

Vista Entrepreneur Pitch Competition: Igniting Accessibility



In a world where inclusivity and accessibility are paramount, innovation becomes the cornerstone of progress. Welcome to Vista Entrepreneur Pitch Competition, an event designed to celebrate and support entrepreneurs who are dedicated to creating accessible solutions for people of all abilities.

At Vista Center, we recognize the pivotal role of thought leaders and innovators in advancing the accessibility sector. Aligned with this vision, we believe in fostering a robust network of support for founders and entrepreneurs within this arena, essential for driving continued global progress.

Our exclusive Entrepreneur Pitch Competition will be a dynamic catalyst for innovation, fostering collaboration, and advancing the accessibility market. This event will ultimately lead to the creation of more inclusive and equitable solutions for individuals of all abilities. By promoting and supporting entrepreneurs focused on accessibility, this competition will contribute significantly to the growth of inclusive entrepreneurship.

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We are committed to encouraging diversity and representation within the startup ecosystem, empowering individuals from underrepresented communities, including people with disabilities, to pursue entrepreneurial endeavors.

Their unique perspectives are crucial for solving accessibility challenges.

Why Attend?

Pitch competitions are vital for innovation, offering a platform for entrepreneurs to showcase groundbreaking ideas and solutions. In the accessibility market, where innovation is crucial for creating inclusive experiences, these competitions spur the development of new technologies, products, and services addressing diverse accessibility challenges.

Entrepreneurs

Participating in a pitch competition offers visibility for accessibility-focused products and services, opening doors to investments, grants, and other financial resources necessary for further development and commercialization.

Investors

Some investors mistakenly believe that the accessibility market is too small. However, this market is rapidly growing, with an impressive 11.3% CAGR. Attendees at the Ignite Accessibility event will challenge this notion, uncovering the enormous potential, with aggregated spending power projected to reach an astounding \$13 trillion in the coming years.

Join Us

Join us at the Ignite Accessibility Entrepreneur Pitch Competition to shatter misconceptions and explore boundless opportunities. Embrace innovation and accessibility, and let's shape a future where inclusion knows no bounds.

Join Us!

September 20th, 2024
9:00 am to 11:30 am

Vista Center
101 North Bascom Ave
San Jose, California

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Event Background

This event not only provides what we hope are sound investment, is also a source of educational, networking, and social opportunities for our accessibility community. The event serves as a complement to our annual Sight Tech Global (STG) conference, which is an annual global, virtual conference dedicated to fostering discussion on how rapid advances in AI and related technologies will fundamentally alter the landscape of assistive technology and accessibility.

Now in its fifth year, Sight Tech Global (STG) stands as a premier virtual conference uniting technology pioneers dedicated to breaking barriers in navigation, human interaction, and equitable access to information. Attendees span the spectrum from technology managers and founders to investors and advocates, creating a comprehensive ecosystem of support for individuals living with vision loss.

At the heart of entrepreneurial success lies access to funding. Recognizing this, Vista Center, alongside committed STG strategic advisors, sees an opportunity to facilitate connections between investors and entrepreneurs through a dedicated event in Silicon Valley. This “pitch” event will not only provide a platform for highlighting innovative business plans, but also offer tailored support and guidance to propel promising startups in serving the visually impaired community!

By bringing together the Sight Tech Global team, strategic advisors, investors, and entrepreneurs, this event aims to catalyze meaningful connections, foster collaboration, and ultimately drive the accessibility sector to new heights of innovation and impact. Join us in shaping the future of accessibility entrepreneurship and breaking down barriers for individuals of all abilities.

The winner of the Entrepreneurs Pitch Competition receives a complimentary break-out session during the 2024 Sight Tech Global, December 4 - 5th 2024.



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For Investors

Discover a unique opportunity to enter an ever-expanding market with substantial financial and societal rewards. By dispelling outdated misconceptions, you can tap into the vast, often overlooked potential of the emerging digital accessibility industry. This isn't merely a compliance matter; it's a transformative market with significant upside, awaiting those with the foresight to recognize its true value.

Why Invest in Accessibility

There are both our financial benefits and a strengthening of social responsibility. The Strategic and Social Imperative of Investing in Accessibility.

We believe in the strategic and social imperative of investing in accessibility, however, some investors mistakenly believe that the accessibility market is too small. However, this market is rapidly growing, with an impressive 11.3% CAGR. Investors at the **Entrepreneur Pitch Competition: Ignite Accessibility** event will challenge this notion, uncovering the enormous potential, with aggregated spending power projected to reach an impressive \$13 trillion in the coming years. **Market Opportunity:** Supporting accessibility innovation is about tapping into a rapidly growing market opportunity. By making products and services accessible, we not only choose to enact inclusive principles; it is a legal imperative, backed by global regulations and increasing litigation. Early movers have a unique chance to establish market leadership.

- 82% of people, including those without disabilities, would conduct more business with companies making a YOY effort.
- 60% of assistive technology users state it's getting worse.
- 71% of website visitors with disabilities leave if not accessible.

Understanding the accessibility market is important, and it is far less complex than perceived. By investing in accessibility, we contribute to a more inclusive society where everyone, regardless of their abilities, has equal opportunities to participate. This not only improves the quality of life for individuals with disabilities but also fosters a more equitable community.

Accessibility features often lead to innovations that benefit all users. For example, voice-activated assistants, originally developed for individuals with disabilities, are now widely used by the general population. Investments in this sector often transcend disabilities—universal design benefits everyone and enhances user experiences across the board.

Corporate Social Responsibility (CSR): Investing in accessibility aligns with global CSR trends. Companies that demonstrate social responsibility are more attractive to investors, customers, and partners. Additionally, companies and investors known for their commitment to accessibility often enjoy enhanced brand reputation and customer loyalty.

Engagement in social investing is forward thinking; as the global population ages, the demand for accessible products and services will only increase. By investing now, we position ourselves to meet future demands, ensuring long-term sustainability and growth.

To discover more about engaging as an investor at the Entrepreneur Pitch Competition event, please contact: McKenna Marshall mmarshall@vistacenter.org phone: 760-803-1505; or visit www.vistacenter.org and register as an investor.