EmpowerEd

EmpowerED

Built with empathy. Designed for equity

The inclusive e-learning platform

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EmpowerEd- *Built with empathy. Designed for equity*

- **EmpowerEd** is an inclusive e-learning platform built from the ground up for **visually impaired students.**
- We partner with educators and creators to build diverse, accessible content, ensuring relevance, quality, and cultural inclusion.

What sets EmpowerEd apart?

Voice Navigation & Command Recognition

Braille compatibility

Gamified Audio Learning Modules

Progress Dashboard for Parents & Teachers

Market Data Highlights

- Over **2.2 billion people** worldwide live with vision impairment, yet most EdTech platforms are not fully accessible.
- **93,600+ students** in the U.S. (ages 0–21) receive educational support for visual impairments.
- Only **3% of EdTech tools** meet accessibility standards like WCAG 2.1.

Source:
World Health Organization – Vision Impairment
U.S. Department of Education – IDEA Data
EdTech Evidence Exchange – Accessibility Report

Who we Empower?

EmpowerEd is designed **for and with** visually impaired students, families, and institutions, addressing a critical gap in accessible education through inclusive tools and collaborative content creation.

Primary User
Visually Impaired Students (aged 5-20)

Secondary User
Parents, teacher & accessibility coordinators

Institution Partnership
Special Ed Schools, NGOs, Universities, Govt Programs

What's Missing in Today's EdTech?

- **90% of blind children** do not learn Braille ,pointing to a gap in engaging, accessible content.
- **70% of educators** report they are not confident using digital tools with visually impaired students.
- Schools must meet Web Content Accessibility Guidelines (WCAG 2.1) and IDEA compliance standards, but most **EdTech tools (97%) fall short.**

Source:

National Federation of the Blind (NFB) EdTech Evidence Exchange – Accessibility Report

Building With Teams, Launching With Communities

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Internal Stakeholder
Product, Engg, UX, Marketing, Sales, Support

- Roles defined using a RACI matrix for clarity in ownership.
- Aligned via Agile ceremonies (sprint planning, retrospectives).
- Features driven by user stories and tracked with Jira and Kanban boards.

External Stakeholder
Students, Parents, Educators, NGOs, Govt, Tech Vendors
These groups represent the end users.

- Engagement mapped through a Gantt chart for pilot rollouts.
- Feedback loops structured via Design Thinking sprints.
- Validation through real-world pilots & structured interviews.

Launch Strategy

Phase 1
NGOs & Schools

Launch pilot programs with assistive kits.

Real-world feedback → refine voice, Braille & dashboard features.

Pilots boost adoption by **37%** (World Bank).

Phase 2
Institutional Partnerships

Collaborate with education depts. & CSR teams for grant-backed rollouts. Align with WCAG 2.1 & IDEA standards.

91% of Fortune 500 firms support ed-focused CSR (Fortune).

Phase 3
Marketing & Advocacy

Inclusive storytelling: mini-docs + real user voices.

Build social learning circles for teachers (**73%** use SM for PD).

Story-driven brands see **22x** more engagement (HBR).

Market Data Highlights

- Pilots with NGOs & schools boost adoption by up to **37%.**
- Inclusive storytelling increases engagement by **22%** among marginalized groups

Source:
World Bank – Inclusive Education Programs
EdTech Evidence Exchange – Accessibility Report

EmpowerEd vs. Competitors: Built-In Accessibility, Not an Add-On

EmpowerEd offers a **holistic, gamified, and personalized** experience **built for accessibility** — unlike other EdTech tools that add accessibility as an afterthought.

Platform	Accessibility First	Gamification	Personalization	Designed for Blind Users
EmpowerEd	✅ Yes	✅ Yes	✅ AI-Based	✅ Yes (from ground up)
Khan Academy	❌ Limited	❌ No	❌ Minimal	❌ No
Coursera/Udemy	❌ Afterthought	❌ No	✅ Limited	❌ No
JAWS (Tool)	✅ Yes	❌ No	❌ No	✅ Yes (assistive tool)

Competitive Landscape – EmpowerEd vs. Other Platforms
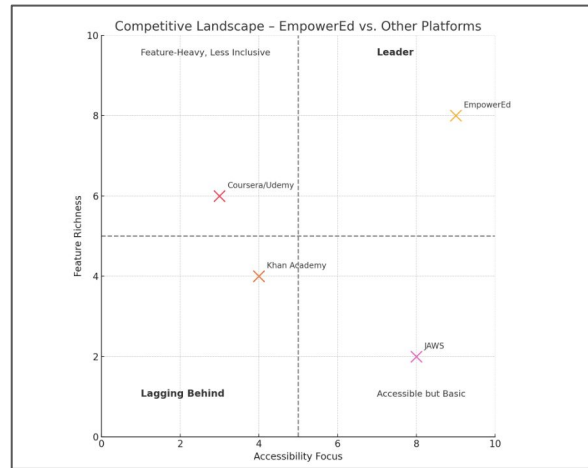
- While competitors focus on video or text-heavy content with minimal accessibility features added as an afterthought.
- EmpowerEd is the only holistic platform specifically designed for visually impaired students from the ground up.
- Our platform uniquely combines educational content, complete accessibility, and motivational elements in one integrated solution, creating a significant competitive advantage in this underserved market.

Source:
- WebAIM – Screen Reader User Survey #9 (2021)
- Company platforms

Marketing & Sales Channels

We combine emotional storytelling, grassroots educator communities, and institutional partnerships to reach and retain our audience across digital and physical channels

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Emotional Storytelling

Real stories from Parents and student

Story-driven brands see 22x more engagement (Harvard Business Review)

Educator Communities

Online groups on LinkedIn and Facebook and Certification Badges

73% of teachers use social media for professional development (Education Week)

Pilot Kits for School

"Try & Test" accessibility kits before licensing

Schools are 3x more likely to adopt tech after pilots (Digital Promise)

CSR and Licensing Deals

Partner with Fortune 500 CSR for scale and district rollouts

91% of Fortune 500 firms supported education-related CSR in 2023 (Fortune Business)

Multi Channel Strategy

Social Media, conferences, and grassroot outreach . Partner with Fortune 500 CSR for scale and district rollouts

Source

- Fortune Business – Assistive Tech
- HolonIQ – EdTech Insights

Success Means Everyone Can Start, Learn, and Be Heard

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Accessible Onboarding Completion Rate (goal: >85%) -Industry average of 20–30% for e-learning platforms.

Lesson Completion Among Visually Impaired Users (goal: 70%+)- General e-learning course completion rates average around 15%.

Inclusive Feedback Response Rate (goal: >60% across all segments)

Closing Gaps Before They Impact Users

Onboarding Challenges- Sign-up flows may be inaccessible.
Mitigation: Screen-reader support, audio guidance, skip-to-content.

Engagement Gaps- Metrics may ignore true user interaction.
Mitigation: Track lesson completion using accessible tools.

Feedback Barriers- Users struggle to report issues.
Mitigation: Voice input, simple forms, accessible design.

Source:
- Learning Gate+3Stiltsoft - Apps for Atlassian products+3360Learning+3
- Wikipedia+1360Learning+1
- eLearning Industry

Thank you