



Technology Enabling an Accessible World

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BACKGROUND

Getting Dressed	
1	 Underwear
2	 Socks
3	 T-Shirt
4	 Pants





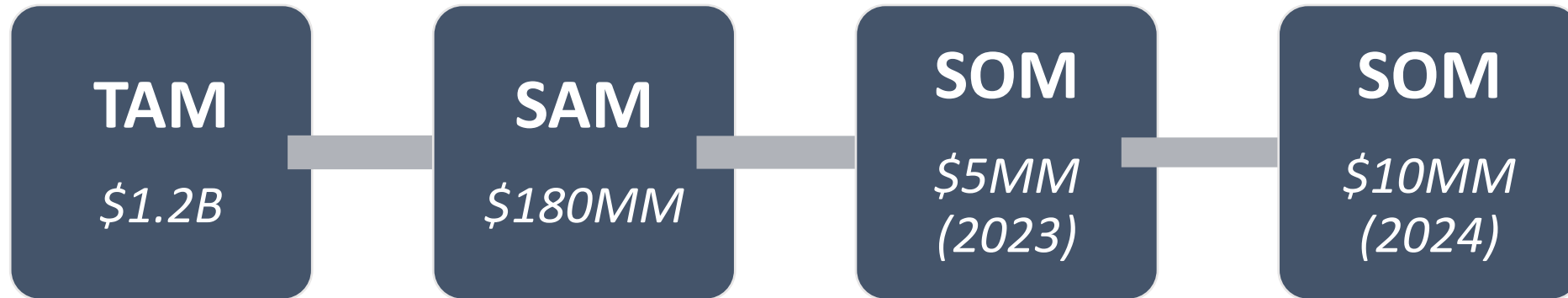
PROBLEM

**Accommodating
customers with cognitive
disabilities is a difficult
mandate for companies
to address**





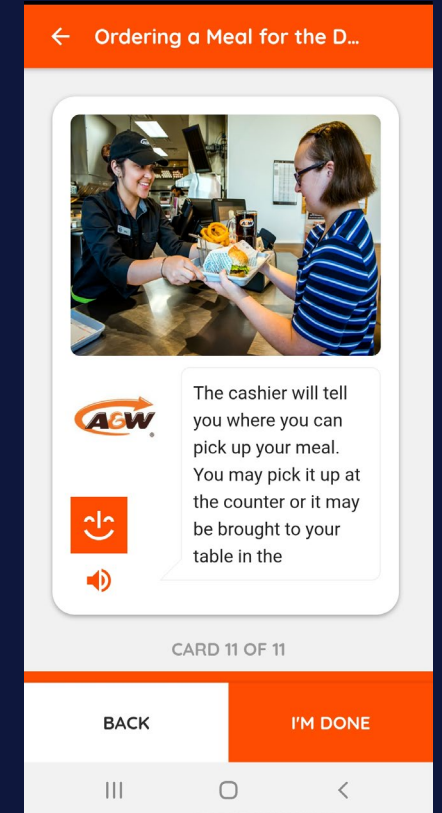
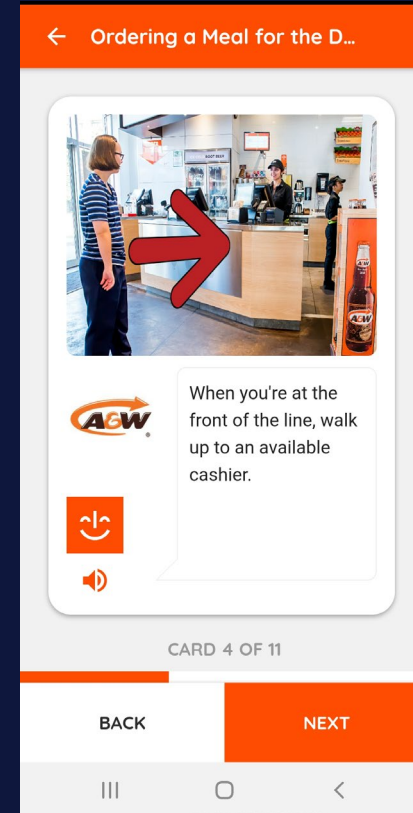
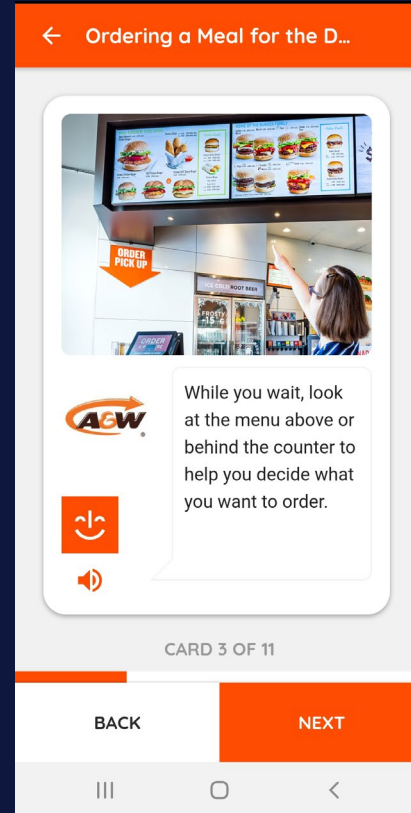
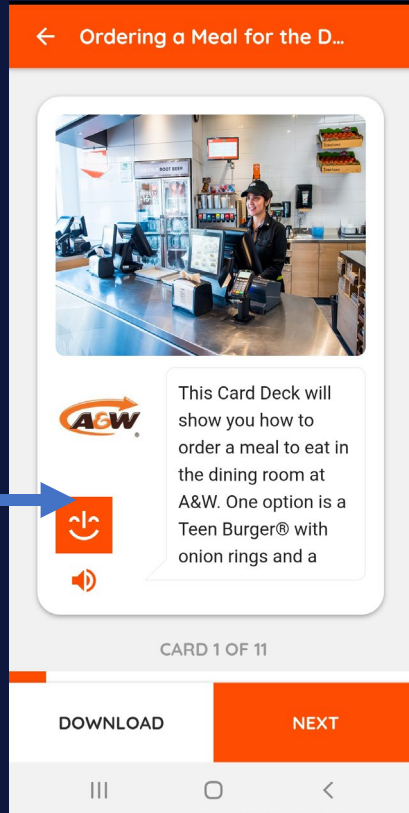
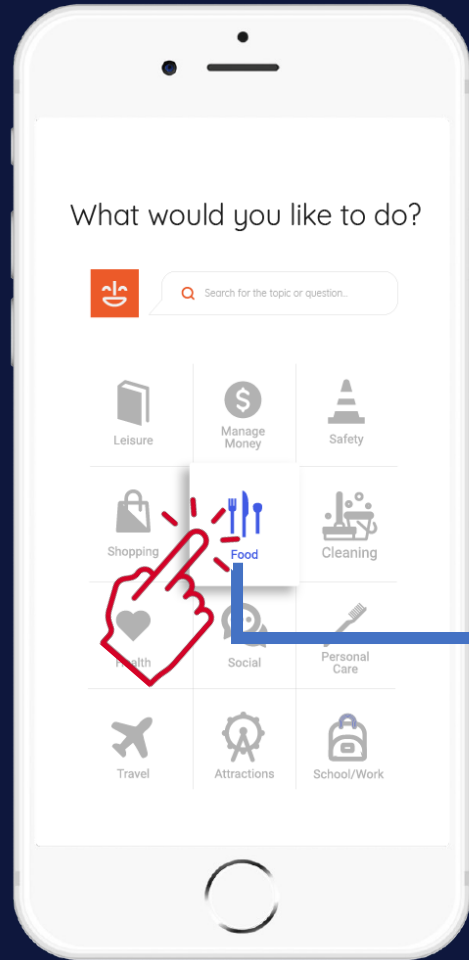
NORTH AMERICA MARKET SIZE





OUR PRODUCT: magnuscards

Digital guides for accessible customer experiences



CUSTOMERS

Fortune 1000 Companies & Venues

M&T Bank



- ✓ Directly engage and underserved market
- ✓ Meet accessibility mandates
- ✓ Positive public relations
- ✓ Reduce burden on customer service

END USERS

People with Disabilities & Caregivers



- ✓ 3.6 billion people with \$6.9 trillion in annual disposable income
- ✓ Gain access and participation in the community
- ✓ Reduce burden on caregivers
- ✓ MagnusCards works!



39 CURRENT CUSTOMERS

LARGE COMPANIES



M&T Bank

MID-SIZE COMPANIES



San Francisco International Airport



New York City Transit



JOHN R. OISHEI Children's Hospital



SMALL COMPANIES



New England Aquarium



Guelph Transit
On Your Way



Kent District Library



PICKERING PUBLIC LIBRARY



Kitchener Public Library



Milton Public Library

TRACTION SNAPSHOT

39

Customers

13,361

Application Downloads

53,000

Estimated Users

\$430,000+

Annual Recurring Revenue



BUSINESS MODEL

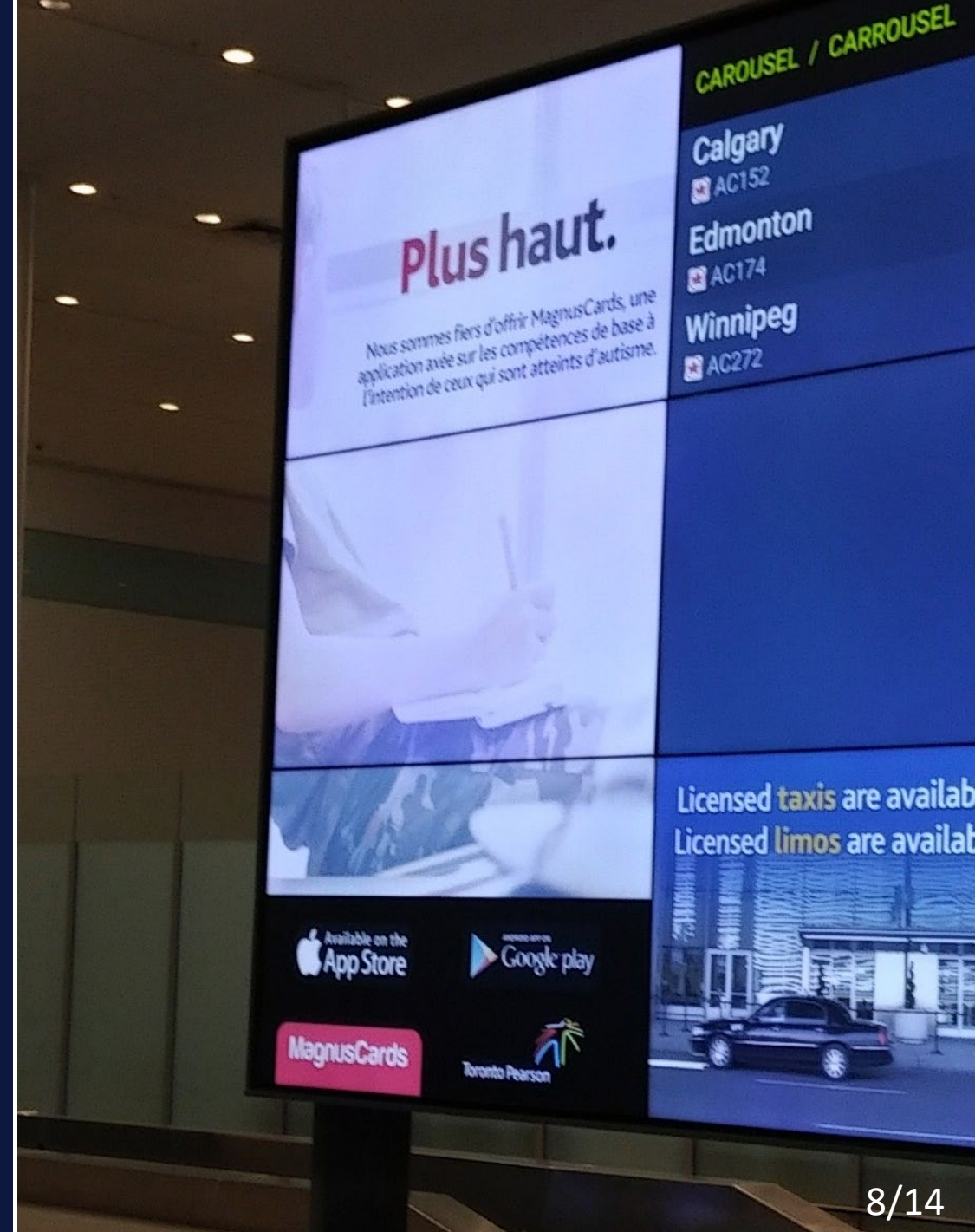
Subscription-Based Access

Companies & Venues:

- Pay \$20K - \$130K per year (2-3 year terms)
- Roadmap:
 - Content creation marketplace
 - Customer service integration prevents churn

End Users:

- Free-to-Use





LEADERSHIP TEAM



Nadia Hamilton
Founder & President

Multi-award winning entrepreneur with proven leadership, execution, sales, and business acumen.

Deep connections and personal experience with autism and special needs.

Applied Behaviour Analysis
Certified
Hon. BA



Valentin Secades
Chief Technology Officer

22+ years experience leading teams in implementation of web, mobile, firmware, and IoT solutions.

Designed systems for global brands such as Cisco, Linksys, Belkin.

MSc. Electronic Engineering,
emphasis on Artificial
Intelligence



Kelly Lincoln
Operations Director

15+ years experience in operations management with a specialty in the healthcare field.

Developed programs and services for provide service to over 17,000 people in Buffalo.

MBA



WHAT'S NEXT

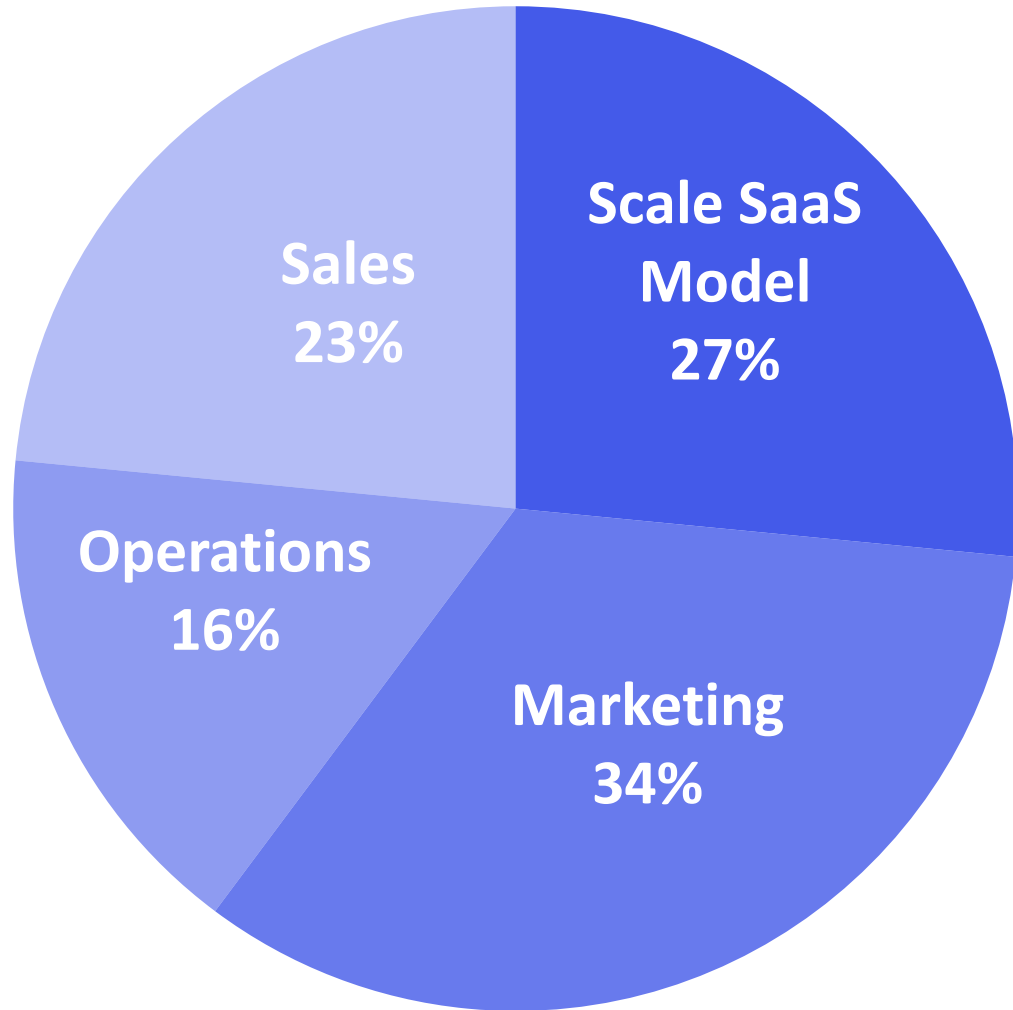
- **BUILD SALES AND CUSTOMER SERVICE TEAM = INCREASE ENTERPRISE SALES**
- **SCALE SAAS MODEL = INCREASE VENUE SALES**
- **FURTHER MARKETING INTEGRATION = DECREASE CUSTOMER CHURN**

OUR ADVISORS

Mike Canzoneri, Sr. Director, Tech Operations, Torch Labs & CTO, AireXpert
Dan Magnuszewki, Cofounder & CTO, ACV Auctions – Buffalo Startup Unicorn



SEEKING \$1.5M TO SCALE OVER NEXT 24 MONTHS

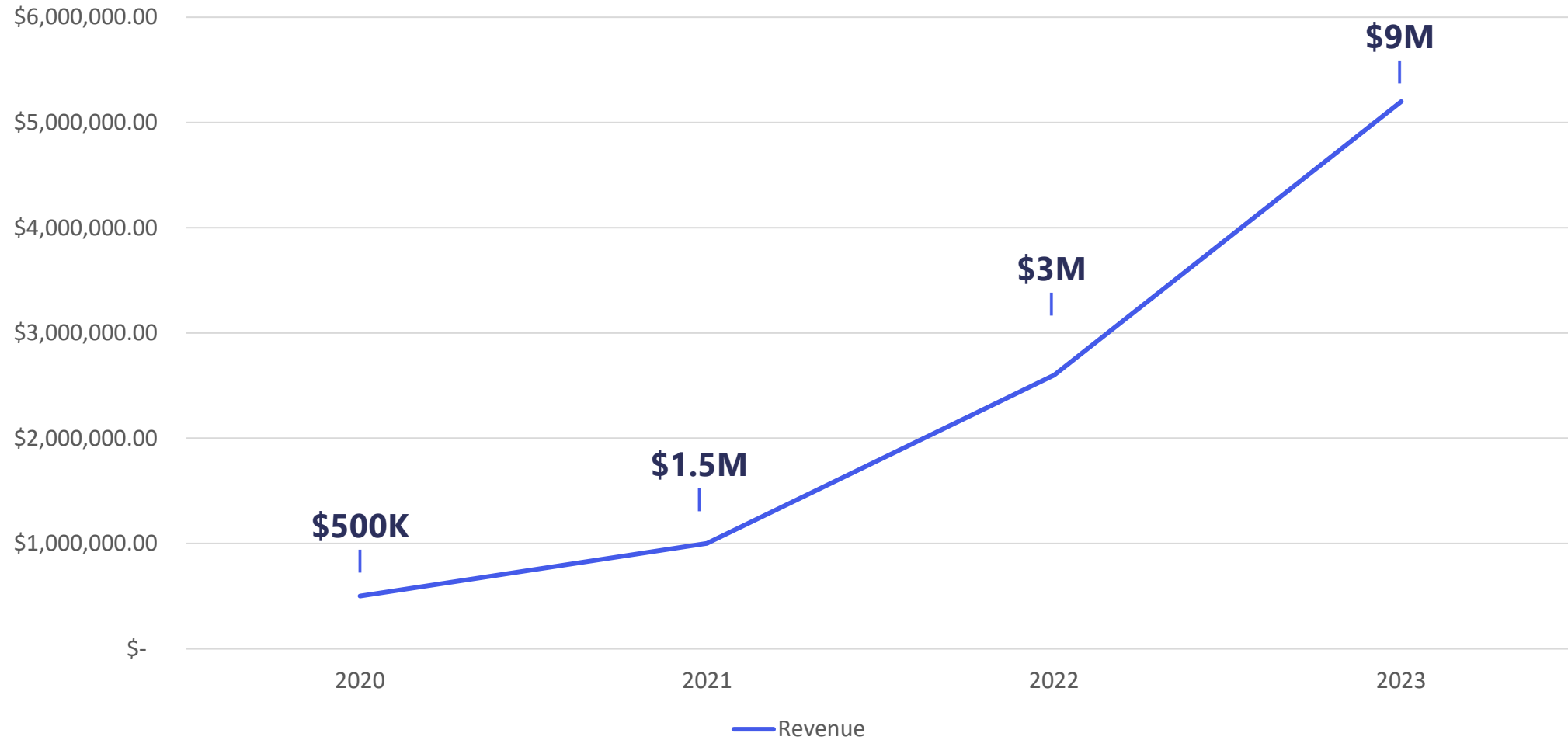


USE OF FUNDS

Scale SaaS model	\$	400,000
Marketing Director & marketing campaigns	\$	500,000
Sales & Customer Service Team	\$	350,000
Operations	\$	250,000
Total Investment	\$	1,500,000



REVENUE PROJECTIONS





JOIN US

"With MagnusCards, I no longer have to lead my son by the arm everywhere. Now he can do things like take the bus and go to a museum on his own. I never thought this was possible, he is leading the way."

– Shelley

Mother of DJ (15-year-old with autism)

Thank You!



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APPENDIX



Canadian and United States Accessibility Laws: Overview

By law, nearly all companies, venues, and other service providers are required to provide reasonable accommodation to meet the communication needs of customers with cognitive disabilities in Canada and the United States. **Magnusmode provides one of the only solutions in the market** that enables service providers to meet this requirement. Greater detail on each accessibility law can be found on the following slides.

- 1. Americans with Disabilities Act (ADA):** Fine for non-compliance \$75,000 - \$150,000 per violation
- 2. Accessible Canada Act (ACA):** Fine for non-compliance: \$250,000 per violation
- 3. Accessibility for Ontarians with Disability Act (AODA):** Fine for non-compliance \$100,000 for each day of violation

Americans with
Disabilities Act
(ADA): Title III

**Fine for non-
compliance
\$75,000 -
\$150,000 per
violation**

Overview

Title III: Public Accommodations

Title III prohibits exclusion and other forms of discrimination on the basis of disability (mental disabilities specifically mentioned), and requires covered entities to reasonably modify their policies, practices and procedures to allow people with disabilities to participate. Title III also requires covered entities to ensure their communication with people with disabilities is as effective as their communication with others, by providing auxiliary aids and services. Nearly all types of private businesses that serve the public are included in the categories, regardless of size. Existing facilities are not exempted by "grandfather provisions".

There are 12 categories of public accommodations covered under Title III:

1. Inns, hotels, motels and other places of lodging
2. Restaurants, bars and other places serving food or drink
3. Movie theaters, playhouses, concert halls, stadiums and other places for exhibitions or entertainment
4. Auditoriums, convention centers, lecture halls and other gathering places
5. Bakeries, grocery, clothing and hardware stores, shopping centers and other sales or rental establishments
6. Laundromats, dry-cleaners, banks, barber and beauty shops travel and shoe-repair services, funeral parlors, gas stations, pharmacies, professional offices (lawyer, accountant, insurance, health care provider) and other service establishments
7. Terminals, depots and other public transportation stations
8. Museums, libraries, galleries and other places for public displays or collections
9. Parks, zoos, amusement parks and other places of recreation
10. Schools (nursery, elementary, secondary, undergraduate and private postgraduate) & other places of education
11. Day care and senior centers, homeless shelters, food banks, adoption agencies and other social service centers
12. Gyms, health spas, bowling alleys, golf courses & other places for exercise or recreation.

Americans with Disabilities Act: Enforcement

Title III is enforceable by private individuals with disabilities in court (there is a "private right of action"). Individuals can file complaints with the U.S. Department of Justice, but they are not required to do so. In addition to the U.S. Department of Justice, [several other federal agencies](#) have a role in enforcing, or investigating claims involving, the ADA:

- The [U.S. Department of Justice enforces ADA regulations](#) governing state and local government services and public accommodations ([Title III](#)).
- The [U.S. Department of Transportation](#) enforces regulations governing transit, which includes ensuring that recipients of federal aid and state and local entities responsible for roadways and pedestrian facilities do not discriminate on the basis of disability in highway transportation programs or activities. The department also issues [guidance to transit agencies](#) on how to comply with the ADA to ensure that public transit vehicles and facilities are accessible.
- The [U.S. Department of Health and Human Services \(HHS\)](#) also enforces [Title III of the ADA](#) relating to access to programs, services and activities receiving HHS federal financial assistance. This includes ensuring that people who are deaf or hard-of-hearing have access to sign language interpreters and other auxiliary aids in hospitals and clinics when needed for effective communication.
- Another federal agency, the [Architectural and Transportation Barriers Compliance Board \(ATBCB\)](#), also known as the Access Board, issues guidelines to ensure that buildings, facilities and transit vehicles are accessible to people with disabilities. The [Guidelines & Standards](#) issued under the ADA and other laws establish design requirements for the construction and alteration of facilities. These standards apply to places of public accommodation, commercial facilities, and state and local government facilities.

Most Sued Industries for Americans with Disabilities Act Non-Compliance (with high profile examples)

- **Travel/Hospitality:** AirBNB, Choice Hotels, Hilton Hotels, Marriott Hotels, etc.
- **Restaurants/Food Service:** Dominos Pizza, Taco Bell, Starbucks, Small Restaurants
- **Medical/Health:** Digital Health, Epic Systems EHR Software, UNC Health Care
- **E-Commerce:** Amazon, Apple, Winn Dixie
- **Universities/Educational:** Univ. of Oregon, Los Angeles Community College
- **Beauty/Fitness/Wellness:** Fenty Beauty, Louis Vuitton, Planet Fitness
- **Entertainment/Leisure:** Many Winery Websites, Beyonce Knowles, Hulu, FOX Network
- **Insurance:** Company and Agent sites.
- **Retail Stores:** Amazon.com, Xerox, Apple, H&M, Dash, Coach, and many small stores.
- **Home Services:** Various HVAC, Plumber, other home services
- **Banking/Financial:** various Credit Unions, Capital One, Wells Fargo
- **Real Estate Agencies:** Miller-Valentine, Compass
- **Automotive:** Toyota, Uber, Many Auto Dealers
- **Government:** Many Gov Websites, Sheriff websites, City of Venice Calif.

Future Product Opportunity Supported by Americans with Disabilities Act

Employment (Title I)

Title I requires covered employers to provide reasonable accommodations for applicants and employees with disabilities and prohibits discrimination on the basis of disability in all aspects of employment. Reasonable accommodation includes, for example, restructuring jobs, making work-sites and workstations accessible, modifying schedules, providing services such as interpreters, and modifying equipment and policies. Title I also regulates medical examinations and inquires.

Enforcement

- The U.S Equal Employment Opportunity Commission (EEOC) enforces Title I of the ADA. Title I prohibits private employers, state and local governments, employment agencies and labor unions from discriminating against qualified individuals with disabilities in applying for jobs, hiring, firing and job training.
- The Federal Communications Commission (FCC) enforces regulations covering telecommunication services. Title IV of the ADA covers telephone and television access for people with hearing and speech disabilities. It requires telephone and Internet companies to provide a nationwide system of telecommunications relay services that allow people with hearing and speech disabilities to communicate over the telephone.
- The U.S. Department of Education, like many other federal agencies, enforces Title II of the ADA, which prohibit discrimination in programs or activities that receive federal financial assistance from the department.

Overview

The purpose of this Act is to benefit all persons, especially persons with disabilities, through the realization, within the purview of matters coming within the legislative authority of Parliament, of a Canada without barriers, on or before January 1, 2040, particularly by the identification and removal of barriers, and the prevention of new barriers. *Barrier* means anything — including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice — that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation.

Government agencies, banks and telecommunications providers are among the federally regulated entities that must fulfill these duties. Under the Act, there are three key duties federally regulated entities must fulfill:

1. Create and execute ongoing accessibility plans
2. Set up feedback tools: Regulated entities must set up ways to receive and respond to feedback from employees and customers on their fulfillment of the plan and any barriers.
3. Publish progress reports: publish progress reports on the fulfillment of their plan.

Enforcement

To ensure regulated entities are complying with the Accessible Canada Act, an enforcement officer will use proactive compliance activities: inspections and compliance audits.

If an officer finds an entity to be non-compliant, the following may occur:

- **Compliance order** – An officer may issue an order to the regulated entity to stop or start an activity to achieve compliance with the Act
- **Notice of violation** – An officer may issue a notice of violation with either a warning or a penalty.
- **Administrative monetary penalties** – Depending on the nature and severity of the violation, an officer may issue an administrative monetary penalty (a fine up to \$250,000).
- **Compliance agreement** – Regulated entities may agree to address the violation in a specific way by a specific time, potentially reducing the fine.

Accessibility for Ontarians with Disabilities Act (AODA)

**Fine for non-
compliance by
Jan 1, 2021:
\$100,000 for
each day of
violation**

Overview

The **Accessibility for Ontarians with Disabilities Act, 2005** (AODA) is an Ontario law mandating that organizations must follow standards to become more accessible to people with disabilities (there is specific mention of mental and learning disabilities). The goal for the province is to be fully accessible by 2025. All levels of government, private sectors, and non-profits must comply with this legislation.

The Integrated Accessibility Standards Regulation (IASR)

In 2016, the five standards of the AODA were combined under the Integrated Accessibility Standards Regulation (IASR). The five standards are:

- Information and communications
- Employment
- Transportation
- Design of public spaces
- Customer service

What Requirements Apply to All Providers?

The following requirements of the customer service standard apply to all providers that are covered by the standard. If you are a provider, you must:

- Set a policy on allowing people to use their own personal assistive devices to access your goods and use your services and about any other measures your organization offers (assistive devices, services, or methods) to enable them to access your goods and use your services.
- Use reasonable efforts to ensure that your policies, practices and procedures are consistent with the core principles of independence, dignity, integration and equality of opportunity.

Examples of Providers of Goods or Services that must comply

- Stores, restaurants, hotels, bars and hair salons;
- Garages, service stations, home renovators, architects and builders;
- Hospitals and health services;
- Schools, universities and colleges;
- Organizations that operate public places and amenities, such as recreation centers, public washrooms, malls and parks;
- Municipal and provincial governments and the programs and facilities that they run, including social assistance services, public meetings, public transit, libraries, and employment centers;
- Provincially regulated utilities;
- Travel agencies, tour operators, amusement parks, farmers' markets and travelling fairs;
- Police, ambulance, fire and court services;
- Manufacturers and wholesalers;
- Professionals, such as doctors, dentists, chiropractors, physiotherapists, lawyers, and accountants, whether services are offered to individuals or to businesses;
- Consultants, programmers, engineers and event planners;
- Charities and non-profit organizations;
- Theatres, stadiums and conference centers;
- Places of worship, such as churches, synagogues, mosques and temples; and
- Unions and professional associations.



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