



## ITI COMMUNICATION FACIL'ITI

### One line pitch:

FACIL'iti is a seamless interface that can use your existing web site, and automatically adapt it to the needs of people with disabilities or seniors.

### Market Analysis:

The age of the internet has been a fabulous revolution of information and media at your disposal. From our phones to our laptops, we are able to access news, entertainment, as well as engage in all sorts of E-services from banking to health-care. However, if you suffer for a disability, web pages are rarely accessible, or built for that portion of our population. Disability is worldwide. Worldwide Population is getting older and older. 285 Million people suffer from visual impairment. 4 Million people diagnosed with Parkinson's. Seniors represent 24% of internet users (4 out of 10 buy on line) 10% of the people are affected by dyslexia.

### Value proposition:

Final USER : Free solution No requirement for downloading or installation of whatever add-on – extreme simplification of use Customized profile adapt the navigation to individual mix of pathologies (visual, motor, cognitive) Confidential Once the user profile is created, it can be replicated on any other terminal For the WEBSITE OWNER No need to rebuild the web site to make it accessible Does not modify the content of the hosting website and fully compatibility with internet browsers Entirely compatible with intranet / extranet interfaces, allowing employment of people with disabilities. Solid proof of your humanist Corporate Social Responsible policy Site truly disabled friendly in only 15 minutes

### Business Model:

Business Model : 350€ (400USD) monthly fee per URL up to 50 000 connexion a day. Minimum engagement 36 month.

### IP and Regulatory situation:

Currently the solution addresses 11 pathologies among which I can mention Parkinson's and essential tremors, cataract, presbyopia, color blindness and dyslexia, being the only solution on the market to cover such a large range of symptoms. We have already received 4 prestigious awards for : Silver medal for French Digital 2015 Innovation, 1st Social Innovation 2016, 1st Silver Economy Innovation 2016, 1st for Silver Economy International Development by Business France 2016 Opening toward a larger market segment formed by elders and people with certain disabilities (for a global company this market represents 875 million people, just by only counting USA, Canada, Europe and Japan).



**FACIL'iti**  
VOTRE SITE + FACILE D'ACCÈS

### COMPANY PROFILE

- **Website:**  
www.facil-iti.com
- **Field:**
- **Contact:**  
SUDRAUD Frederic  
f.sudraud@iti-communication.com
- **Location:**  
Parc Ester Technopole 16 rue Soyouz  
87068 Limoges  
France
- **Founded in:** //11/1975
- **Employees:** 25
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
220k€
  - **Monthly burn rate:**  
100k€
  - **Capital seeking and date:**  
1M€ end 2016
- **Investors:**  
BPI