



The first AI consumer intelligence platform for the \$8T disability economy

Ethical. Scalable. Built by disabled founders



Summary deck - Long form 'playbook' deck is also available.

The Opportunity

The Hidden Market

The world's largest untapped consumer market is invisible to every brand on Earth

- 1.85 billion consumers with disabilities
- 8 Trillion in spending power
- Zero structured data

The U.S. Opportunity Alone

- 61 million consumers with disabilities
- \$480 billion in disposable income
- 10M caregivers
- 40M family/friends/allies/household shoppers

= 110 Million people
(one-third of the U.S population)

The Blind Spot

Disability is the biggest data blind spot in marketing

- Less than 1% of advertising features disability
- Only 3% of websites/apps are accessible
- Only 4% of CPG products have accessible packaging
- Zero major data platforms track disability consumer sentiment and behavior

Brands are ignoring a major financial opportunity



The media regularly report on the problem



B B C

Firms 'lose trillions' by ignoring disabled consumers

Forbes

Retailers Lose Billions By Not Signposting Product Accessibility – New Report

campaign

Losing billions: Why are brands still not prioritising digital accessibility?

TIME

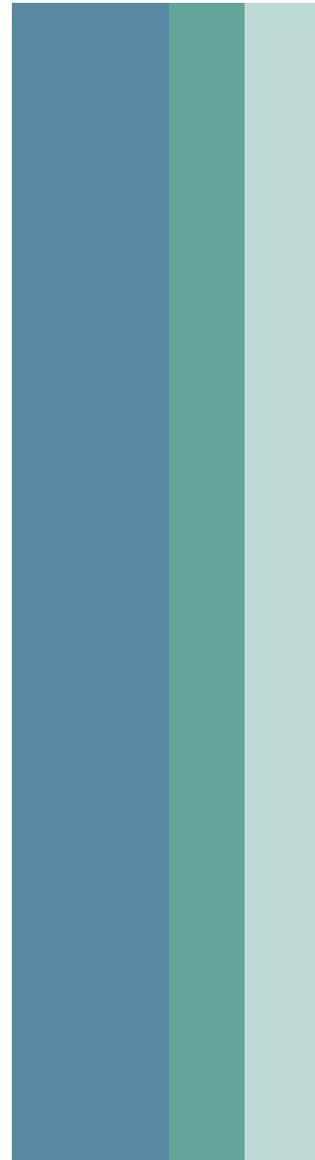
Why Businesses Must Stop Disregarding People With Disabilities

Medium

One billion disabled people globally: is your business ignoring them too?

B B C

The disabled traveller market represents billions in untapped revenue

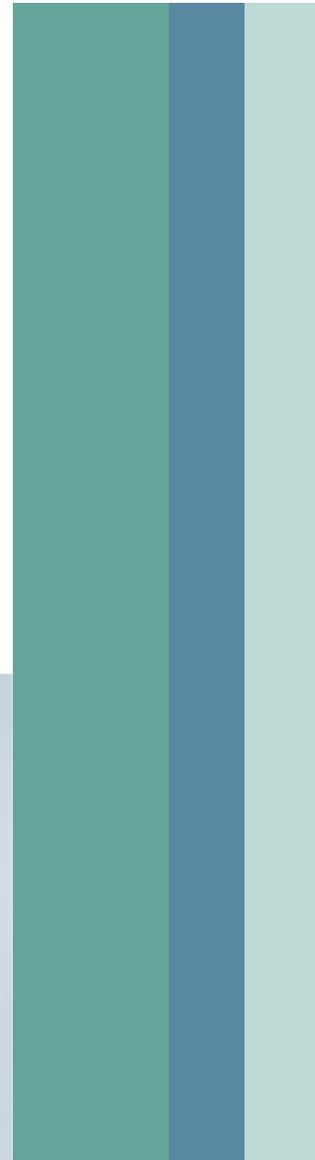


Why this has never been solved



Five historical barriers locked this market

- Legal & Regulatory Complexity - GDPR, the ADA, HIPAA create fear of missteps and their consequences
- Fear of public backlash - Brands terrified of 'getting it wrong' so opt instead for inertia
- AI Immaturity - Only now is AI technology capable of ethical, adaptive modeling
- Corporate Ableism - Disabled people hold just 4% of executive roles
- Lack of lived experience in any start-up before.



Until now...



There has been no ethically sound, globally scalable SaaS data platform focused on the disability consumer economy, nor delivering brands & businesses the customer value and revenues represented by it. Co:Di Analytics changes this.

- Co:Di Analytics is the world's first AI-driven intelligence platform for the \$8T global disability economy.
- We use AI to ethically synthesize foundational disability data (Census, CDC, WHO, etc.) with millions of real-time community conversations, search behavior, browsing patterns, and more, validated by real disabled consumers.
- As a disabled-owned business, we operate within regulatory frameworks. GDPR, ADA, and privacy laws define our boundaries and create our competitive moat.
- We give businesses the data and insights to finally understand 1.85 billion consumers with disabilities, moving the needle on inclusion, accessibility, and unlocking massive financial potential.
- **C**onsumers with **D**isabilities - **C**o:**D**i Analytics

Why Now?

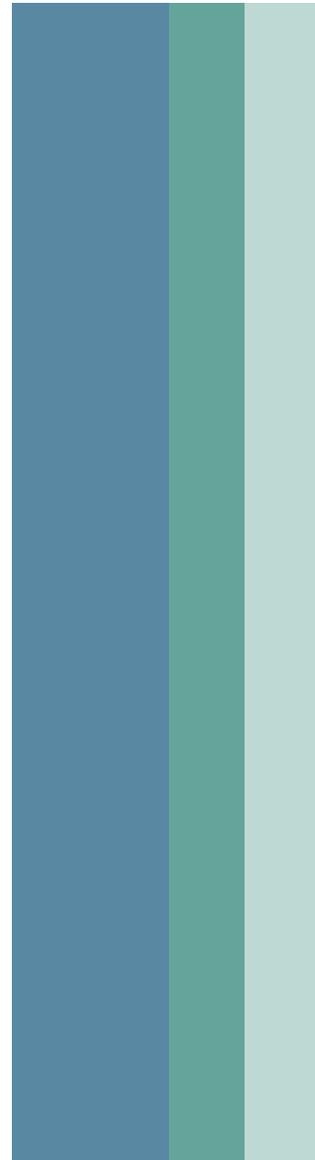


The conditions have finally aligned

- Profound demographic and socio-economic change is ongoing in the disabled community
 - Gen Z disabled & proud - 18% of undergraduate's vs <1% in 1990
 - 39% of Boomers will acquire disability by 2030 (all Boomers will be over 65 by 2030)
- AI can interpret unstructured data at scale, plus GPT level NLP allows us to crack nuanced disability lexicon and vernacular
- ESG mandates + ADA lawsuits have tripled since 2013 (8,800 cases in 2024), with digital accessibility suits up 37% in 2025
- Disability has reached the C-suite
- Society is moving beyond the 'hashtag moments' for minorities of the past, towards meaningful structural and cultural inclusion. Disability is the next minority revolution.

For the first time, demand, capability, technology, society and expectation align.

This market is opening whether brands are ready or not.



What makes us different



We interpret signals. We never infer disability.

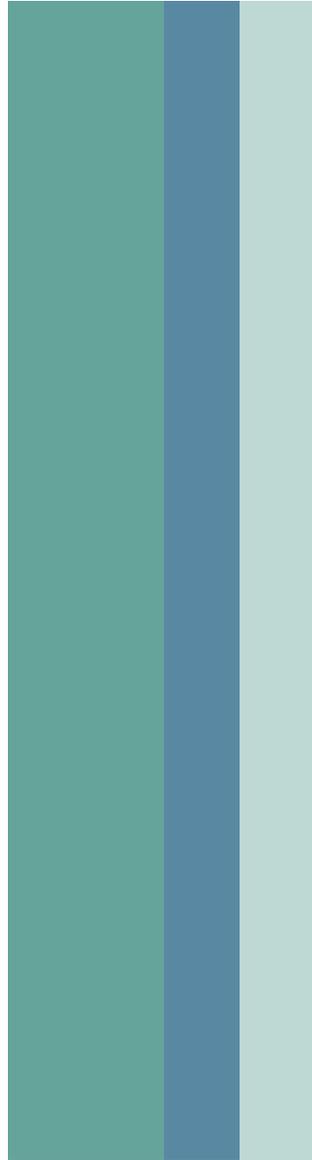
We will NOT

- Identify individuals without consent
- Infer disability status or modality
- Track or profile specific people
- Access protected health information

We WILL

- Analyze millions of public conversations (Reddit, X, forums, blogs)
- Aggregate behavioral patterns at the community level
- Validate insights with real disabled consumers who opt-in
- Deliver actionable intelligence that brands can actually use

Regulations aren't our barrier; they're our playing field.



Founders:



Hugh Boyle - Trans-tibial Amputee

- Co-founder Doable (- the first creative marketing agency founded & staffed by talent with disabilities)
- Career-long advertising & marketing professional
- Held C-level positions at WPP & Omnicom network agencies
- Former \$100M agency Chief Executive Officer
- Former \$500M agency Chief Digital Officer

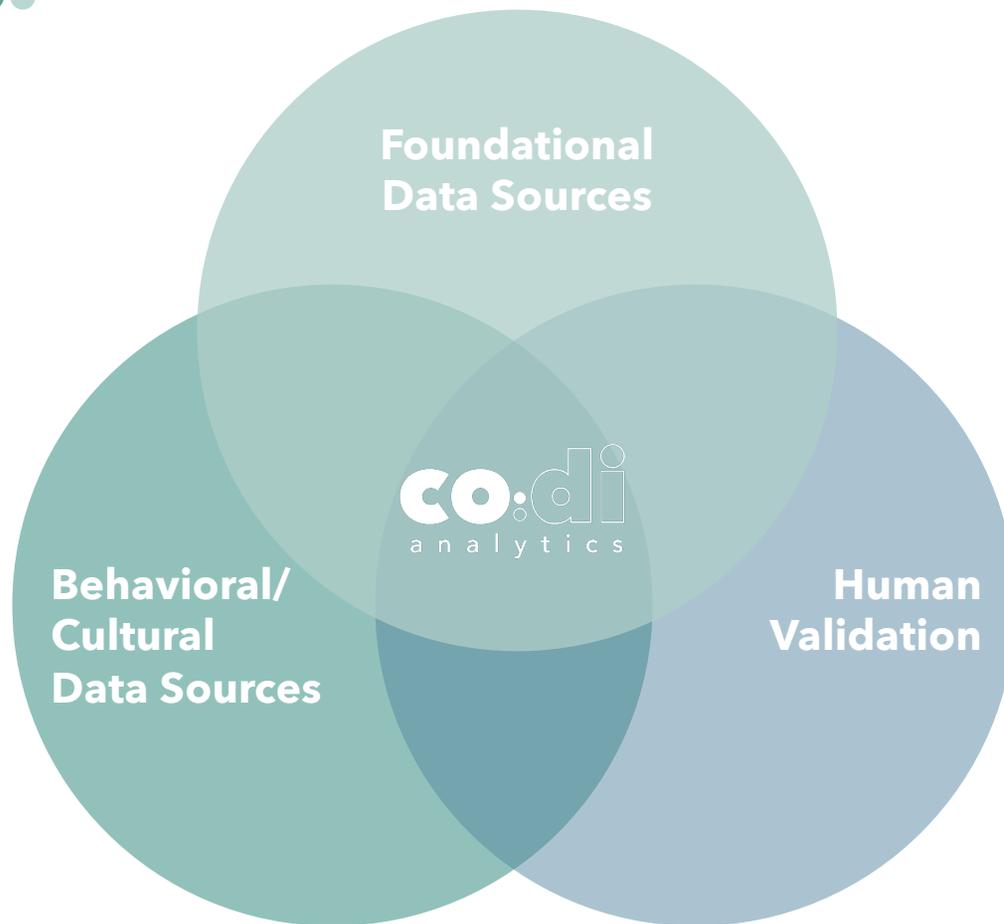
Bob Wagner - Congenitally Deaf

- Co-founder of Doable (the first creative marketing agency founded & staffed by talent with disabilities)
- Career-long advertising & marketing professional
- Held C-level positions at Omnicom network agencies
- Deep CRM specialism
- Deep Shopper Marketing/Retail specialism

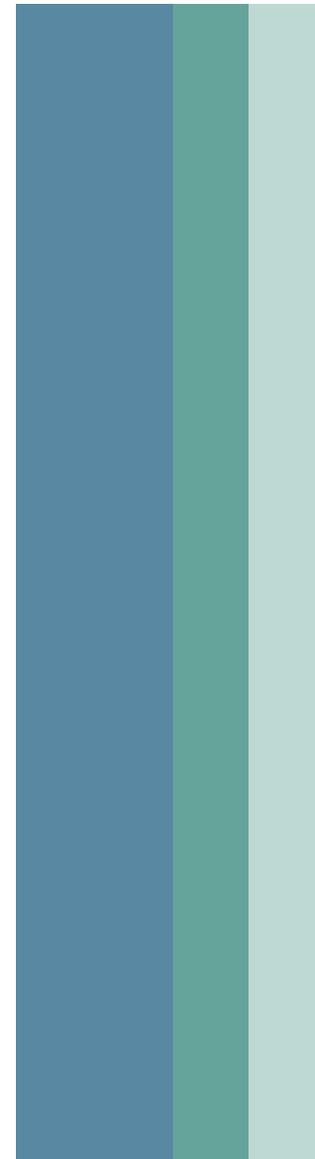
- As two senior marketing executives with 60+ combined years of experience, and both with disabilities, we have lived the problems that Co:Di Analytics exists to solve, both personally and professionally.
- We see the invisible barriers in data and design that others miss, making us not just the right team, but quite possibly the only team that can build this solution, informed as we are by years of necessity.
- Our lived experience isn't a nice-to-have. It's our competitive moat.. We build ethically because we've experienced the consequences of getting it wrong.
- **We're Not Just Building FOR the Disability Community - We ARE part of the Disability Community**



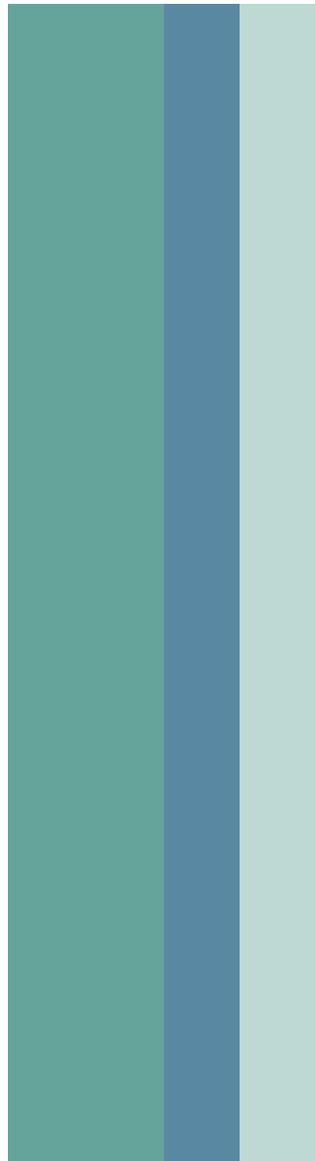
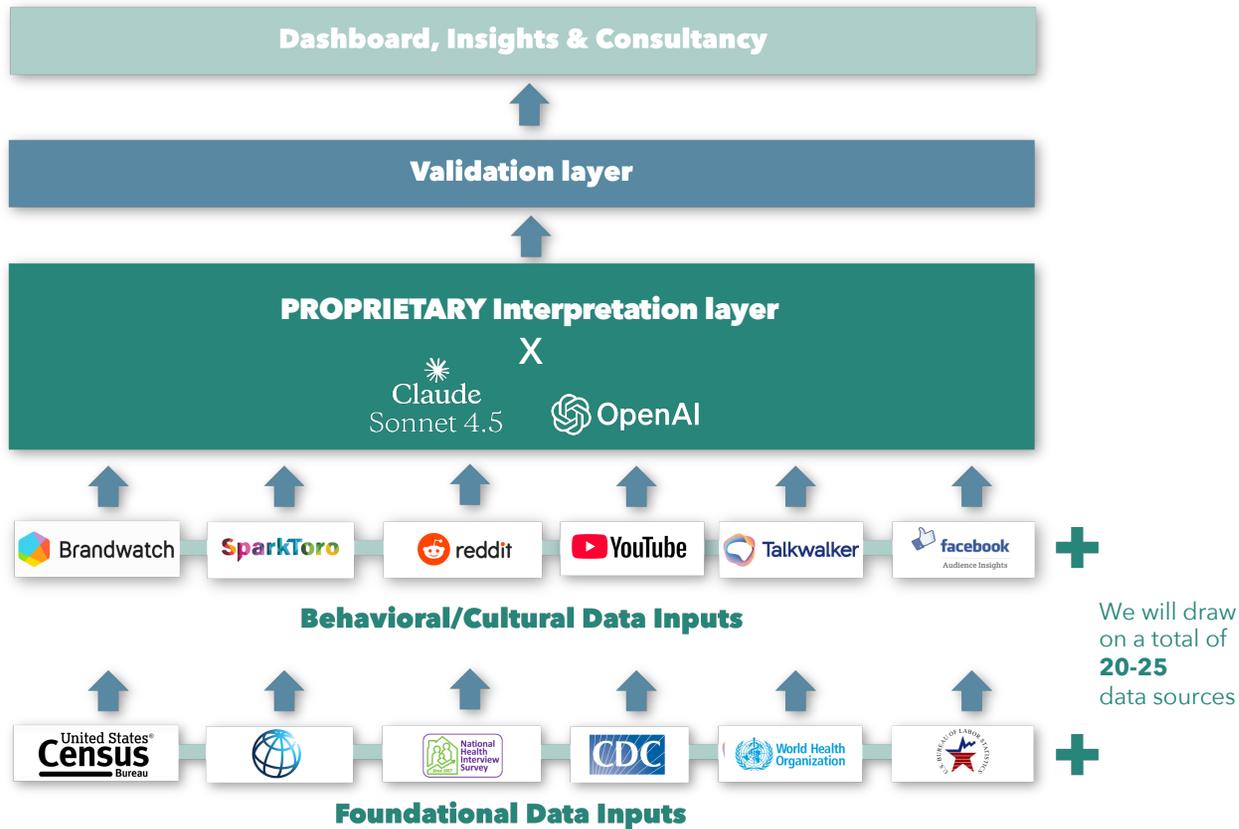
Data Synthesis - all of the data, in one place



**For the first time:
foundational disability data,
real-time community
insights, and lived-
experience validation,
unified in a single platform.**



Simplified Platform Structure



Our Proprietary Magic: The Interpretation Layer



Raw data exists everywhere. Making sense of it is also a moat

Our Proprietary AI Engine:

- Pattern Detection: Identifies recurring behaviors across disability segments
- Theme Extraction: Categorizes millions of conversations into actionable topics
- Sentiment Analysis: Measures emotional tone and sentiment in real-time
- Cluster Identification: Groups consumers by shared experiences
- Behavioral Mapping: Connects stated needs to actual behaviors
- Anomaly Detection: Flags unusual patterns signaling opportunities

Powered by: Claude Sonnet 4.5 + Proprietary Co:Di Logic

Please see **Appendix** for full Interpretation Layer example, exploring implications and insights derived from a Reddit thread on Autism



Three Services. Three Revenue Streams



SaaS Insights Dashboard

\$12K/year (1 seat) | \$36K/year (5 seats)

Real-time, always-on analytics platform. Explore segments, track trends, identify opportunities.

Insights-on-Demand

\$50K-\$80K per project

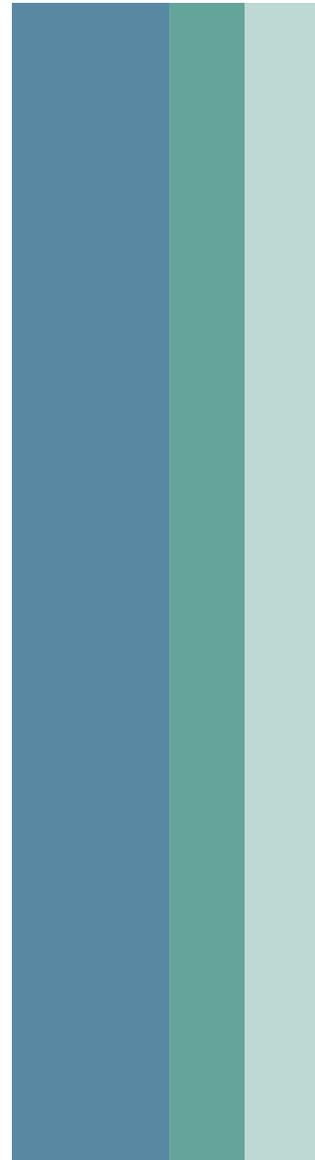
Deep-dive intelligence projects: accessible travel, grocery shopping, financial services, etc.

Accessibility & Disability Inclusion Consultancy

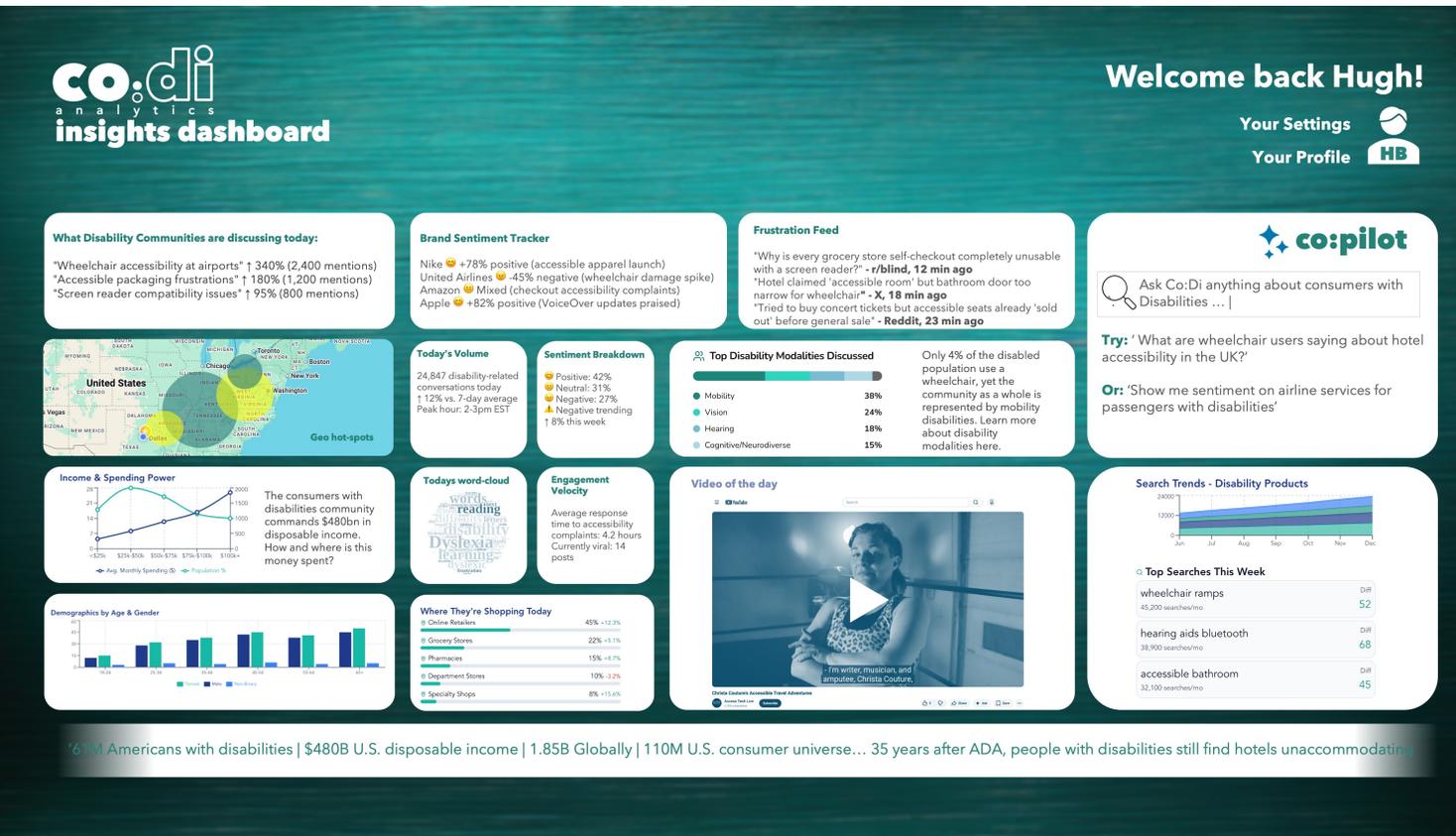
POA – Accessibility Transformation

End-to-end advisory: customer journey redesign, accessibility maturity, organizational change.

Year 1 Target: 250 licenses + 20 projects + 2 consultancy engagements



Illustrative Dashboard Screen (showing generic home-screen)



Illustrative Dashboard Screen (showing interactive tiles/pop-ups)

CO:di analytics insights dashboard

Welcome back Hugh!
 Your Settings
 Your Profile

What Disability Communities are discussing today:

- "Wheelchair accessibility at airports" ↑ 340% (2,400 mentions)
- "Accessible packaging frustrations" ↑ 180% (1,200 mentions)
- "Screen reader compatibility issues" ↑ 95% (800 mentions)

Brand Sentiment Live 12/27/25

- +79% POSITIVE** response to Nike EasyOn Adaptive shoes for Every Body
<https://www.nike.com/easyon>
- 45% NEGATIVE** response to recent spike in wheelchair loss & damage
<https://abcnews.go.com/US/2-travelers-wheelchairs-lost-same-united-airlines-flight/story?id=96780502>
- = 50:50 MIXED** response to ongoing checkout accessibility complaints
https://www.reddit.com/r/accessibility/comments/ymcjl1/ia_amazon_considered_accessible_especially_in
- +82% POSITIVE** response to Apple accessible accessories announcement

Income & Spending Power

The consumers with disabilities commands \$480B in disposable income. How and where is their money spent?

Demographics by Age & Gender

61M Americans with disabilities | \$480B U.S. disposable income | 1.85B Globally | 110M U.S. consumer universe... 35 years after ADA, people with disabilities still find hotels unaccommodating

Why Clients Will Buy

The Market Reality:

\$8T opportunity. 61M U.S. consumers. No one else has the data

The Regulatory Reality:

Accessibility laws require quantifiable disability inclusion

The Reputational Reality:

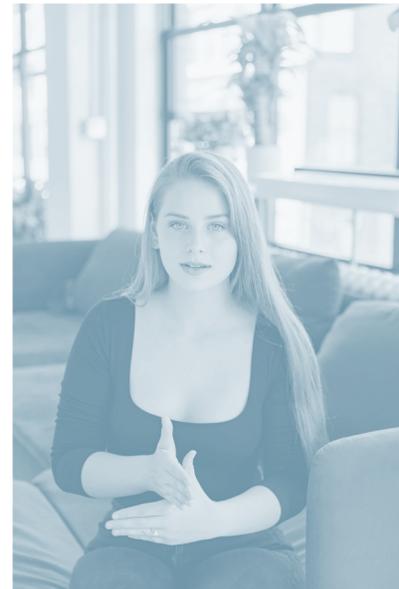
Social media amplifies failures instantly. Brands need data to act, not assumptions

The Financial Reality:

ADA digital accessibility lawsuits have tripled since 2013 (8,800 cases in 2024, +37% in 2025). Average defense + settlement: \$75K-\$200K. Worst case: \$10M+. Co:Di's \$12K subscription is cheaper than defending a single lawsuit.

The Competitive Reality:

Disability insights have never existed at scale. Early movers win.



Sales Strategy



'The Valuable 500'

500 CEOs publicly committed to disability inclusion:

- Microsoft, Apple, Google, P&G, Unilever, Deloitte, EY, Coca-Cola, HSBC, Virgin, Accenture...
- Pre-qualified Buyers Waiting
- Already educated on the opportunity
- Publicly accountable at annual summits
- Operating blind without data
- Budget already allocated



Worldwide Partners Inc.

Pre-existing commercial relationship

- 80+ independent, advertising, marketing, and media agencies across 40 countries
- Active promotion across entire network and client base at launch
- 3-5 agencies serving as UX design partners



Target Vertical Markets

- Disability Products
- Travel & Leisure
- Automotive
- CPG/CPG Retail/Non-grocery retail
- E-Commerce
- Banking Financial
- Sports & Entertainment
- Children & Toys

Plus:

- U.S. Government & Government entities
- Higher Education
- Non-Profits & NGO's



Doable

Co:Di Analytics has a head-start

- Hugh & Bob founded Doable—the first creative agency founded and staffed by disabled talent
- Doable has achieved significant media exposure, establishing both founders as respected voices in disability business
- Doable is a rostered agency and research partner of P&G (Valuable 500 member) we will extend this relationship to Co:Di Analytics.
- Doable is a Worldwide Partners member with established agency relationships and active collaborations

U.S. Revenue Forecast - Realistic & Credible Path to \$30M+



Pricing & License Mix

Tier	Annual Price	Price/Seat	Year 1 Mix	Year 2 Mix	Year 3 Mix
1 seat:	\$12,000	\$12,000	80%	70%	60%
3 seats:	\$24,000	\$8,000	10%	15%	20%
5 seats:	\$36,000	\$7,200	10%	15%	20%

SaaS ARR Forecast (Conservative & Achievable)

Metric	*Live Year 1	Live Year 2	Live Year 3
New Licenses	250	600	950
Total Active Licenses	250	850	1,600
Avg. License Value	~10,000	~9,500	~9,200
SaaS ARR	\$2.5M	\$8.1M	\$14.7M

*Live Year 1 = First 12 months **post-launch** (platform goes live Month 12, after 9-12-month build period).

Revenue Bridge to \$30MM+ ARR (Year 3)

Revenue Stream	Live Year 3 Target	% of Total	Growth Driver
SaaS Dashboard	\$14.7M	47%	Seat expansion & new enterprise logos
Insights-on-Demand	\$8.4M	24%	Cross-sell to SaaS clients + new projects
Consultancy Services	\$10M	29%	Strategic transformations with key accounts
Total ARR	\$33.1M	100%	Venture-scale achieved

Annual ARR Growth

Year 1 to Year 2:	224% growth (\$2.5M - \$8.1M)
Year 2 to Year 3:	308% growth (\$8.1M - \$33.1M total)
CAGR (Years 1 - 3):	54%

Key Assumptions

SAM	\$4.2B
SOM	\$33.1M ARR + \$250M data asset valuation
Churn	<10%
CAC	<\$7,000
Expansion Revenue	25% seat upgrades, 30% service add-ons
Gross Margin:	66% +

The Jewel in the Crown



Our Data Asset = Investor Insurance Policy

This isn't just a SaaS business. We're building the world's richest dataset on disabled consumer behavior.

- Billions of datapoints analyzed and validated
- Longitudinal patterns no one else has
- Foundational + behavioral + cultural data unified
- Impossible to replicate without years of work

Conservative Valuation: \$250M by Year 3
Strategic acquirers likely pay \$350M-\$500M
Even if SaaS adoption is slower than planned, the data asset continues to appreciate.

Market Comparables:

Gracenote (music metadata): \$560M

Bombora (B2B intent data): \$300M

Placed (location data): \$1.4B

Co:Di (disability consumer data): \$250M-500M (conservative)



Our Impact Mission

Co:Di Analytics is founded on a simple, powerful belief: When business truly sees people, it doesn't just profit—it progresses.

Our intelligence platform is the catalyst. The real change happens in the world it helps create.

Our work will ripple outward, making the ordinary accessible:

- A family that includes a wheelchair user will book a vacation with certainty, not fear, because hotel accessibility claims are now verified and reliable.
- A teenager with limited mobility will independently open a snack for the first time, thanks to accessible packaging.
- A visually impaired professional will confidently complete an online purchase without assistance, because the checkout finally works with her screen reader.
- A D/deaf customer will feel represented and understood by an advertising campaign, not as an afterthought, but as a valued member of the community.
- A person with a non-visible disability will navigate a store with dignity, met by staff trained to offer help without assumption.

We are not just selling data. We are selling a fundamental shift.

We give brands the clarity to move from avoidance and fear to engagement and inclusion. From building separate ramps to designing seamless entryways for everyone from the start.

This is our pledge: To use the tools of commerce, data, insight and strategy to build a world where 1.85 billion people are no longer an afterthought, but are seen, heard, and served as the vast, vibrant market and community they have always been.

The financial opportunity is historic. The human impact is everlasting.



Building a Disability-Led Company



Talent with Lived Experience Isn't Just Our Mission—It's Our Competitive Advantage

The Current Reality:

Disabled people hold just **4% of executive roles** across all industries.

In advertising, marketing, and technology—the industries building consumer platforms—representation is **near zero**.

We're changing that.

Our Commitment:

Co:Di will actively prioritize hiring disabled professionals (to a 40% of all staff target), across all teams:

- Engineering & Data Science
- Product & UX Design
- Research & Insights
- Sales & Marketing
- Operations & Customer Success

This isn't charity. This is strategic.

The professionals who understand disability from lived experience will:

- Build better products (they know what accessibility really means)
- Ask better questions (they see gaps others miss)
- Validate insights more effectively (they can spot bias and error)
- Represent our brand authentically (clients trust voices with credibility)



What could go wrong?



Risk Mitigation

Of over-arching significance to Co:Di risk mitigation is our observance throughout our business that disability data is legally and culturally sensitive. As such, our methodologies are built not just to 'avoid' issues with GDPR and ADA regulations but instead built alongside them and with unrelenting reference to them.

Risk Category	Inherent Risk	Mitigated Risk	Key Mitigation
Key Hire Dependencies	HIGH	LOW	Active pipeline, recruiting partner, interim advisors
Data Access Restrictions	HIGH	MEDIUM	Multi-source redundancy, foundational data free, budget cushion
Regulatory/Legal Challenges	HIGH	LOW	Legal counsel, PIA, advocacy partnerships
Slow Market Adoption	MEDIUM	LOW	Conservative projections, Valuable 500 pipeline, 18-month runway
Competition Emergence	MEDIUM	LOW	Speed to market, data moat, lived experience authenticity
Technical Build Delays	MEDIUM	LOW	Experienced CTO, proven tech stack
Founder Dependency	MEDIUM	LOW	Complementary skills, key person insurance, strong leadership team
Community Backlash	MEDIUM	LOW	Disabled-led, transparency, community validation

The Bottom Line on Risk

Every startup has risks. What matters is: Do the founders understand them? Yes, we've lived in disability and marketing for 60 years

- **Have they planned for them?** Yes, mitigation strategies are built into budget, timeline, and org design
- **Are the risks existential or manageable?** Manageable—no single risk can kill the company if mitigated properly
- **Is the upside worth the risk?** Absolutely—\$500M+ exit potential vs. well-understood, well-managed risks

The Ask



\$3.8M Seed Round

Option A: Equity

\$3.8M for 20% equity (from one or multiple investors)
\$19M post-money valuation

Option B: Convertible Note

\$3.8M note
\$20M valuation cap
20% discount on Series A price
5-year maturity
Converts automatically at Series A

*We're flexible on structure to align with
your fund economics*

What We'll Build in 12 - 15 Months:

- Full SaaS Dashboard V1 live and revenue-generating
- Proprietary AI interpretation engine operational
- Data pipelines ingesting foundational + behavioral sources
- Paying customers from Valuable 500 and key verticals
- Clear path to Series A

How We'll Use Capital:

\$1.65M – Technology Build (CTO + 8 engineers)

\$800K – Go-to-Market (Sales + Marketing)

\$500K – Data Access & Enrichment

\$300K – Founders

\$250K – Operations, Legal, Finance

\$250K – Runway Buffer

The Exit



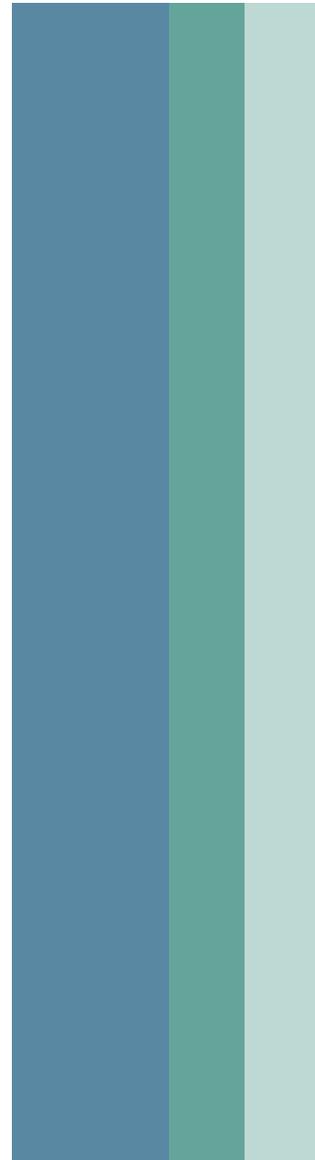
Timeline:

Anticipated exit by acquisition in year 4 - 5.

Prospective Acquirers

We have identified 4 specific segments of potential acquirers:

- Management Consultants: McKinsey, Accenture, EY, Booz Allen, Deloitte, BCG, EY, BCG
- Social Listening Tool companies: Brandwatch, Sprinkler, Talkwalker
- Consumer Insights Platforms: Nielsen, Kantar, GWI, YouGov, Qualtrics, Forrester
- AI platform companies: Microsoft, Amazon, Apple, Google, Meta



De-Risked Execution



The hardest risks are already validated

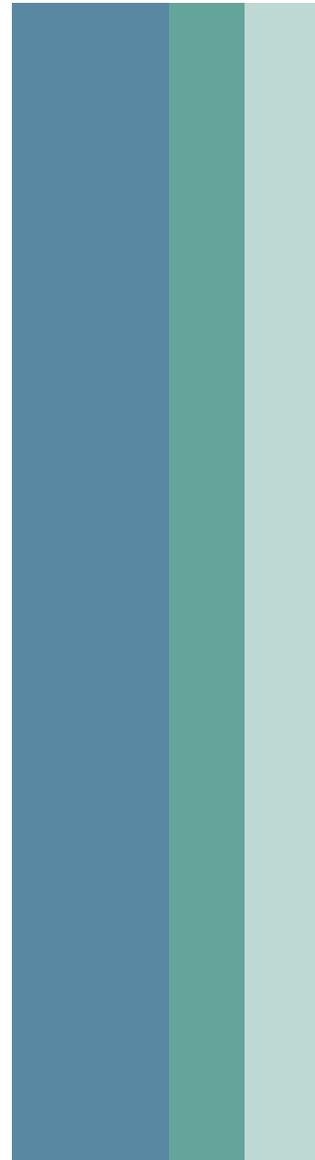
- **Data availability:** Required data sources are proven, accessible, and are either public domain or commercially licensable
- **Technical feasibility:** The interpretation layer has been extensively tested on real-world data
- **Ethical risk:** Interpretation is explicit, auditable, and avoids inference by design
- **Go-to-Market Infrastructure:** In place and populated with warm, engaged pipeline

What remains is execution, not uncertainty

- Platform build is known work, not research
- Dashboard UX is defined and buyer-validated
- Go-to-market follows established enterprise analytics patterns

Capital is funding speed, not proof

- No speculative R&D
- No dependency on a 'breakthrough'
- Execution risk is time to market and seizing the opportunity ASAP, not viability



The Bottom Line



The disability data gap exists because everyone's been too afraid to fill it.

Fear has a cost:

Brands lose revenue. 1.85 billion consumers stay invisible. Nothing changes.

We're not afraid, because we've lived this for 60 combined years.

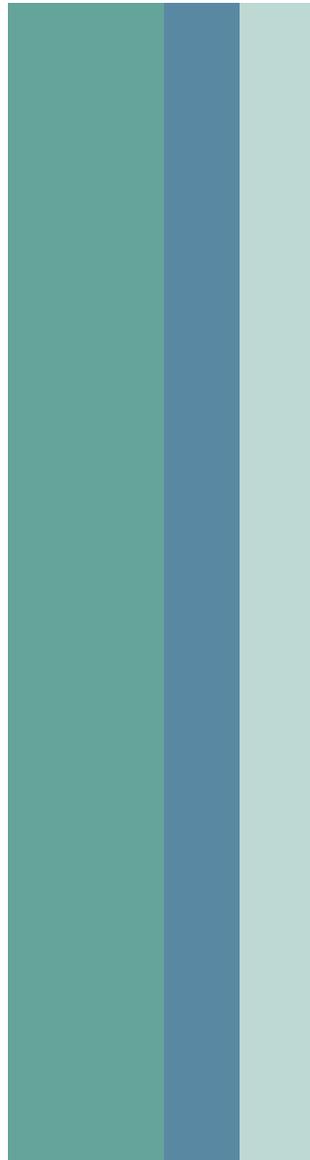
We know how to build this ethically, legally, and profitably.

- We know the buyers.
- We know the market.
- We know this works.

**The question isn't whether this market exists.
\$8 trillion says it does.**

The question is: Who's brave enough to serve it?

We are.





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Appendix

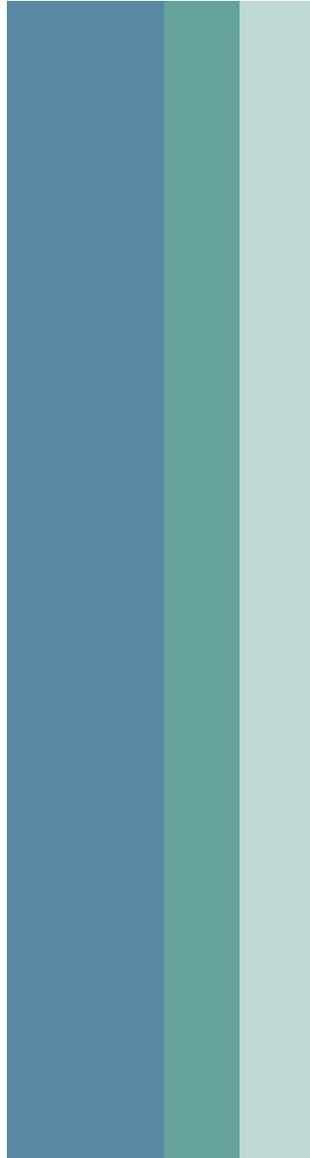
Co:Di Interpretation Layer Validation

Reddit Thread: "Autism IS a disability" (r/autism)

Source: Reddit post with 1,300+ upvotes, 224 comments

Date: December 2025

Analysis Date: January 2026



Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxf/autism_is_a_disability/

Executive Summary:

This highly engaged discussion reveals critical tensions within the disability community about identity, support needs, and how brands should understand and serve disabled consumers. The conversation provides actionable intelligence for brands navigating accessibility, marketing representation, and product development.

Major Themes Identified

1. The "Toxic Positivity" Problem (307 upvotes, 45+ supporting comments)

What We Heard:

Disabled consumers are exhausted by "superpower" and "differently-abled" narratives

These narratives actively harm access to support and accommodations

One user lost their job due to burnout because their therapist believed "autism is a superpower"

Medical professionals perpetuating this view creates real harm

Brand Implication: Inspirational marketing that minimizes disability struggles ("you're just different!") is not empowering—it's offensive and damaging. Authenticity requires acknowledging real challenges while respecting dignity.

2. Invisible Disabilities Are Still Disabling (Multiple high-engagement threads)

What We Heard:

"Low support needs" doesn't mean "no struggles"—it means "low support *gets*"

High-functioning individuals still experience executive dysfunction, sensory overload, social isolation, chronic burnout

Many need help with managing bills, remembering appointments, opening packaging, navigating unfamiliar places

One user: "I'm 20 and still have no idea how to make friends and have horrible meltdowns when I'm outside too much"

Brand Implication: "Independent-looking" disabled consumers still face significant barriers. Don't assume someone who appears capable doesn't need accessible packaging, simplified processes, or sensory-friendly environments.

Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxf/autism_is_a_disability/

3. The Social vs. Medical Model Tension (Highly debated, 40+ comments)

What We Heard: Two camps emerged:

Social model advocates: "I'd be fine if society were built differently—my disability is contextual"

Medical model advocates: "I'd struggle with basic tasks even on a desert island—my disability is inherent"

Critical insight: Both are right for different people, and most experience BOTH simultaneously.

One user: "I could be a hermit on a mountain and still be unable to eat most food, get overstimulated from the sun, and struggle to maintain shelter."

Brand Implication: Accessibility improvements help everyone, but they won't eliminate all struggles. Brands need BOTH environmental accommodations (social model) AND product/service adaptations (medical model).

4. Fear of Being "Not Disabled Enough" (Recurring anxiety)

What We Heard:

Many low-support-needs individuals feel guilty accessing disability accommodations

They internalize messages that they're "not really disabled"

This prevents them from seeking help they genuinely need

One user: "I was told I should pull myself up by my bootstraps"

Brand Implication: Don't create tiered systems that make people "prove" their disability. Universal design and frictionless accommodations remove the burden of justification.

Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxp/autism_is_a_disability/

5. Representation Must Be Authentic, Not Tokenistic (Strong consensus)

What We Heard:

"Autism in advertising" under 1% is noticed and resented

But representation that feels like a diversity checkbox is worse than none

Community wants: Real disabled people in campaigns, authentic stories, acknowledgment of actual struggles

Brand Implication: Token representation backfires. Disabled consumers want to see themselves reflected honestly—with dignity, but without erasure of their real experiences.

6. Specific Product/Service Pain Points Mentioned

Packaging:

"I just want to open my own snacks" (limited hand mobility)

"Packaging is impossible to open or unreadable"

Digital Accessibility:

Screen readers don't work on most checkout processes

Timed-out forms create barriers

CAPTCHA is a nightmare for many

Physical Spaces:

Hotel accessibility claims are unreliable

Public transportation frequently fails (wheelchair ramps "not working")

Sensory overload in stores (lighting, noise, layout)

Employment:

Need more breaks, flexible schedules, sensory-friendly workspaces

Small talk and eye contact requirements are discriminatory

Remote work is life-changing for many



Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxp/autism_is_a_disability/

Behavioral Patterns Detected

Pattern 1: The Burnout Cycle

Many "high-functioning" individuals mask heavily → experience burnout → realize they're more disabled than they thought → seek accommodations late

Opportunity: Proactive accessibility prevents burnout rather than responding after crisis.

Pattern 2: The Accommodation Paradox

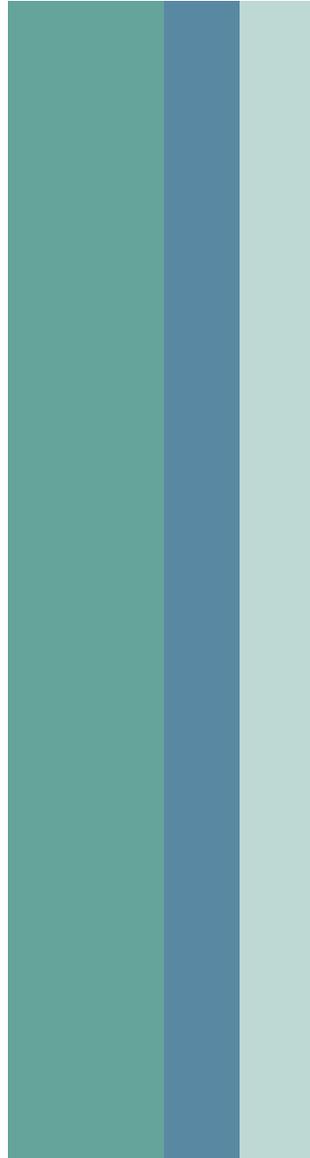
People who appear capable get denied support → struggle → get told "you seem fine" → cycle repeats

Opportunity: Remove gatekeeping from accessibility features. Make them available to everyone without justification.

Pattern 3: The Community Validation Effect

307 upvotes on "toxic positivity" comment shows: The community is desperately seeking validation that their struggles are real

Opportunity: Brands that acknowledge real challenges (not just celebrate "strengths") will build deep loyalty.



Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxp/autism_is_a_disability/

Sentiment Analysis

Dominant Emotions:

- 🙄 **Frustration** (45%): With toxic positivity, lack of accommodations, being misunderstood
 - 😓 **Exhaustion** (30%): From constant masking, explaining needs, fighting for support
 - 💪 **Defiant Pride** (15%): "I'm disabled and that's not a bad thing"
 - 😰 **Anxiety** (10%): About future support, being "disabled enough," financial survival
- Net Sentiment:** Negative, but hopeful when discussing community support and authentic representation



Thread: "Autism IS a disability" (r/autism)

●●● https://www.reddit.com/r/autism/comments/1phgxp/autism_is_a_disability/

Actionable Brand Insights

For CPG Brands:

Accessible packaging is a \$30M+ opportunity (referenced in long deck)

Test: Can someone with limited hand mobility open this independently?

Solution: Tear strips, easy-grip surfaces, clear opening instructions

Sensory-friendly product lines matter

Quiet packaging (no crinkly wrappers)

Low/no fragrance options

Consistent product experience (texture, taste, appearance)

For Retail Brands:

Staff training is make-or-break

Teach: Offer help without assumption, respect "no thank you"

Avoid: Treating disabled customers like children or problems

Sensory environment matters more than you think

Lighting intensity and flicker

Background music volume

Store layout complexity

Checkout line pressure

"Quiet hours" or "sensory-friendly shopping times" create intense loyalty



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For E-Commerce/Digital Brands:

Checkout accessibility is costing you revenue

- Screen reader compatibility

- No time limits on forms

- Alternative to CAPTCHA

- One user: "I confidently complete online purchases without assistance because the checkout finally works with my screen reader"

Customer service must offer multiple channels

- Live chat for those who struggle with phone calls

- Email for those who need time to process

- Phone for those who can't type easily

For Travel/Hospitality:

Accessibility claims must be ACCURATE

- 127 negative Reddit posts about one hotel chain's false claims

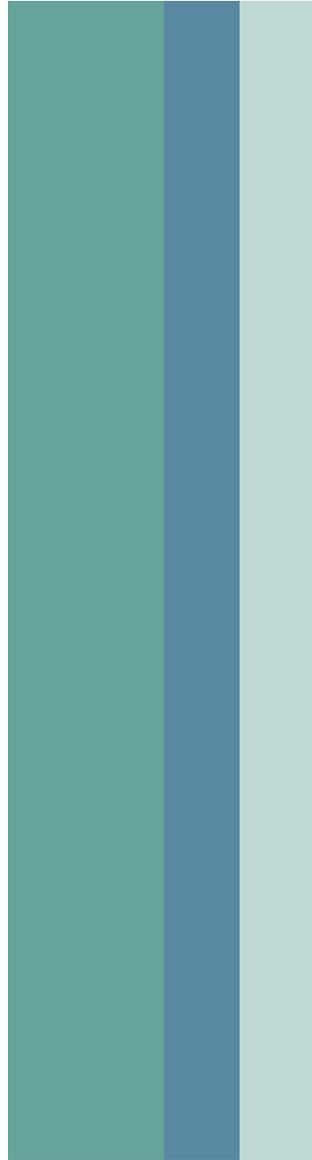
- Solution: Third-party verification, detailed specifications, photo documentation

Predictability reduces anxiety

- Detailed room layouts

- Sensory information (noise levels, lighting)

- Clear accessibility features list



"Autism IS a disability" (r/autism)



For Marketing/Advertising:

Don't celebrate disability as "superpower"

- Do: Show disabled people living full lives with dignity
- Don't: Imply disability makes you special/gifted/better

Representation must be authentic

- Hire disabled creators, not just disabled models
- Tell real stories, not aspirational fantasies
- Acknowledge challenges while respecting dignity

The "1% representation" stat is noticed and resented

- Opportunity: Early movers will earn significant goodwill

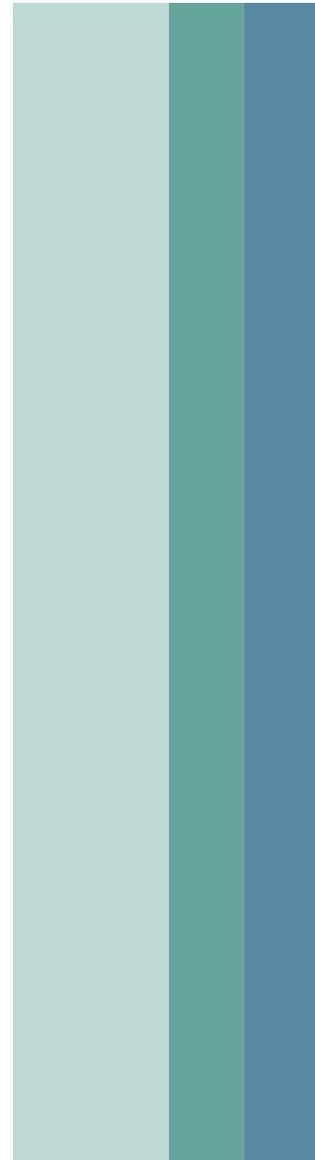
For Employers/HR:

"Accommodations" shouldn't require begging

- Flexible schedules
- Remote work options
- Sensory-friendly workspaces
- More breaks

"High-functioning" employees still struggle

- Executive dysfunction with paperwork/admin tasks
- Social exhaustion from meetings
- Sensory overload in open offices



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Risk Alerts - What NOT to do:

- **Don't use "superpower" language** → Seen as toxic positivity, denies real struggles
- **Don't make people prove their disability** → Creates shame and prevents access
- **Don't make accessibility a premium tier** → Universal design should be default
- **Don't conflate "independence" with "not needing support"** → Many independent-looking people struggle significantly
- **Don't treat disability representation as a diversity checkbox** → Community can tell when it's tokenistic



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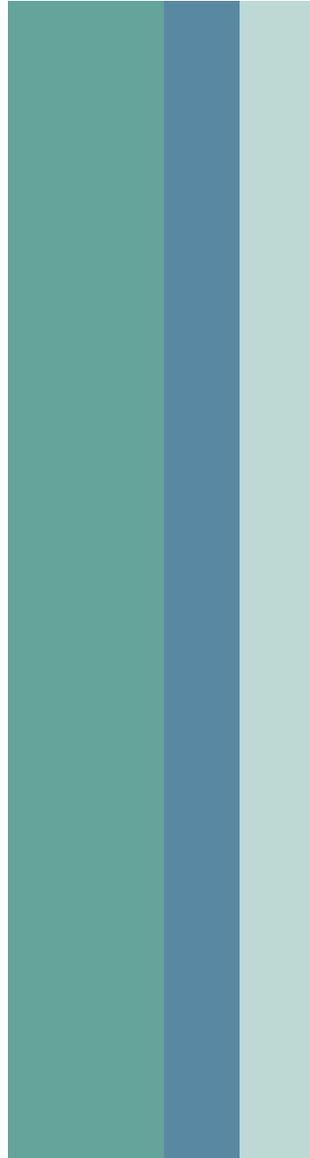
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Bottom Line for Brands

This conversation reveals a community that is:

- Tired of being ignored or tokenized
- Desperate for authentic acknowledgment of their real struggles
- Willing to reward brands that get it right with fierce loyalty
- Highly engaged and vocal online (1,300+ upvotes, 224 comments on one post)

The opportunity: Most brands are paralyzed by fear of "getting it wrong." The brands that move first with authentic, validated disability intelligence will capture a vastly underserved \$480B U.S. market.



Summary

●●● https://www.reddit.com/r/autism/comments/1phgxf/autism_is_a_disability/

- This thread introduces us to people literally telling the world exactly what they need, in incredible detail, with passion and clarity, and nobody is listening.
- 1,300 people upvoted a post that essentially says, *"Please acknowledge that we struggle."*
- 307 people upvoted a comment about how "superpower" narratives actively harm them.
- They're describing specific product failures: "I just want to open my own snacks." "The checkout doesn't work with my screen reader." "Hotels lie about accessibility."
- They're naming exact dollar amounts brands are losing ADA lawsuits, abandoned carts, lost loyalty.
- They're even doing the work of segmenting themselves: "I'm low support needs but still disabled." "I need help with basic tasks." "I'm high-functioning but burn out constantly."
- And brands are just... not there.

Why This Makes Co:Di So Powerful

- We're not inventing some new data collection method that violates privacy.
- We're not inferring disability status from behavior.
- We're not targeting people without consent.

We're simply just LISTENING to what people are already saying publicly, synthesizing it, and telling brands: "Hey, here's what your customers are telling you."