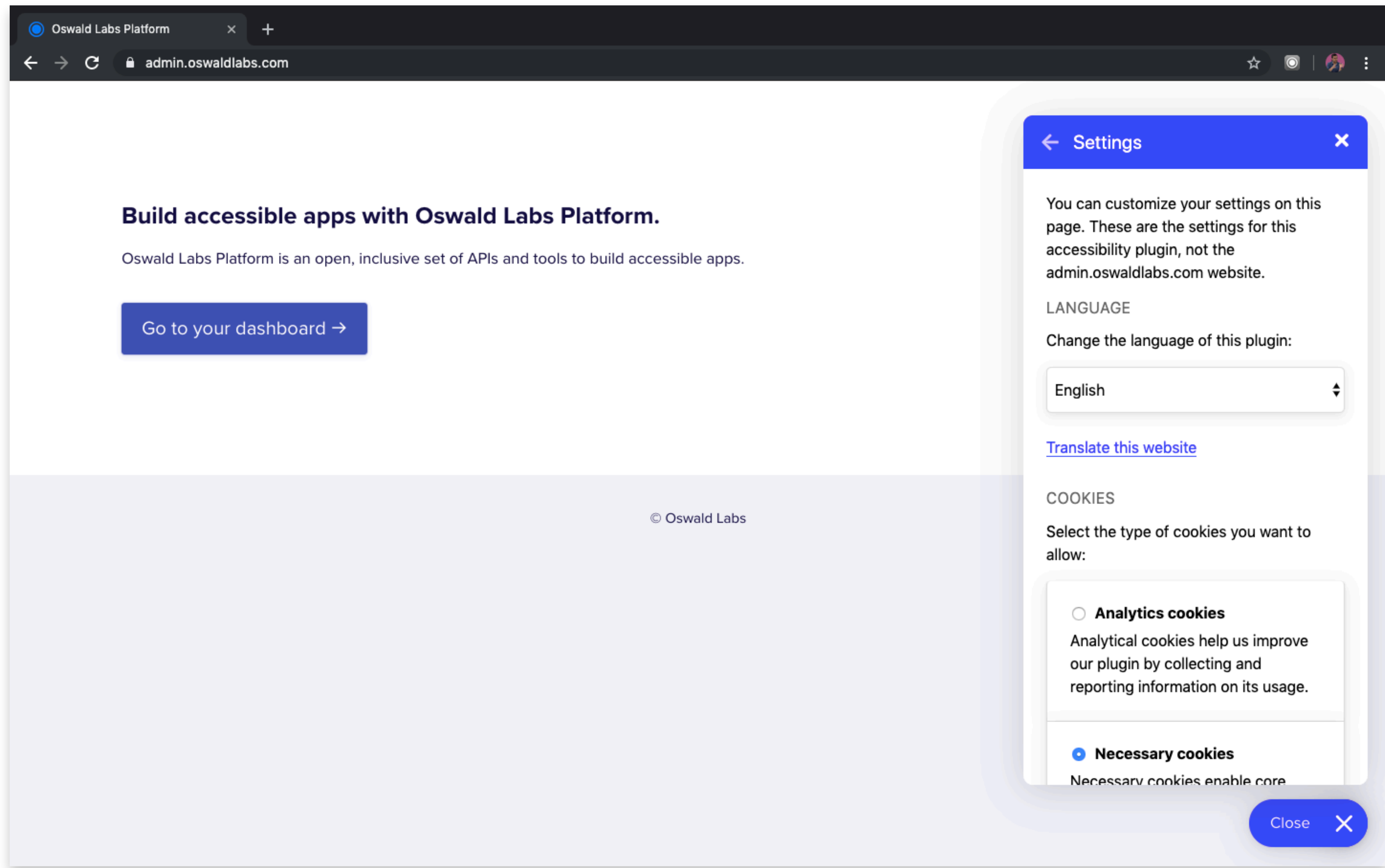
Date	User info	Action	Event		
about 9 hours ago	  	Extra tracking	Pageview		
about 9 hours ago	  	Extra tracking	Pageview		
about 9 hours ago	  	Extra tracking	Pageview		
about 11 hours ago	  	Extra tracking	Pageview		
about 12 hours ago	  	Extra tracking	Pageview		
about 14 hours ago	  	Extra tracking	Pageview		
about 14 hours ago	  	Extra tracking	Pageview		
about 14 hours ago	  	Extra tracking	Pageview		
about 14 hours ago	  	Extra tracking	Pageview		

Help & Accessibility

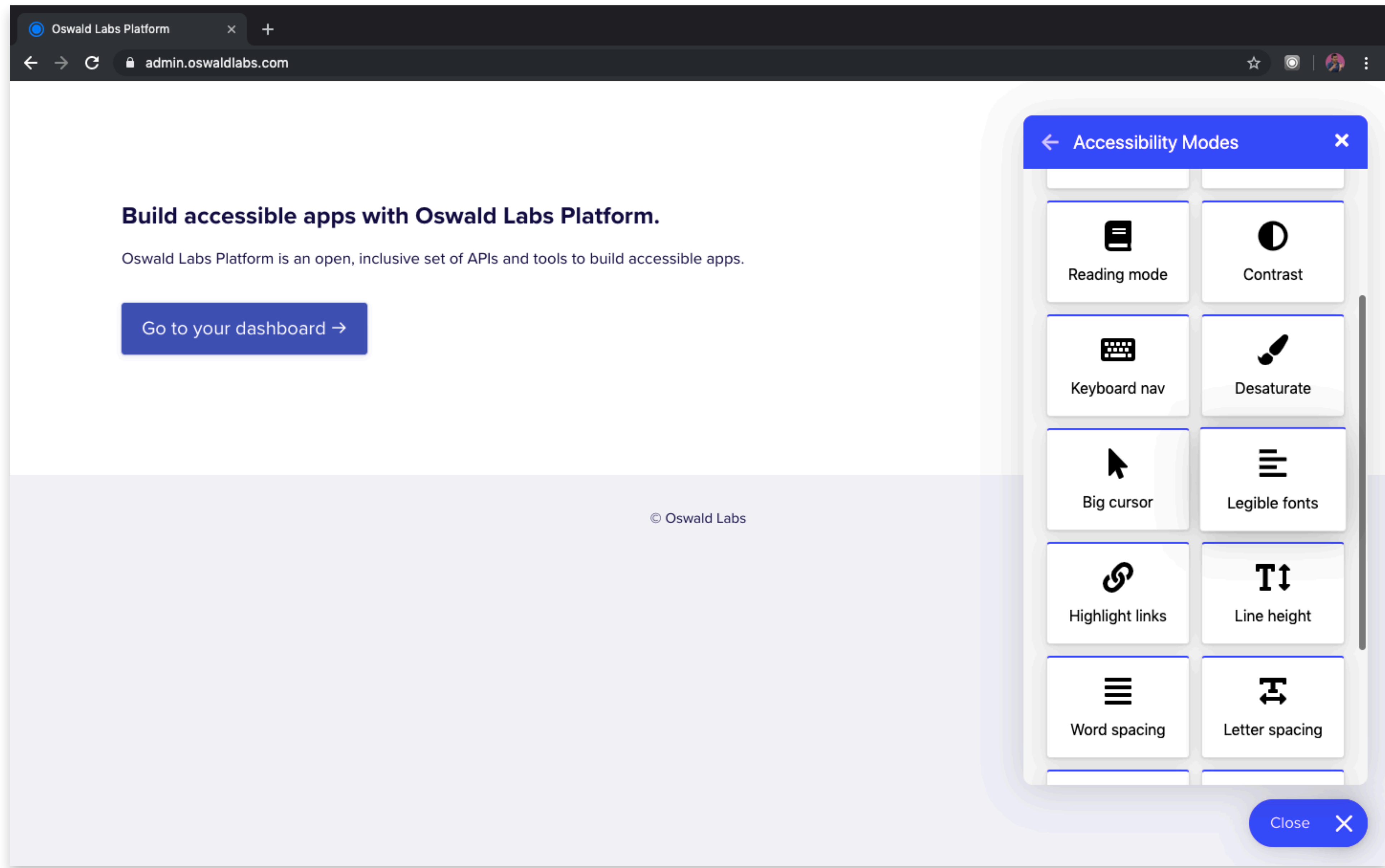
Product screenshot: Analytics view



Product screenshot: Plugin open



Product screenshot: Settings view with EU cookie compliance



Product screenshot: All accessibility modes list



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