





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



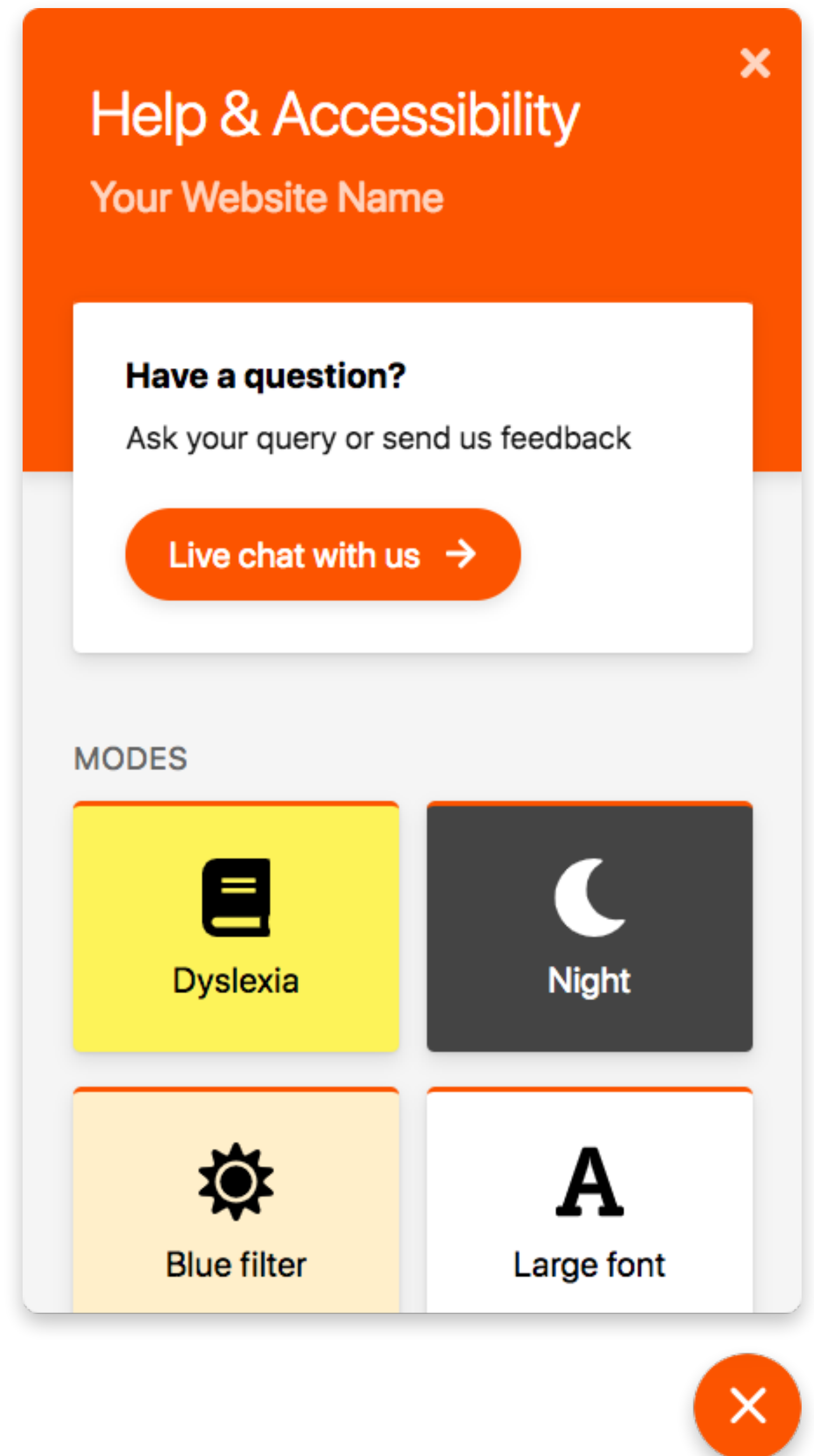
The floodgates for those who don't implement accessibility have opened

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.

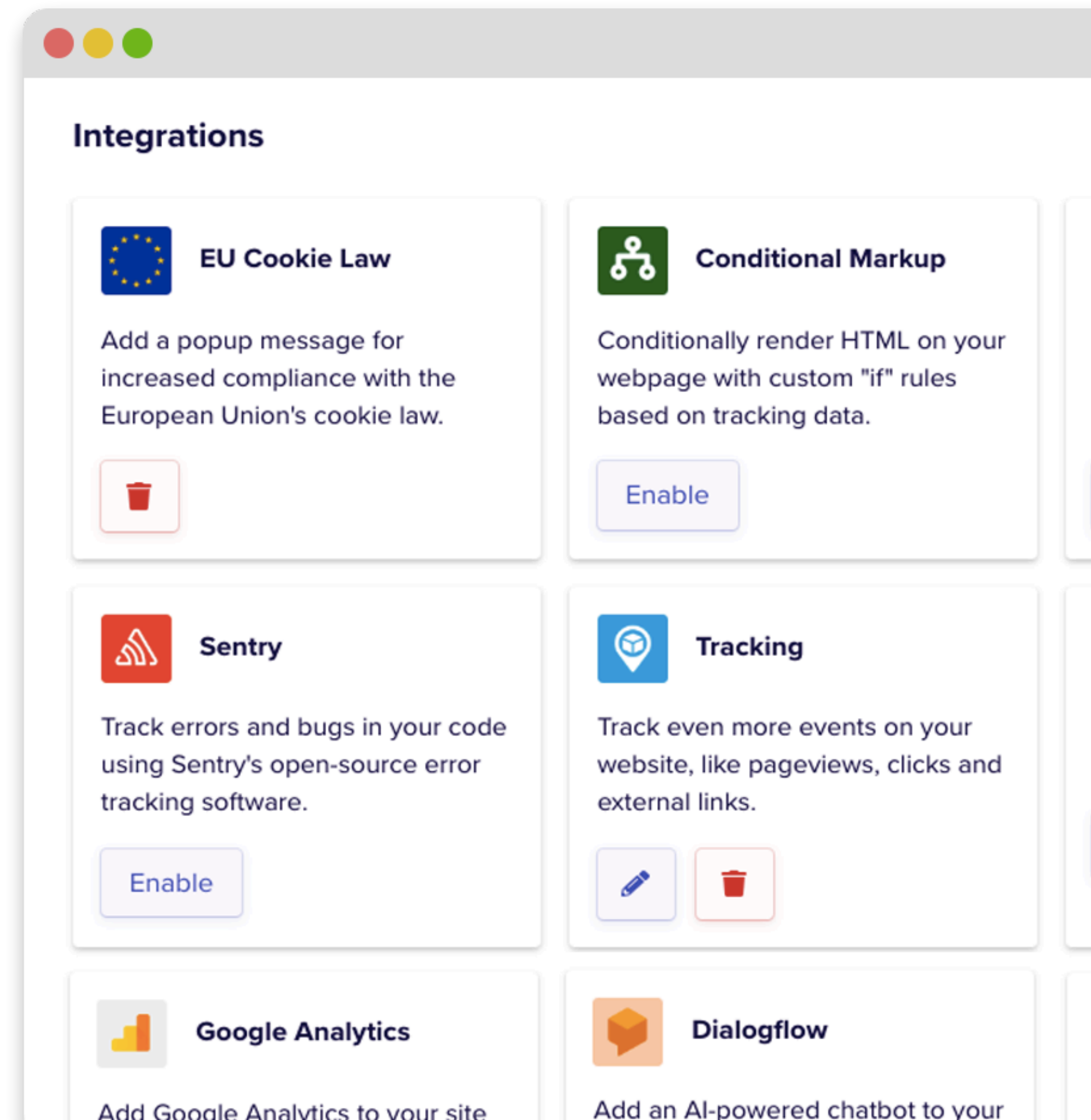
We inform you of things that might get you in trouble and show you plugin usage analytics.



3

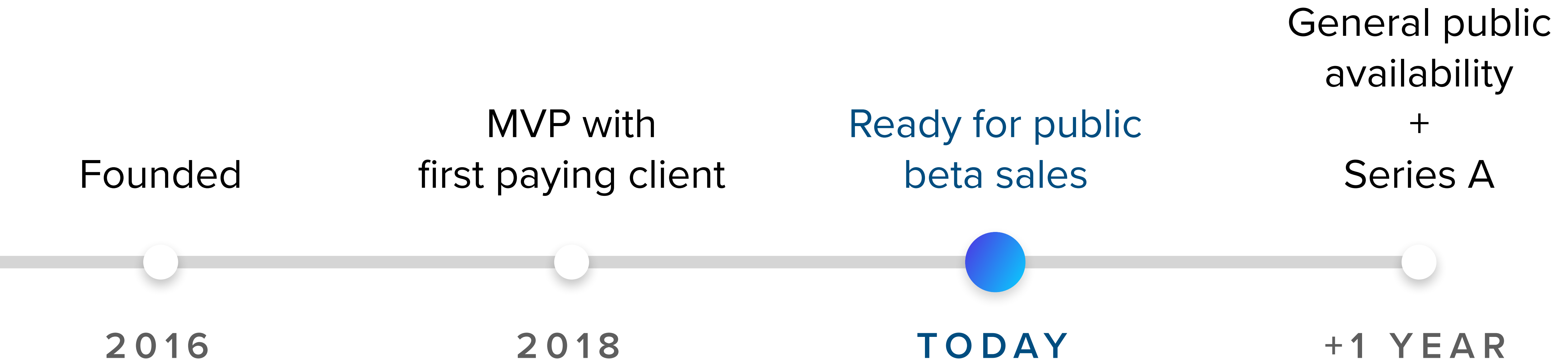
We integrate with your customer support toolkit for an end-to-end solution.

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



What Intercom did for live chat, we'll do for accessibility

Intercom is currently valued at \$1.25B with \$50M ARR

WHY INTERCOM?

Intercom is a great benchmark because they also have a web plugin and platform for in-site support.

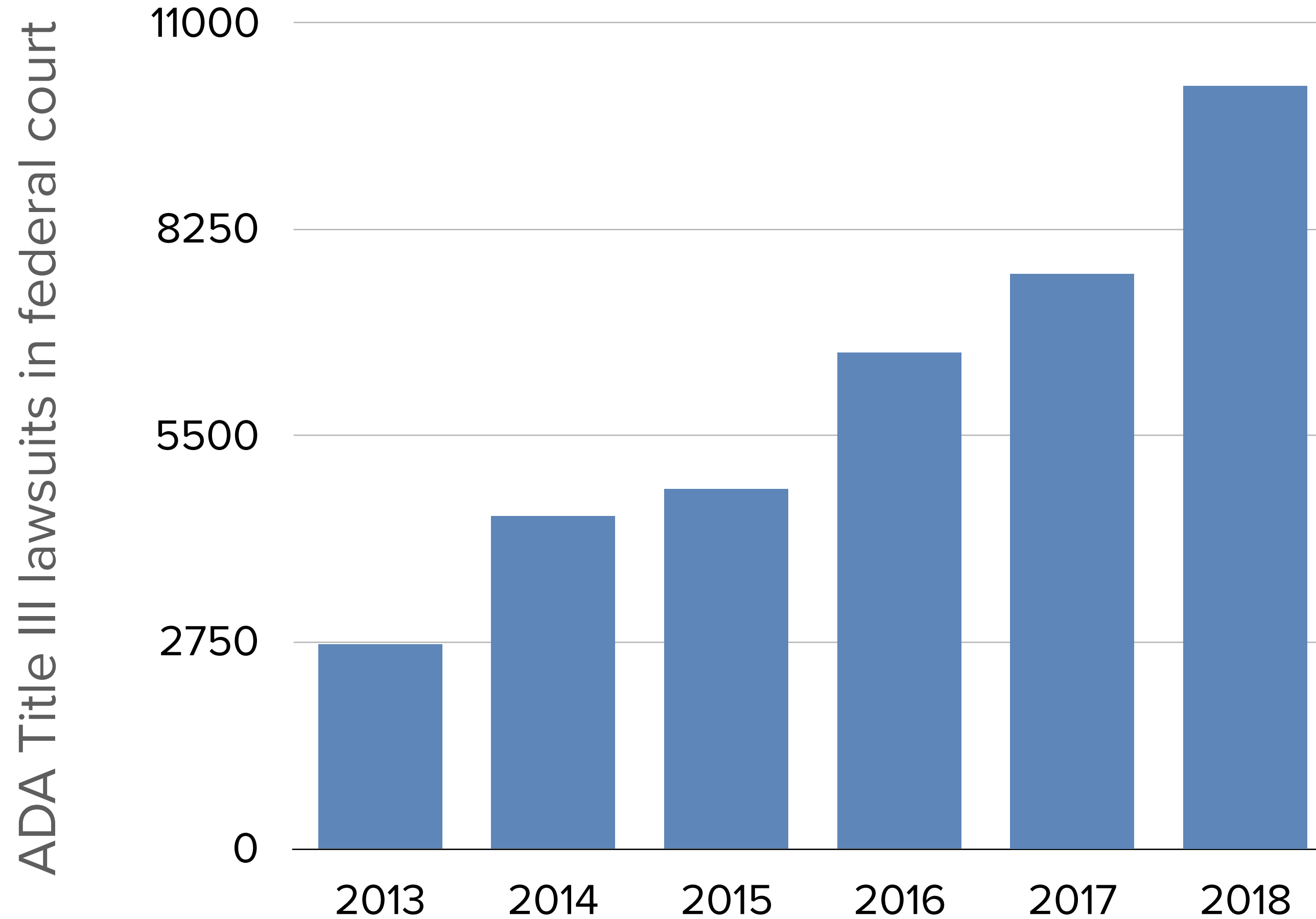
Instead of directly competing with live chat-like support platforms, we integrate with them.

WHY OSWALD LABS?

We have a research-backed web plugin which helps your customers help themselves.

Our Developer API & App Store integrates with live chat, chatbots, and third-party accessibility modes.

Why now?

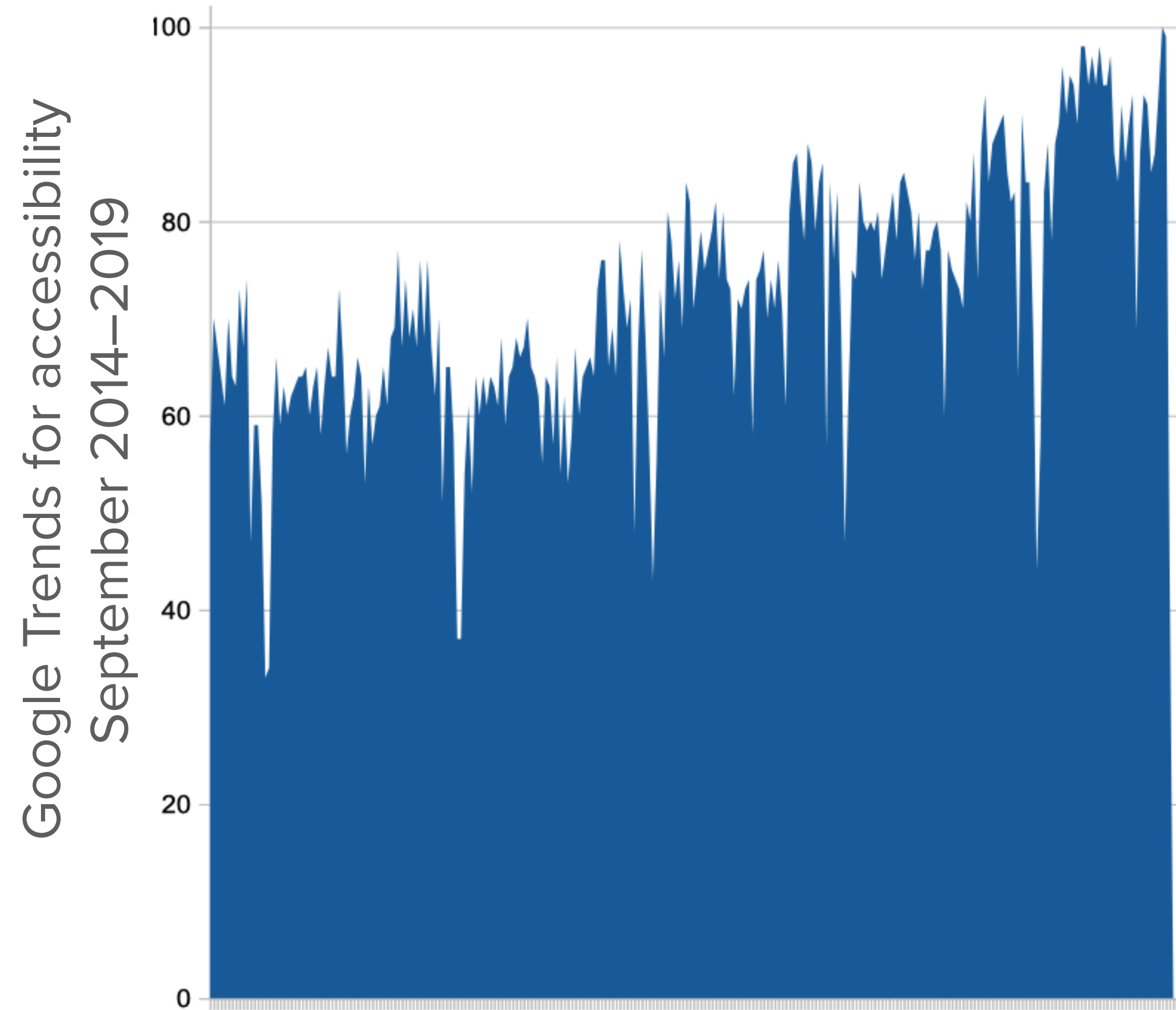


Every year, more companies are being sued for compliance with the Americans with Disabilities Act.

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.



Team



Anand Chowdhary

CEO

Anand & Mahendra founded a fashion e-commerce company in India with ARR \$150,000+ on autopilot.

Before Oswald Labs, Mahendra worked at Nokia for 8 years.



Mahendra Raghuwanshi

COO

Anand has been making websites and apps for over 10 years and has worked with organizations like IBM, UNDP, and the Government of Delhi.



Interns, contractors, support

TEAM SIZE 7–10

Oswald Labs founders have been featured in **Forbes 30 Under 30** 2018, along with 30+ more awards.

The ask

\$750K

TO

\$1.25M

WHAT'S THE RUNWAY?

This seed investment will help us launch our beta and get to Series A within 1 year of money-in-the-bank.

WHY THE RANGE?

We want our first seed investor to be more *smart money* than just money. We're happy to consider a range of valuations based on common agreement of expenditure.



GET IN TOUCH

Email us at investor@oswaldlabs.com
to get more information.

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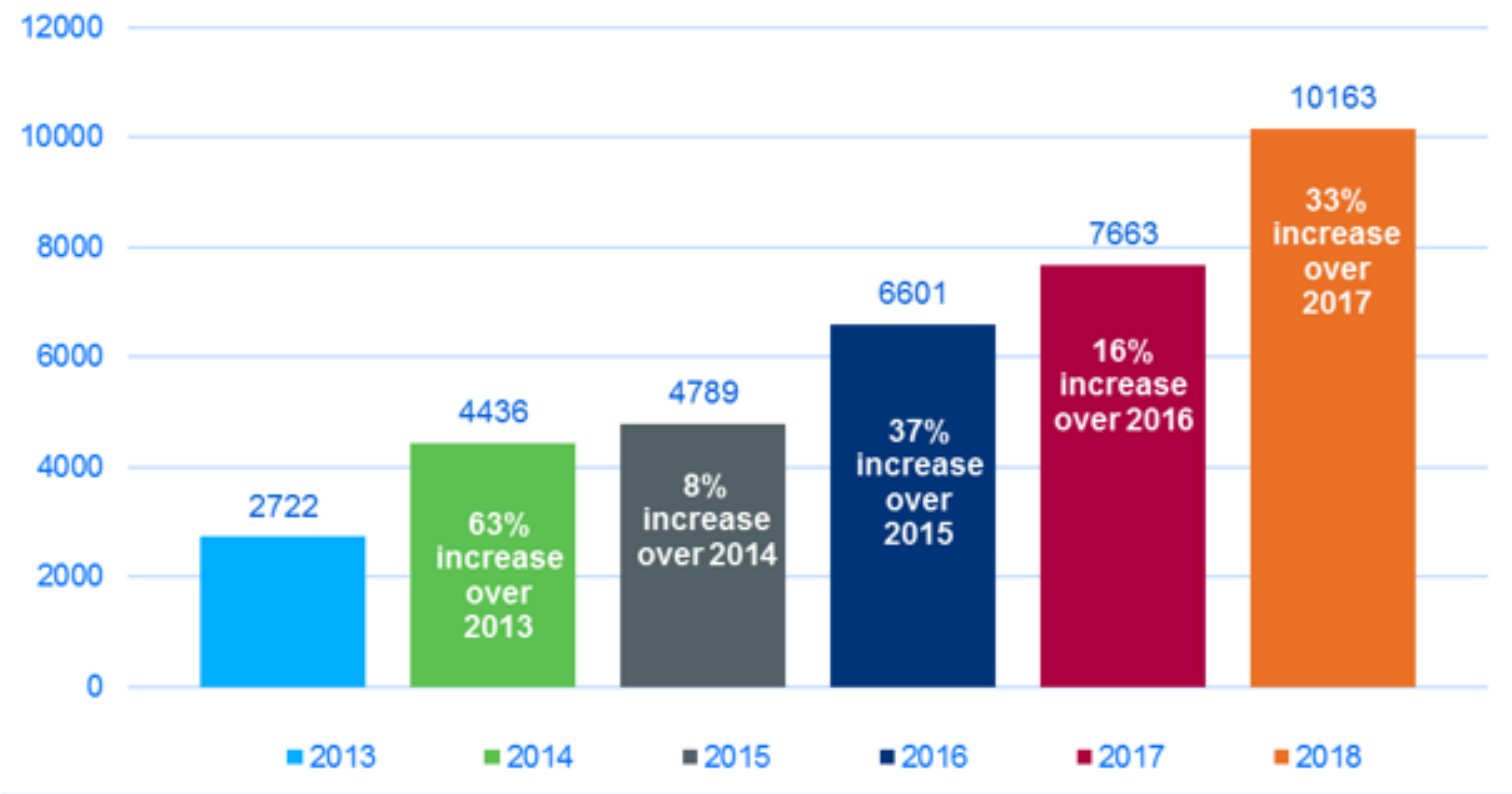
NL: +31 6 44 69 10 56

IN: +91 95552 97989

OSWALDLABS.COM

BACKUP SLIDES

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.

Competition

Other web accessibility plugins

WEB PLUGINS

WordPress and Shopify plugins only have 1–2 features, like translation and font size increase. We have 20+.

UserWay, EqualWeb, and AccessiBe provide some features for free, and charge as much as \$990/month for a feature set smaller to ours.

AUDITING SERVICES

Companies like Deque, OnlineADA, and Wakefly charge thousands of dollars for accessibility audits.

Our AI-powered platform makes it easier by automatically finding issues without the the need for dedicated accessibility professionals.

Research-backed dyslexia-friendly mode

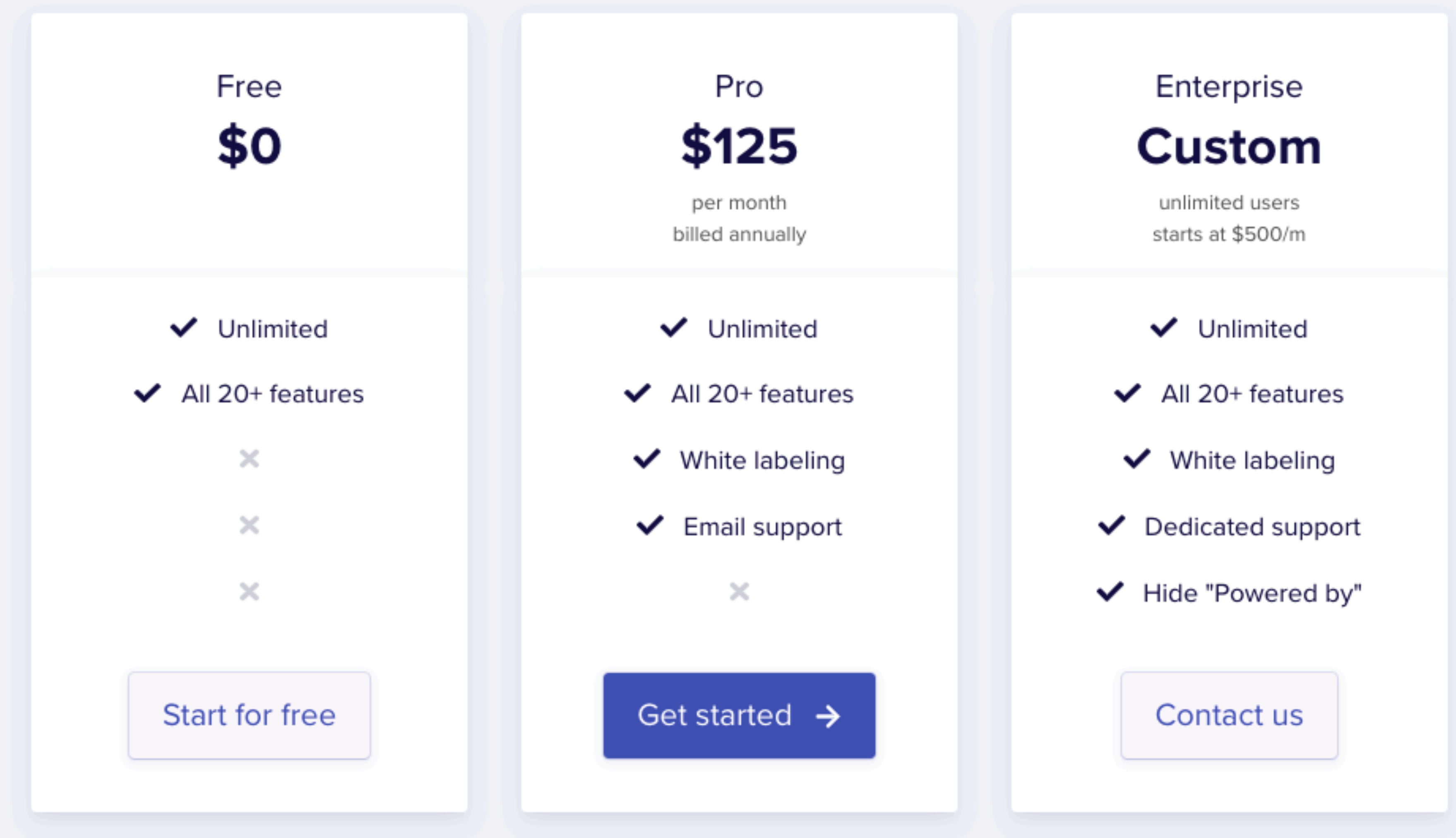
Published by IEEE in 2019

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.



Our pricing plan encourages Pro and Enterprise customers.

Forbes

HUFFPOST

fd.
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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

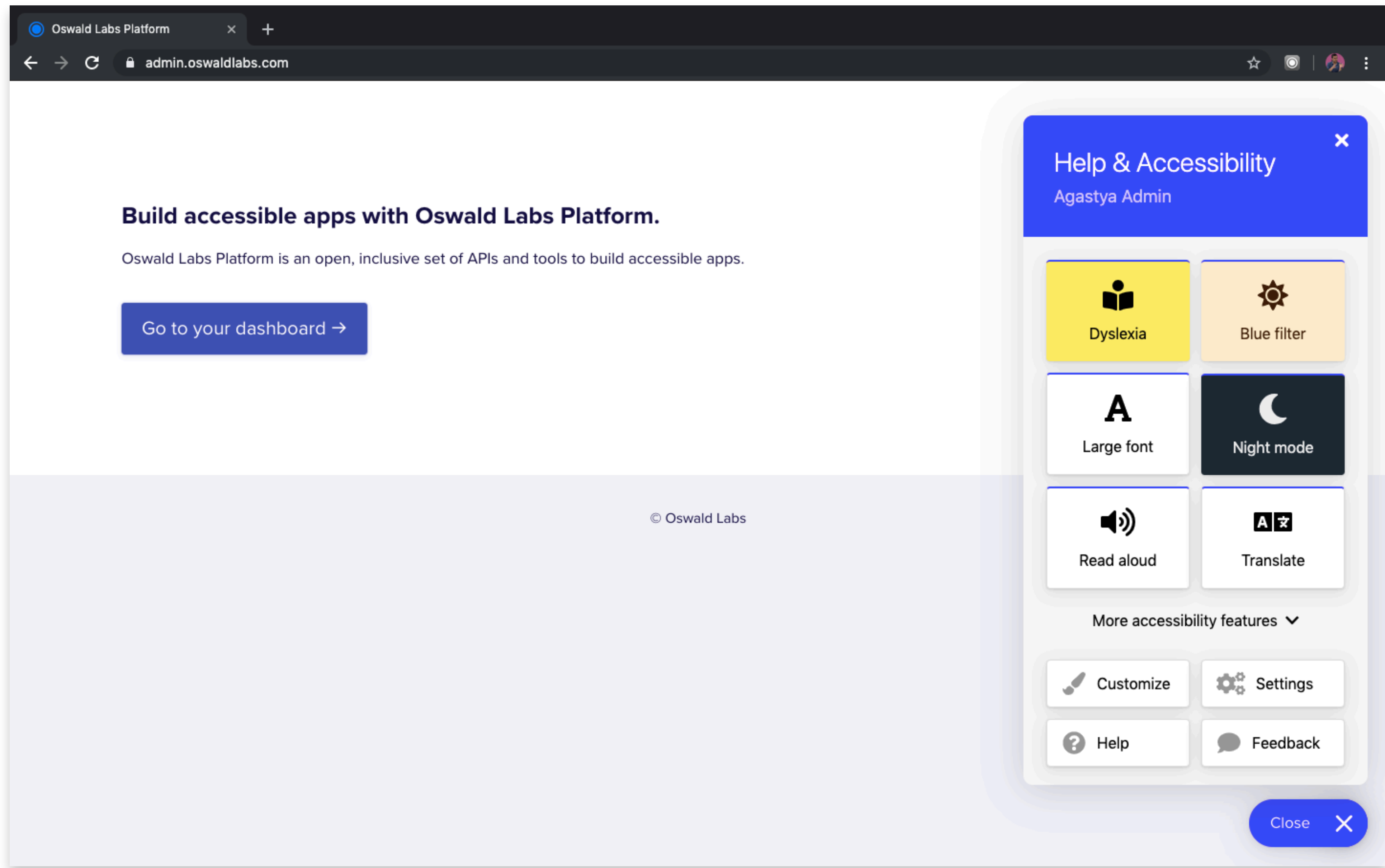
11

total events

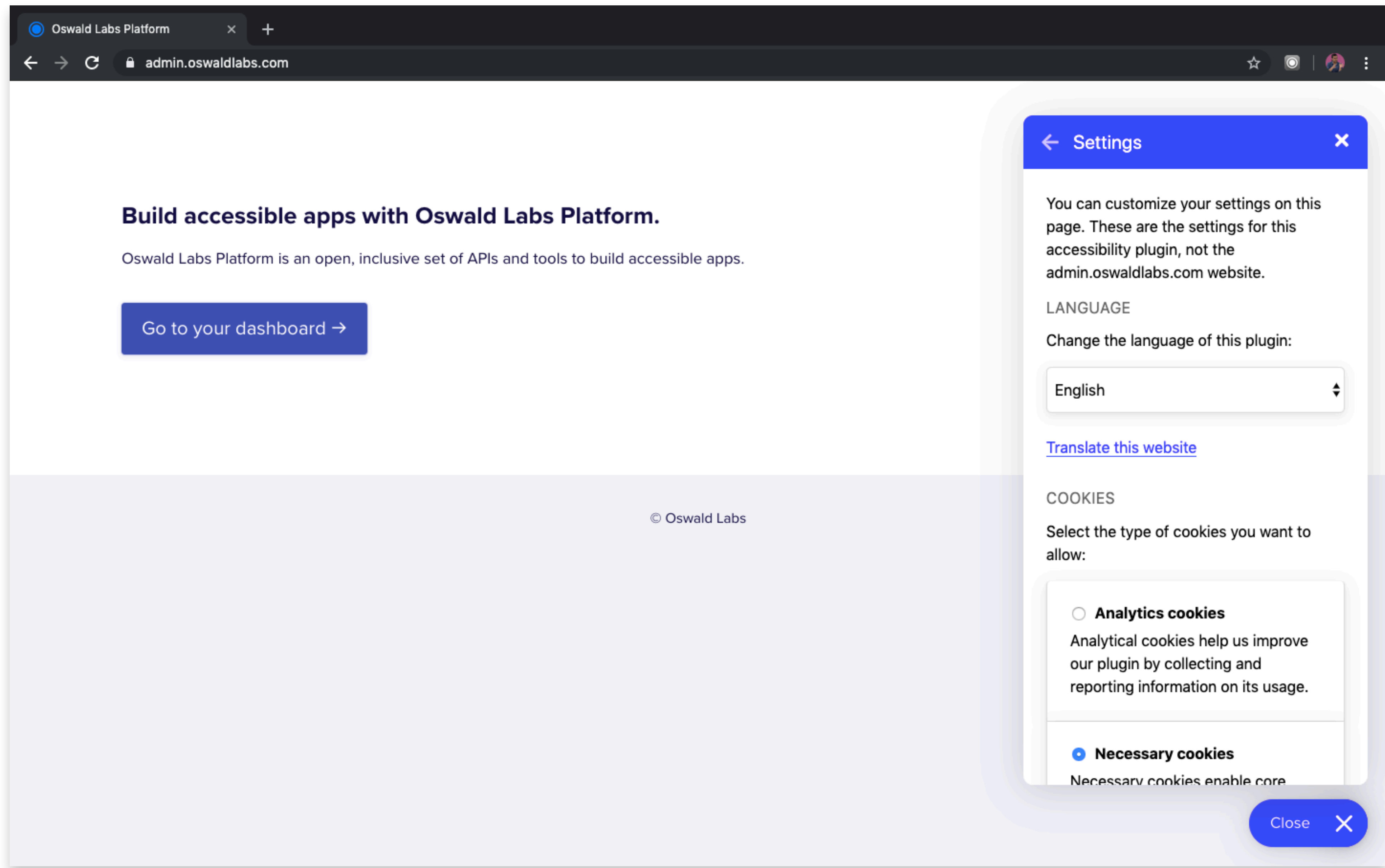
| Date | User info | Action | Event | | |
|--------------------|-----------|----------------|----------|--|--|
| about 9 hours ago | | Extra tracking | Pageview | | |
| about 9 hours ago | | Extra tracking | Pageview | | |
| about 9 hours ago | | Extra tracking | Pageview | | |
| about 11 hours ago |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

Help & Accessibility

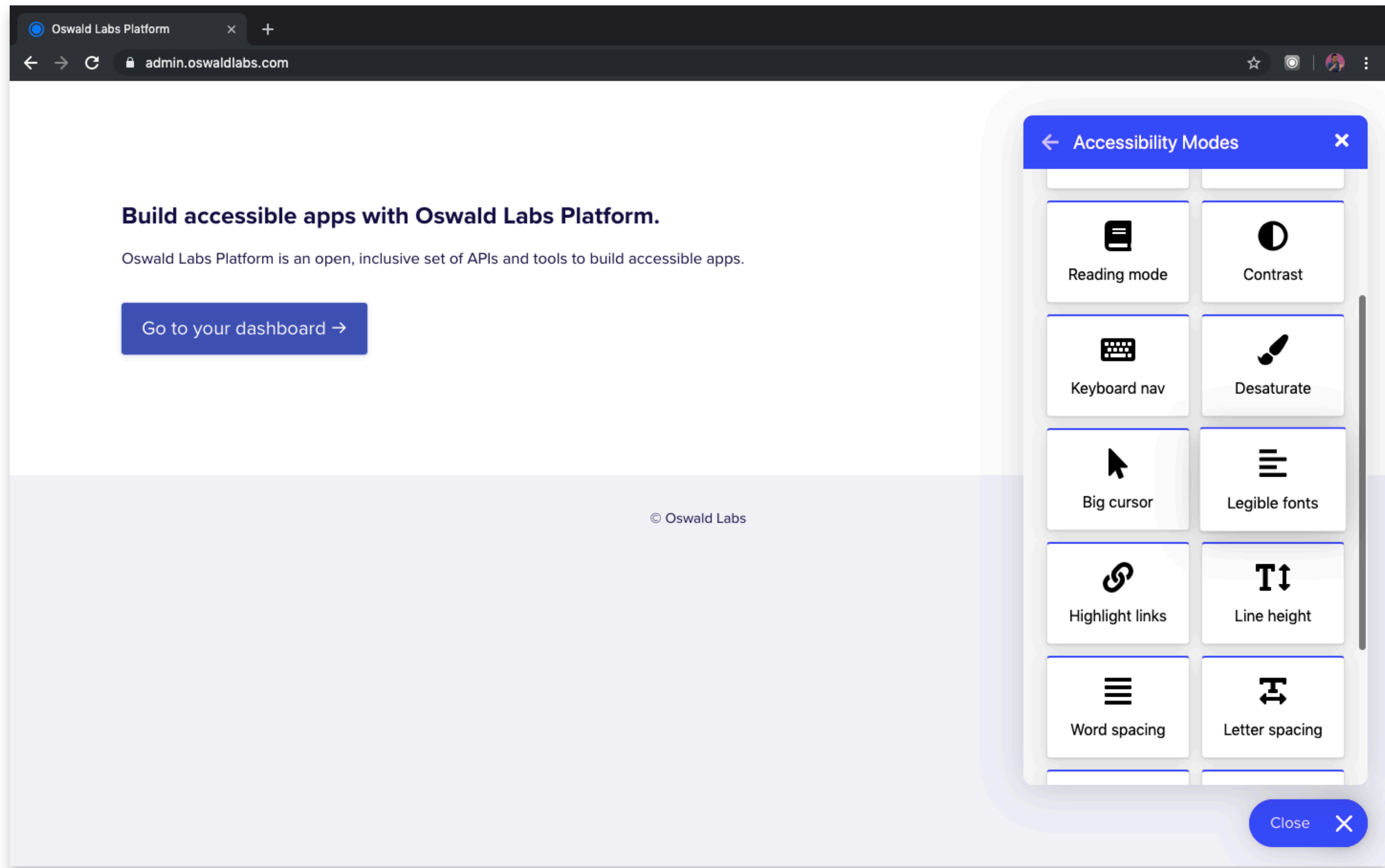
Product screenshot: Analytics view



Product screenshot: Plugin open



Product screenshot: Settings view with EU cookie compliance



Product screenshot: All accessibility modes list



GET IN TOUCH

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