

Access now: your guide to disability-friendly locations

By Chungu Zulu





🦽 People with disabilities often visit public spaces (especially in Africa) only to discover they are not accessible — no ramps, narrow entrances, or unsuitable restrooms.

🚫 This leads to frustration, wasted time, and sometimes even health risks.



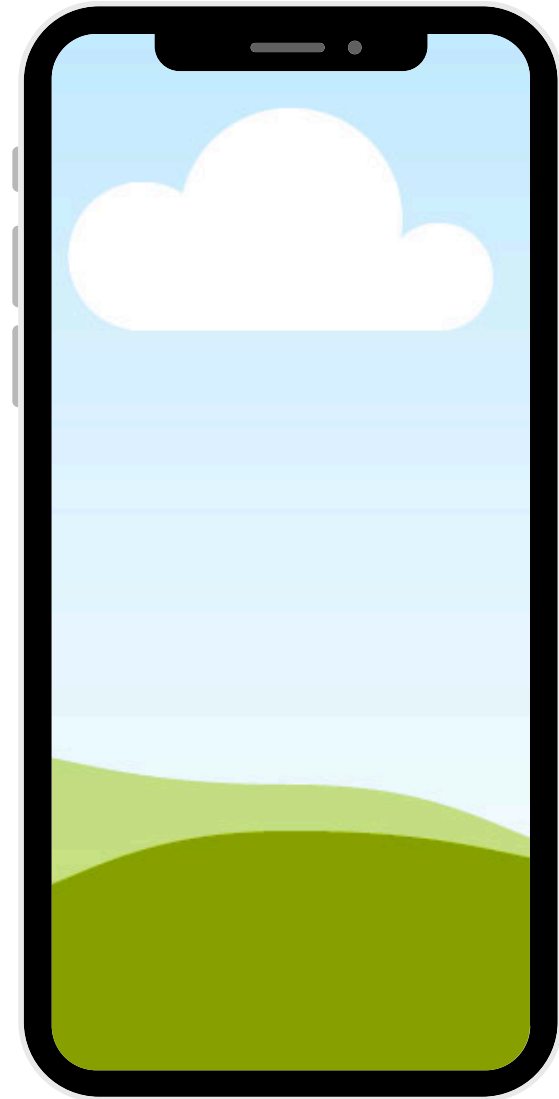
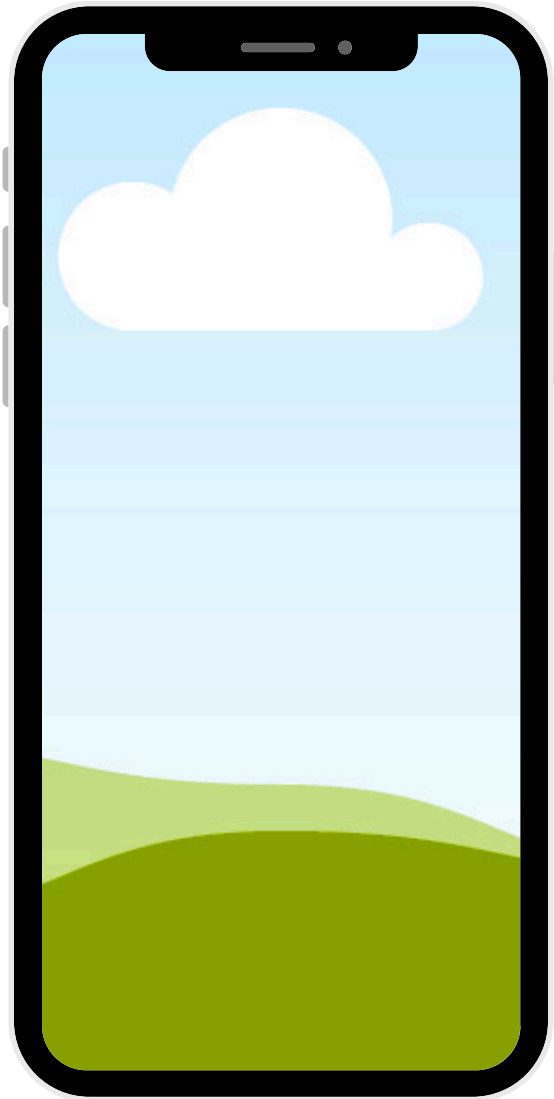
Solution

📱 **AccessNow – a mobile app that helps people with disabilities:**

- Find accessible locations nearby or anywhere in the country
- Check accessibility features (e.g., ramps, accessible restrooms, parking)
- Avoid unpleasant surprises



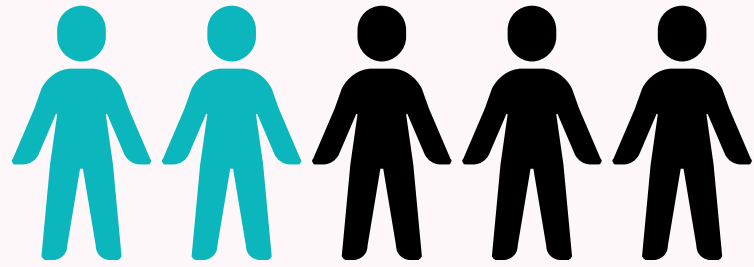
Product



Write what your product does

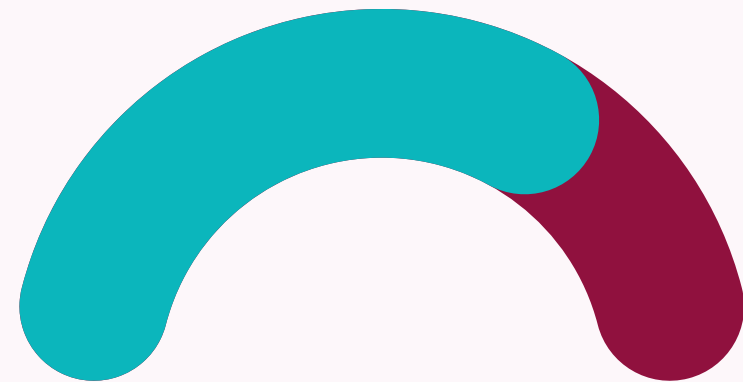
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Target Market



1 in 4

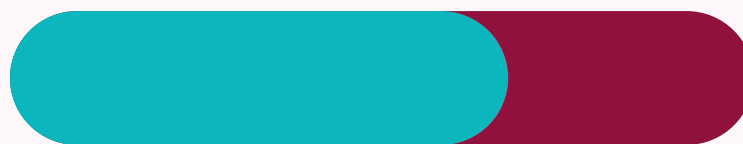
Adults globally live with a disability that affects mobility. This group frequently faces barriers in everyday public spaces.



90%

Of public places in developing countries lack verified accessibility information.

AccessNow fills this gap with real-time, user-contributed data.



150 million

People in Africa alone are estimated to live with some form of disability.

A massive, underserved market with growing smartphone access.

Market Size

1. Global Disability Population (🌍 1B+)

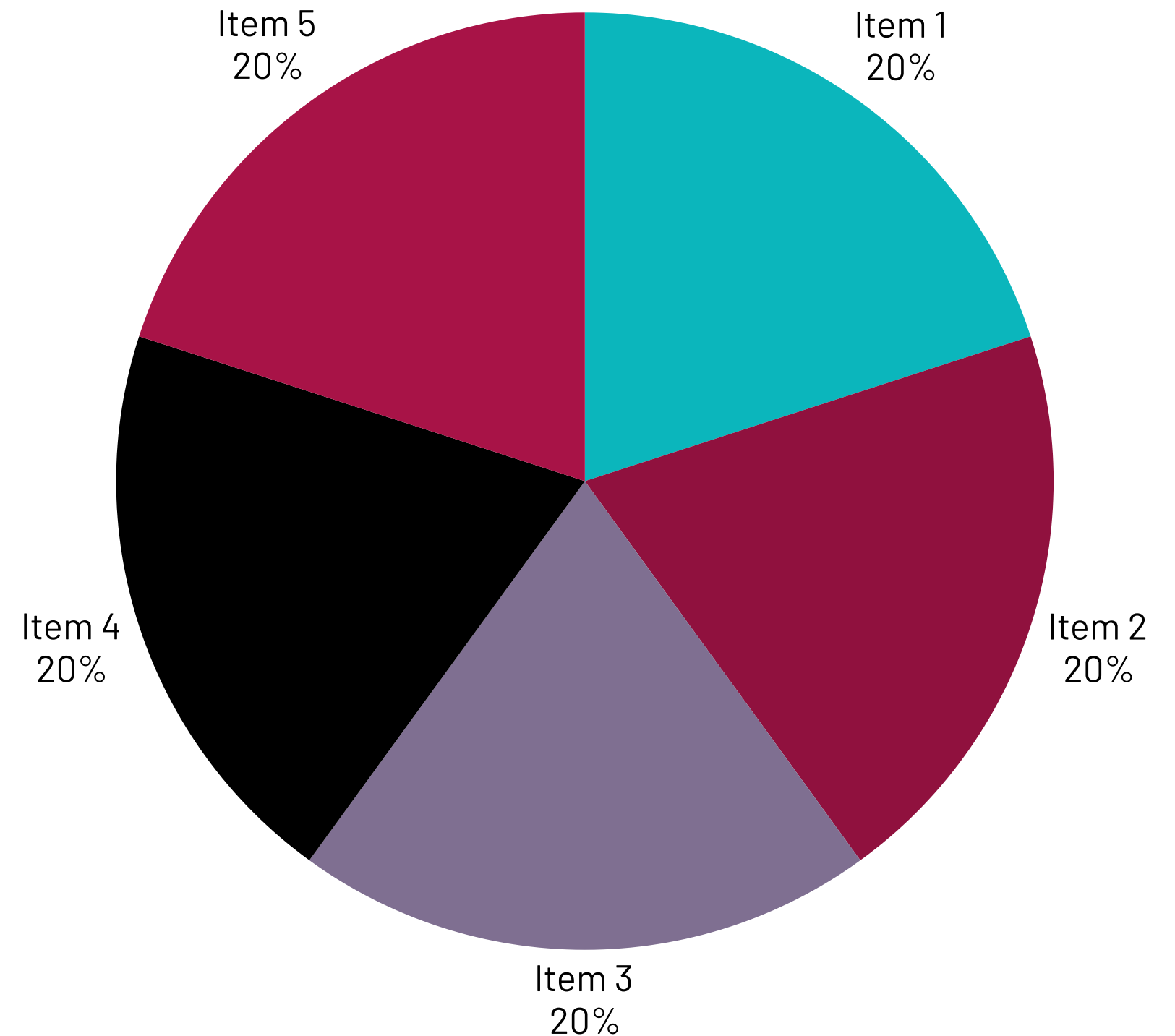
- Over 1 billion people globally live with some form of disability — a huge market in need of accessible solutions.

2. **Zambian Gap** (🇿🇲 Limited Accessibility Data)

- In Zambia and similar regions, there is almost no central source for accessibility data — people rely on guesswork.

3. **Growing Demand** (📈 Inclusive Design)

- There is a rising awareness and global push toward inclusivity, especially in public spaces, driven by tech and policy.





Competitors

AccessNow (Global)

🌐 Maps accessible places worldwide.

- ✓ We're localized for Zambia with data that actually reflects what's on the ground.

Wheelmap

🗺️ Crowd-sourced wheelchair-accessibility map.

- ✓ We go further by enabling offline use and local input in underserved areas.

Google Maps

📍 Has accessibility filters.

- ✓ But often outdated or missing data in our region. Our app is built for accessibility from the ground up.

Local NGOs / Government Lists

📋 **Static databases.**

- ✓ We're mobile-first, real-time, and allow community contributions.



Competitive Advantage

1. Real-Time, User-Generated Data

Unlike other platforms that rely on outdated or static databases, my app allows users to submit live updates on accessibility—ensuring accuracy and relevance.

2. Focus on Ramps and Physical Access

While most competitors focus on general disability info, I specialize in physical access data like ramps, entrances, and restroom facilities—the details that truly matter.

3. Hyperlocal, Zambia-Focused Start

I am starting with a local-first approach, mapping cities like Lusaka and other areas often left out by global platforms. I solve problems others aren't even looking at.

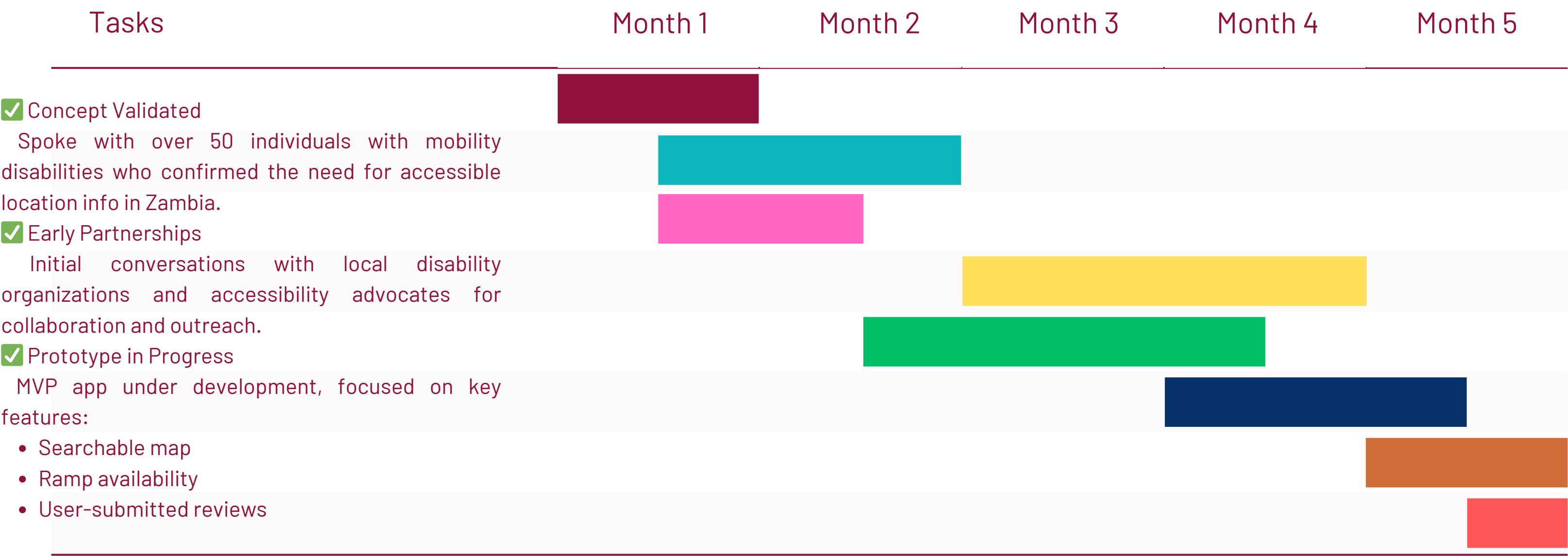
4. Simple, Inclusive UX for Disabled Users

Designed with and for people with disabilities—my interface prioritizes ease of use, accessibility standards, and voice or tap-based navigation.

5. Community and Empowerment

I empower people with disabilities to share insights, rate locations, and support each other, building a real community—not just a data tool.

Project Traction



Business Model



1. Freemium App Model

- Free access for basic features (searching for ramps, submitting reviews)
- Premium features for NGOs, institutions, or super users:
 - Detailed analytics on location accessibility
 - Early alerts for updates
 - Custom saved routes

2. B2B & Institution Subscriptions

- Monthly/annual subscriptions for:
 - Government agencies wanting access data for planning
 - Hospitals, schools, malls, and event venues to track and improve their own accessibility
 - Real estate or travel apps that want to integrate your API

3. Sponsored Listings

- Businesses can pay to be verified and promoted as “Accessible Certified”
- Special badge and higher visibility on the map

4. Accessibility Audits & Consulting

- Offer paid accessibility assessments for locations – using local ambassadors
- Reports + improvement tips = value for businesses and hotels

Go To Market

Media & PR

- Reach out to radio shows, blogs, and TV segments focused on health, disability rights, or youth innovation.
- Position my app as the first of its kind in Zambia.

Social Media Campaigns

- Use platforms like Facebook, TikTok, and Instagram to share stories, tips, and short videos of users finding accessible spots using the app.

Community Partnerships

- Collaborate with disability organizations, rehab centers, and inclusive schools to spread awareness directly to those who need it most.



Social Impact

- SDG 10 - Reduced Inequalities
- By providing information about accessible locations, the app helps reduce inequalities for people with disabilities, ensuring they have equal access to services and spaces.
- SDG 11 - Sustainable Cities and Communities
- The app supports the creation of inclusive, safe, resilient, and sustainable cities by promoting accessible spaces, making urban environments more adaptable to diverse needs.
- SDG 3 - Good Health and Well-Being
- Facilitates access to healthcare, education, and other essential services for people with disabilities, contributing to their overall well-being.
- SDG 9 - Industry, Innovation, and Infrastructure
- Promotes innovation in infrastructure by encouraging the development of more accessible buildings, transportation, and urban spaces.
- SDG 4 - Quality Education
- Ensures access to educational facilities for all people, including those with disabilities, fostering inclusive learning environments.

Our Ask

What I Am Asking For:

I am seeking funding to develop and enhance an app that helps users find accessible locations, with a focus on making urban environments more inclusive and navigable for people with disabilities.

How I Intend to Use the Funds:

1. App Development & Maintenance (40%)

- **Hire skilled developers to build and maintain the app, ensuring it is user-friendly, scalable, and compatible with various devices.**

2. Data Collection & Integration (20%)

- **Collaborate with local governments, businesses, and organizations to gather accurate data on accessible locations, such as wheelchair ramps, elevators, and accessible bathrooms.**
- **Integrate APIs that provide real-time updates and location-based data for enhanced user experience.**

3. Marketing & Outreach (15%)

- **Promote the app through social media, advertisements, and partnerships with organizations supporting accessibility, to increase visibility and user adoption.**

4. User Testing & Feedback (10%)

- **Conduct user testing with people who have disabilities to gather feedback, ensure the app meets their needs, and make necessary adjustments.**

5. Operational Costs (10%)

- **Cover administrative and operational expenses, including hosting, software licenses, and legal fees.**

6. Partnerships & Advocacy (5%)

- **Partner with disability rights organizations and advocacy groups to help spread awareness and improve the app's reach and impact.**

Team Member



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