

Accessibility and inclusion in emerging startups

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Aims/Objectives: What was the purpose what you did? Why is your topic important? What did you want to change? What difference did you want to make?

The aim of this paper is to explore the journey of a startup in integrating disability inclusion into its organisational culture and practices, despite operating on a smaller scale and budget than larger corporations. It seeks to highlight the learnings, challenges, strategies employed, and opportunities encountered in striving to build a truly inclusive organisation from the ground up.

Methods/Process: Who was involved? What did you do? (100 words)

The paper utilises a qualitative research approach, drawing insights from the firsthand experiences of staff with disability, leadership and stakeholders involved in the process of establishing the startup and advancing disability inclusion. The dataset is gathered through interviews to capture the startup's journey, including key milestones, challenges faced, strategies implemented, and outcomes achieved in promoting disability inclusion.

Results: What did you find? What changed? What difference did you make? What did you learn?

The trialled interventions revealed positive outcomes as well as challenges. Despite operating with limited resources, the startup employed strategies such as extensive relationship building with community, learning from disability leadership, and flexible work practices to advance disability inclusion effectively and co-design solutions to challenges. Despite initial hurdles, the startup achieves notable progress in creating a more accessible and supportive workplace for individuals with disabilities.

Conclusion: How could other people use what you found out? What would you recommend other people do based on what you did and what you found out?

In conclusion, even for small startups with limited resources, creating an inclusive and accessible environment was achievable. The presentation emphasises the value of learning from the experiences of organisations of all sizes in striving to build inclusive workplaces. By

sharing insights from its journey, the startup journey offers valuable lessons, and practical strategies for other emerging organisations seeking to embed disability inclusion into their organisational DNA.

Alignment with the Conference Theme: How does your proposal address the conference theme of ‘New Frontiers’? How does your proposal showcase something new we can do to make the world a better place for people with disability? (50 words)

This proposal addresses the conference theme of ‘New Frontiers’ by showing how a startup, despite limited resources, can pioneer disability inclusion. It showcases innovative strategies, unique challenges, and successful interventions, offering insights and practical solutions to inspire other organisations to create a more inclusive world for people with disabilities.