Prosperity4All

SingularLogic Partners' Event

24 April, 2015

What problem is Prosperity4All trying to solve?

Many people can't use modern ICT

- Disability
- Literacy
- Digital literacy
- Aging

Yet… the world is increasingly being "technified"

- Education
- Employment
- Health …

- Computers
- Books
- Online Banking*
- Thermostats
- Ovens

Why don't they have access?

1. We don't have solutions for all groups

2. Too expensive
   for people; for schools; for libraries ….

3. People don't know what exists that would help them

4. Having access to ONE device is no longer sufficient
   like it used to be.   People need to be able to
   access and use all of the devices they encounter.

What needs to happen to address this?

Three basic things are needed if you can't use the technology that the world around you requires you to use.

1. It has to be possible for you to figure out what you need….
   -- what devices need to do for you to be able to use them.
     - talk, have larger print, have a simpler interface, ….

2. You need to be able to make that happen to any device you encounter and have to use. (or you can't use it)

3. The solution that you need needs to exist
   - and it needs to be affordable to you (at whatever your income level is)

Why create a GPII?

- We tried to figure out how to do this with existing approaches and were unable to solve the
    - Simplicity problem
    - Cost problem
        - In fact, even though we have less money, all the identified solutions for reaching beyond the 15% currently served, and serving the other 85% had cost estimates of 8 to 10 times.

- After study, the only way found to address the problem was to create an infrastructure that could simplify it all – and allow companies to create new and better solutions for much less.
    - This infrastructure eventually came to be called the Global Public Inclusive Infrastructure, or GPII

Major Components of GPII

Will something help me? What?	User Awareness	Needs & Prefs Discovery Aid	Needs & Prefs Storage	GPII Unified Listing & Marketplace	Shopping Aid
	Users find out something exists for them.	Users can find out which types of things help them	Users can store needs & preferences info for later use	Find all solutions, AT & Mainstream device / feature / service	Users can use their profile to find just what helps them

Getting access automatically, anywhere, on any device	Prefs & Perm Server	Real Time Matching	Delivery/Launch Management	Media & Materials	Assistance on Demand (AOD)
	User needs & prefs stored securely and available anywhere	Prefs and context used to determine best fit; here, now.	Built-in + AT are auto-adjusted and launched, anywhere	Auto- augmentation transformation and/or replacement	User can call up any assistance anywhere

Tools to make it easier, lower-cost to create & market new solutions	Developers' Space	Consumers & Experts Connection	Service Creation Tools	GPII Unified Listing & Marketplace	Micro-Finance Micro-Payment Infrastructure
	Free & commercial parts to speed dev, and lower costs	Experts, consumers, testers etc to help new developers	To make it easy to Create AOD, Media, & Material service	Developers can quickly, efficiently market worldwide	Mechanism for Financing R&D and Service Del

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How does Prosperity4All work with other projects to address these problems?

Cloud4all in the EU,
- and current (and planned) projects in the US and Canada are tackling the first goal and the technical part of the second.

The Global Public Inclusive Infrastructure (GPII)

Cloud4all

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Cloud4all and Prosperity4All

- **Cloud4all is working on technical infrastructure parts of GPII goal 1 and 2**
    - Around delivery (anywhere delivery)
        - and Auto personalization
    (This work assumes or requires that solutions exist an are affordable)

- But the access problem not just a technical delivery problem
    - Solutions need to exist (device, access features in mainstream products, and services)
    - And they need to be affordable
    - Companies need to be willing (and economically able) to create and market them

- Need to make it <u>easier</u> and <u>lower cost</u> for developers and vendors
    - To create
    - To dissem
    - To internationalize
    - To support
                - So that company's can
                    - create better and new solutions
                    - at affordable prices internationally.

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How does Prosperity4All work with other projects to solve them? What is Prosperity4All's unique role and contribution?

- Prosperity4All is tackling the tasks of

  1. Reducing the **cost** and **complexity** in creating new solutions

     - To lower costs to developers

     - To get more R&D to market

     - To engage more researchers in the field

     - To get consumers and service professionals involve in the design of new solutions

  2. Increasing the market reach and penetration

     - To lower the cost of solution through greater sales

     - To reach people, languages, and cultures not addressed (in Europe and elsewhere)

What are the major components of Prosperity4All and how do they work together to address the problems?

1. **A Developers Space (WP 201)**
   a. One place to find all available tools, info, resources (WP201)
   b. Key new Building blocks (WP202)
   c. Frameworks (WP203)
   d. Service infrastructures (WP204-C&T, WP205-AOD)
2. **A Unified Listing** and **Marketplace (T201.2)**
3. **Mechanism for Sustainable Consumer Input (WP206)**
4. **Supply and Demand Side Modeling, measures and systems** (SP1)
5. **Testing of the Prosperity4All**
   a. With Developers (SP3) and (WP402)
   b. With Users (the user tools) (WP403)
   c. With all Stakeholders (WP404)

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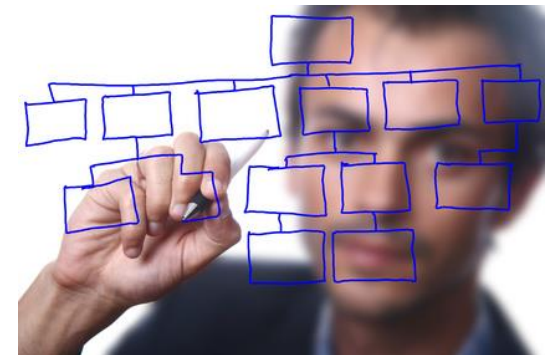
1. **A Developers Space**
   - that provides a common place to find all the existing tools and components to make it easier and less expensive to create
   - to lower cost
   - to increase innovation
   - to engage more people / companies
   - contains parts, but also information and human resources to allow better, more useful, more successful, development
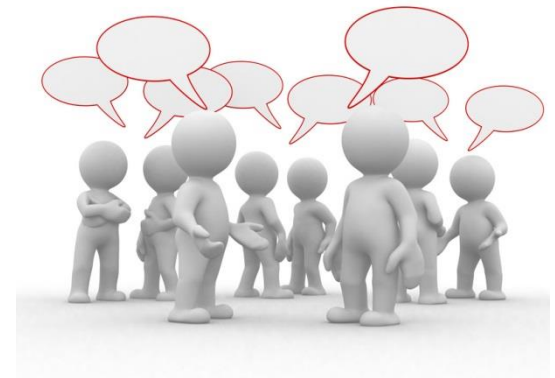
What are the major components of Prosperity4All and how do they work together to address the problems?

2. Building blocks

a. Key components to allow people to build from instead of redoing what has already been done

– Some common ones – but in open source that anyone can use

– Some new ones – that can open up new capabilities in assistive technologies

b. Tested open source components that can be used by mainstream companies to build access into their products

3. Frameworks

    a. Skeletons and complete solutions in open source that can be used as starting points for new innovation

        – Reduce duplicated effort

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4. **A Unified Listing and Marketplace**

  a. **To make it easier for consumers to**

  – Find Assistive technologies that match their needs

  – Find Mainstream Products that have the access features they need

  – Find new types of AT, and new types of services that address their needs

  – Find unique, small market AT (for those with orphaned needs)

  b. **To make it easier for new or small vendors to**

  – Bring products to market

  – To market and sell internationally

  – To reach thin markets – thus allowing successful sales to the tails

  c. **To increase sales of**

  – Assistive technologies   (thus decreasing their price)

  – Mainstream technologies that build in access features (thus increasing the number of companies who do so – or do so again)

  – Small market Assistive technologies – (to make it profitable enough - and low cost enough to market it - to make it profitable to create and sell them)

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5. Service infrastructures

To allow the creation of widespread access services

Including:

– Captioning

– Document Transformation on demand

– Assistance on Demand

– AT as a service

6. **Mechanism for Sustainable Consumer Input**

    –Input to AT and Mainstream developers

    –Communication with each other

    –Not just during the project but beyond

7. **Supply and Demand Side Modeling and measures and systems**

   a. To ensure that all the components needed for a healthy and vibrant commercial ecosystem are in place

   b. To keep this from being a research or development 'project' and instead to have its results be sustainable and real

   c. Fiscal systems and architecture to allow real prosperity to occur, especially for smaller and very small companies.

8. **Testing of the Prosperity4All**

    a. Testing of the User Tools by users   (WP203)

    b. Testing of the Developer Tools by developers (SP2 and WP 202)

    c. Evaluation of the success of the infrastructure (WP204)

    –   Number, types, and sizes of companies adopting and using various infrastructure components in real world

    –   Number of users (not test subjects) using the tools

    –   Satisfaction of developers and users