Iværksættere med Handicap AI Project

Exploring how Artificial Intelligence (AI) can support entrepreneurs with disabilities in everyday work and business

3 December 2025

Executive Summary

Iværksættere med Handicap AI Project

Background

Iværksættere med Handicap (Entrepreneurs with Disabilities*) AI Project was conducted together with **Accenture** in Denmark.

The project's purpose was to **explore how artificial intelligence (AI) can support entrepreneurs with disabilities in their everyday work**, helping them reach their full entrepreneurial potential.

The project ran over six weeks (October–December 2025) and focused on:

- **Understanding key challenges** faced by entrepreneurs with disabilities through 12-deep dive interviews with EWD members/partners and workshop/meetings with EWD core team
- **Identifying AI opportunity areas**, based on research, expert insights, and stakeholder inputs, for how AI can support members in their everyday workday related to identified challenge areas
- The project did not deep dive on or develop specific tools nor create a complete tool overview

Key findings

Six key AI opportunity areas were identified, each addressing one of the six identified challenge areas:

- Inclusive digital tools & accessibility
- AI-powered mobility & navigation
- Augmented communication & social connection
- Intelligent scheduling & task management
- AI support for energy & capacity management
- AI-enhanced content creation & quality assurance

Additional key findings:

- Most challenges arise from repetitive, manual, or time-consuming daily tasks, highlighting the need to make everyday life smoother across people with different disabilities
- Many existing solutions are underused due to limited awareness; better information and sharing of existing tools and best practices are needed
- Accessibility gaps persist in many tools and platforms, underscoring the importance of universal and inclusive design
- Many tasks still require workarounds or support, pointing to a need for greater independence
- High costs and complexity of AI solutions remain significant barriers to adoption and integration

Next steps

Key considerations ahead

- Leverage existing solutions; develop new features or tools only where gaps remain
- Address knowledge gaps and raise awareness of available AI tools and support
- Stay updated on AI developments
- Prioritize solutions for everyday independence

Focus ahead

- Educate and promote AI adoption, focusing on overcoming resistance and increasing knowledge through workshops, knowledge-sharing spaces, and ongoing communication
- Collaborate with vendors/partners to co-create accessible solutions

Next steps

- Short-term: Educate and promote AI adoption (e.g., launch awareness campaigns and knowledge-sharing spaces)
- Medium-term: Scale awareness and adoption (e.g., organize AI workshops, build partnerships, and send regular AI newsletters)
- Long-term: Explore and expand solution space (e.g., co-create AI solutions for unmet needs)

*In this report EWD is used as abbreviation of Entrepreneurs with Disabilities (Iværksættere med Handicap)

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Final Report

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Project Background

Purpose, scope, and methodology

A 6-week project aimed at exploring how AI can help entrepreneurs with disabilities in their everyday work

Project background and key question

Project Background

- This project was conducted by Accenture in collaboration with Entrepreneurs with Disabilities (Iværksættere med Handicap)*
- The project was aimed at helping EWD improve the everyday work lives of their members by deeply understanding their needs and challenges and identifying opportunities for AI-driven solutions that remove barriers and foster independence

Project scope

- **Timeline:** 6-week project October – December 2025
- **Market**: Denmark
- **Target group**: Entrepreneurs with Disabilities*; specified disability focus based on current and potential members
- **Expected outcome:**
  - Final report covering key challenges faced by entrepreneurs with disabilities and AI opportunity areas related to those challenges for how AI can support members during their everyday workday
  - The report will not deep dive on or develop specific tools nor create a complete tool overview

Key question

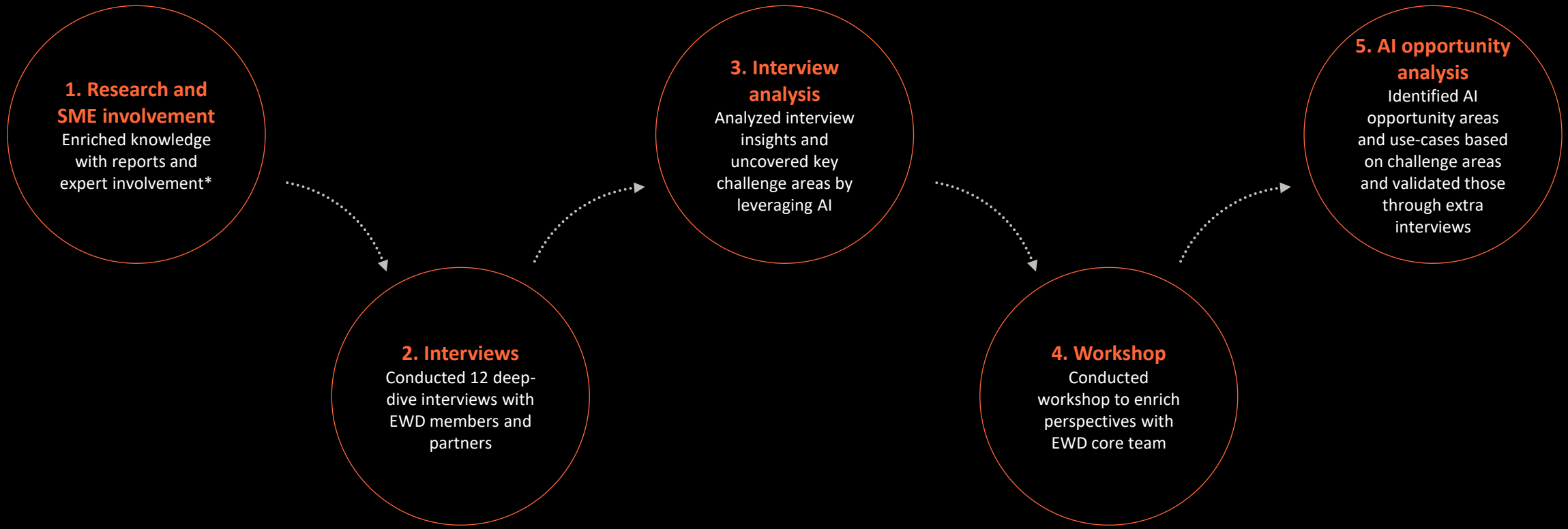
”How might AI help entrepreneurs with disabilities in their everyday work, so they can better reach their full entrepreneurial potential?”

*In this report EWD is used as abbreviation of Entrepreneurs with Disabilities (Iværksættere med Handicap)

The project methodology combined research, expert (SME) input, stakeholder engagement, and analysis

Project methodology

To ensure insights were informed by **multiple perspectives** and **grounded in both data and lived experience**, the project combined research, expert (SME) input, stakeholder engagement through interviews and workshop, and analysis



*Overview of selected reports leveraged in this project can be found in appendix

Project insights and recommendations are based on inputs from 12 interviewees and a workshop with EWD core team

Project methodology

Interview and workshop overview

- Stakeholder input has been gathered through 1-to-1 deep-dive interviews with 12 EWD members and partner organizations and through workshops and weekly meetings with the EWD core team
- Interviews and the workshop focused on understanding and enriching the challenge landscape of entrepreneurs with disabilities as well as uncover key AI considerations
- Interview participants have represented or shared perspectives related to the following disabilities:
  - People who are deaf or have a hard time hearing
  - People who are blind or have low vision
  - People who are neurodiverse
  - People with mobility disabilities
- Based on stakeholder insights, expert input, research, and interview analysis, key challenge themes were generated and AI opportunity areas and use-cases identified

Interview focus areas

Daily tasks & reoccurring activities

- Daily tasks & reoccurring activities
- Time-consuming, prone to error, repetitive, and low value activities

Needs & challenges

- Challenges faced in work as an entrepreneur affecting performance
- Key challenges and underlying needs
- Current solutions/work-arounds

AI awareness & use

- Use of AI and digital tools
- AI awareness and knowledge
- Accessibility barriers
- Perception of AI (opportunity vs risk)

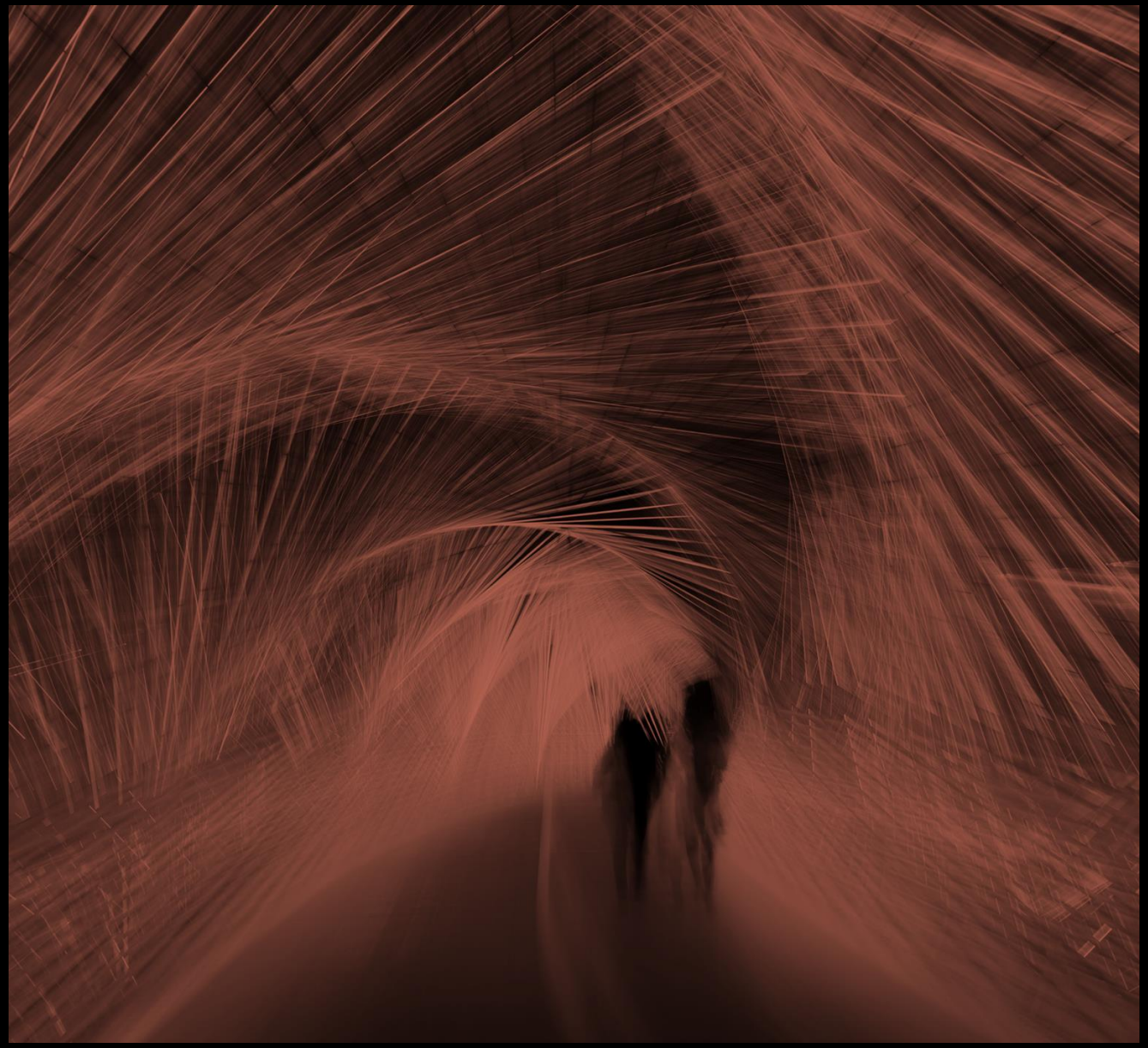
AI value levers & boundaries

- Areas where AI could help the most
- Valued outcomes
- Vision of success
- Constraints and trade-off related to AI

02

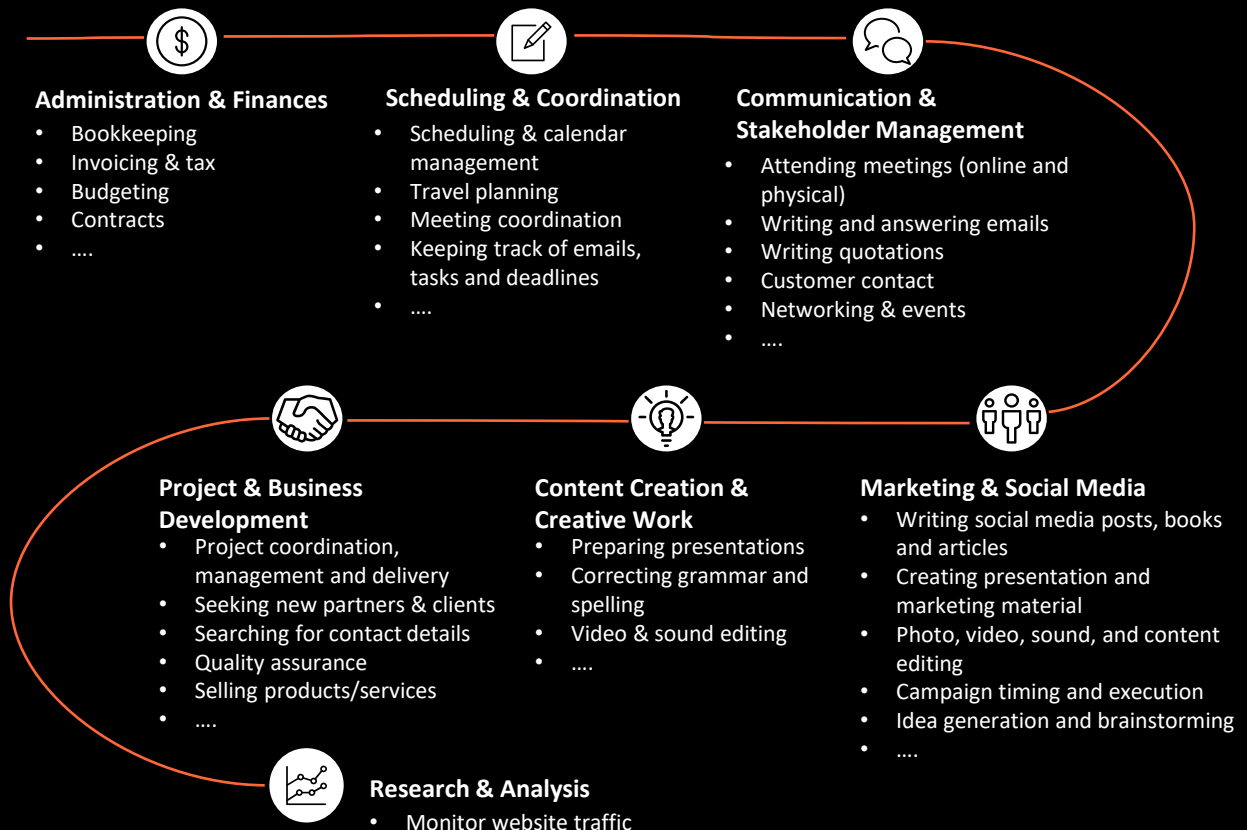
Interview Insights and Results

Summary of key challenges, needs, and success criteria from interviews



Entrepreneurs encounter daily tasks that are time-consuming, error-prone, repetitive, and of low value

Daily tasks and reoccurring activities in the life of an entrepreneur with disabilities



Time-Consuming Tasks consume significant time and include repetitive components

e.g., video editing, content creation, bookkeeping, invoicing, social media updates, and project coordination

Prone to Error Tasks require accuracy and detail, and are often related to manual processes

e.g., spelling/grammar correction, keeping information up-to-date, and file naming

High-Frequency Repetitive Tasks dominate daily routines and workload

e.g., emails, scheduling, invoicing, meetings, and monitoring website traffic

Draining, Low-Value Tasks add little strategic or business value but consume time

e.g., checking documents, searching for contact

"I'm left with less energy for tasks related to what I actually do for a living"

"Time is a crucial resource, and so is energy and mental capacity"

All interviewed members are aware of AI and use it in their daily work, but their level of use differs significantly

Current AI use and awareness

Opinions are mixed: Some view AI as a transformative game changer, primarily for enhancing independence and productivity. Others approach it with cautious trust, expressing concerns about over-reliance and the potential loss of originality

AI adoption varies: For some, usage is ad-hoc, focused on tasks like email drafting, grammar correction, translations, and meeting note summarization. In contrast, tech-savvy entrepreneurs leverage AI more strategically, applying it across diverse areas such as content creation, data analysis, fundraising, and business development

"AI is a game changer; I cannot describe how incredible it is"

"It's about limiting the number of steps you have to take"

"I'm careful about not abusing AI […], you still need to know how to formulate yourself"

"It has given me personal insights into my work and also into my disability. It has made me better"

"Now I spend an hour instead of half a day thanks to AI"

"You get comfortable with AI tools you already know how to use"

"I value original thoughts and need to be challenged, and AI doesn't know what to challenge"

Main AI tools mentioned

1 ChatGPT from OpenAI

Writing emails, creating templates, tone of voice, translation, summarizing meeting notes, correcting grammar, idea generation, business planning, presentations, visual description checks, as a personal sparring partner

2 Copilot by Microsoft

Writing articles, emails, LinkedIn posts, content creation for websites, programming

3 Gemini by Google

Practicing English pronunciation, general AI assistance

Other tools*

- Be My Eyes
- Dinero
- Claude
- Apple Intelligence
- Microsoft Translator

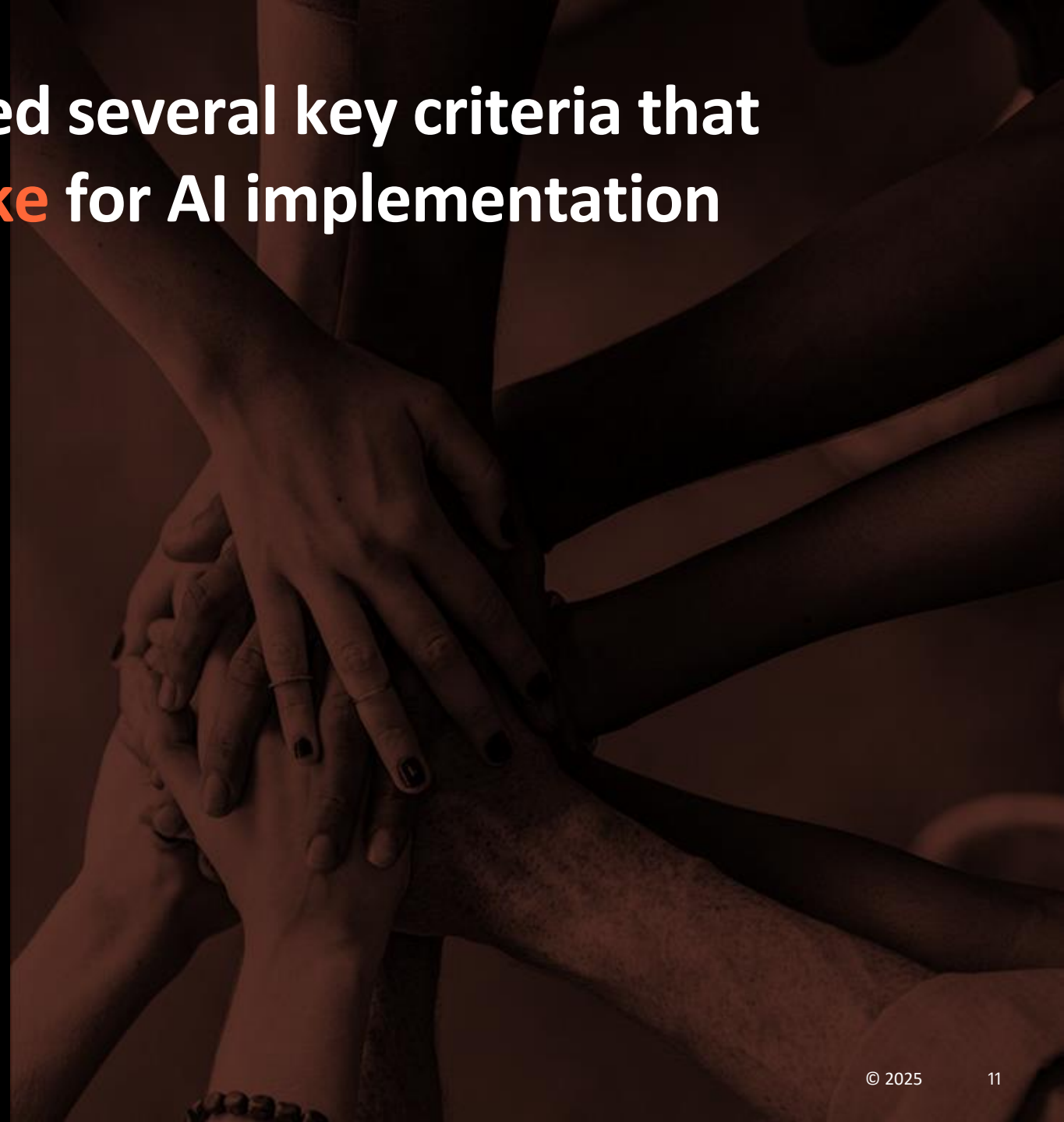
*Only mentioned by 1-2 interviewees

Entrepreneurs have identified several key criteria that define what success looks like for AI implementation

AI success criteria

What does success look like?

AI....
...is easy, intuitive, and fast to use
...integrates seamlessly with daily apps
….is integrated in both physical and digital settings
...covers multiple needs in one platform
...handles all file formats and current inaccessible files
…supports voice interaction and understands sign language
...automates repetitive, administrative tasks
…improves productivity without making the user irrelevant
...frees up time for creative and strategic work
...supports independence and efficiency
...reduces manual dependence
...helps predict tasks and deadlines for better planning
...offers quick feedback
...provides accurate translations and outputs
…adapts to different audiences
...maintains personal tone in content
...creates visually appealing documents and presentations
...ensures accessibility and affordability
...incorporates disabled people’s perspectives into solutions
…evens out playing field between disabled and non-disabled people
...is secure and trustworthy



AI is ideally used to boost efficiency, productivity, quality, accessibility, independence, and seamless integration

Highlighted desired outcomes of AI

	Efficiency & Productivity	Quality & Professionalism	Accessibility	Freedom & Independence	Seamless Integration
Desired outcomes	Streamline processes to achieve faster outcomes with fewer steps and free up time/energy for more creative and strategic work	Ensure professionalism and enhance the quality, consistency, and accuracy of outputs	Remove barriers in digital and physical settings and make content, tools, and programs easy to process, understand, and use, for everyone	Empower greater independence and freedom and minimizing reliance on manual tools and external assistance	Reduce reliance on multiple products and ensure physical and digital integration by embedding AI in everyday devices
	"What others can do in 10 min, I can do in 15-20 min. If we can cut that down, it would be great"	*"When I need to change something visually, I have to get help because I can't ensure its quality myself"*	*"It's draining to work in inaccessible programs, I wish I could work with all content and file formats"*	*"I'm often dependent on help costing both time and money. Success would be that AI helps me work more independently"*	*"Ideally, I could use my watch to start a presentation on my computer and start work on the go"*
Areas where AI would provide value	• Automation of repetitive tasks (e.g., invoices, book meetings) • Data/document management and analysis • Research • Calendar and task management (e.g., agendas, to-do lists) • Content creation (e.g., PPT, emails, social media posts) • Optimization of planning, time management and prioritization • Processing and summarizing information	• Continuous content refinement and improvement (e.g., grammar, tone, style) • Structuring of content/ideas • Automated quality checks to minimize errors (e.g., typing errors, translations)	• Voice-to-text and text-to-voice • Real-life descriptions and live-interpretations • Language translation • Planning and note-taking for events • Real-time transcription and subtitle generation • Simplified summaries	• Personal sparring partner • Decision support • Knowledge provider in areas outside expertise • Transport optimization • Funding & budgeting support • Networking assistance: (e.g., contact identification)	• Holistic solutions combining multiple capabilities in one tool (e.g., content creation, search and communication) • Voice-to-action (e.g., start a PPT via wearable device) • Cross-platform integration (e.g., website, calendar, email)

Some members are more conservative in where they want AI involvement, but they mostly agree on the trade-offs

Boundaries and constraints

Main constraints

- Need to check AI output because it is not always correct
- Privacy and data security concerns (e.g., health data, sensitive documents, GDPR)
- Subscription costs and budget limitations
- Lack of integrated solutions (fragmented tools)
- Learning curve (if too difficult, tools are dropped)
- Ethical concerns (should you use AI just because you can?)

"As an entrepreneur, I can't afford expensive licenses or monthly subscriptions, so tools need to be economically realistic"

Where AI involvement is not wanted

- Decision-making in sensitive areas (contracts, finances, personal information)
- Interpreting emotions or relationships in communication
- Posting content directly on social media without user control
- Tasks requiring human empathy and nuanced judgement
- Access to banking or health data
- Fully replacing human input (users want AI as support, not a substitute)

"I am careful about not abusing AI. It is good for initial brainstorming, but you still need to know how to formulate yourself and write an email for example"

Acceptable trade-offs

- Willing to accept minor inaccuracies for brainstorming and creative tasks
- Fine with making small manual adjustments for personalization
- Prefer quality over speed for public-facing or critical tasks
- Would rather wait longer for a more precise tool than use something unreliable
- Accept compromises if transparency and control are maintained
- Iterative improvement is acceptable (launch now, refine later)

"When it comes to my company publicly, I prioritize quality and precision over speed"

The challenges met by entrepreneurs with disabilities can be split into the following categories

Challenge areas*

Digital Accessibility

Challenges related to making digital tools, platforms, and content usable for everyone

Scheduling, Planning & Task Management

Difficulties in organizing time, meetings, and administrative tasks efficiently, and prioritizing work effectively

Mobility & Logistics

Constraints in physical navigation and participation as well as transportation planning

Energy & Capacity Management

Mental strain from understanding complex information, staying focused, and following agendas and decision-making processes

Communication & Social Interactions

Barriers to clear and inclusive communication in both online and in-person settings

Content Creation, Editing & Quality Check

Obstacles in producing, editing, and ensuring the quality of content

*Highlighted challenges per area can be found in the appendix

While many barriers are shared across disabilities, some are unique to each disability

Conclusion about highlighted challenges

01

People who are deaf or have a hard time hearing

People who are deaf or have a hard time hearing face persistent communication barriers in physical and digital settings due to e.g., limited sign language support, inaccessible speech-based tools, and no/incorrect subtitles

02

People who are blind or have low vision

People who are blind or have low vision often struggle to access and process information quickly, relying on time-consuming workarounds or assistance because many environments and digital tools are not accessible

03

People who are neurodiverse

People who are neurodiverse face daily barriers with structure and planning, prioritization of tasks, staying focused or becoming hyper-focused, and processing complex text

04

People with mobility disabilities

People with mobility disabilities face barriers with inaccessible environments/tools, often relying on helpers or technology to participate fully

People who are deaf or have hearing difficulties highlight barriers related to communication and digital accessibility

Conclusion about highlighted challenges*

01

People who are deaf or have a hard time hearing

People who are deaf or have a hard time hearing face persistent communication barriers in physical and digital settings due to e.g., limited sign language support, inaccessible speech-based tools, and no/incorrect subtitles.

Specific highlighted challenges:

Digital Accessibility

- Tools and platforms designed with sound as the default (e.g., video calls without subtitles)
- Only phone numbers for public sector contact, requiring speech

Scheduling, Planning & Task Management

- Manual animation setup and repetitive administrative tasks

Mobility & Logistics

- Not specifically highlighted

Energy & Capacity Management

- Not specifically highlighted

Communication & Social Interactions

- Bias from clients, difficulty expanding networks, and challenges in larger gatherings
- Lack of real-time sign language support in meetings
- Difficulty booking interpreters/coordinating with public services

Content Creation, Editing & Quality Check

- Editing limitations in video production, especially adding subtitles

*Insights are drawn from individuals with lived experience of disability as well as from those who have worked closely with people with the specific disability

People who are blind or have low vision struggle with digital accessibility, communication, and information processing

Conclusion about highlighted challenges*

02

People who are blind or have low vision

People who are blind or have low vision often struggle to access and process information quickly, relying on time-consuming workarounds or assistance because many environments and digital tools are not accessible

Specific highlighted challenges:

Digital Accessibility

- Difficulty verifying visual documents (e.g., screenshots, logos)
- Inaccessible online meetings and shared materials
- Files in non-readable formats for screen readers
- Fragmented AI ecosystems and tool updates disrupting workflows

Scheduling, Planning & Task Management

- Time-consuming calendar and task management due to difficulties getting an overview of available timeslots in calendar

Mobility & Logistics

- Challenges in navigating unfamiliar areas and attending meetings independently

Energy & Capacity Management

- Not specifically highlighted

Communication & Social Interactions

- Challenges in networking events, understanding body language, and following conversations

Content Creation, Editing & Quality Check

- Difficulty finding own mistakes in writing; reliance on AI but not always accurate
- Need for help with visual content quality assurance

*Insights are drawn from individuals with lived experience of disability as well as from those who have worked closely with people with the specific disability

People who are neurodiverse face barriers with focus, structure, planning, prioritization, and content processing

Conclusion about highlighted challenges*

03

People who are neurodiverse

People who are neurodiverse face daily barriers with structure and planning, prioritizing of tasks, staying focused or becoming hyper-focused, and processing complex text

Specific highlighted challenges:

Digital Accessibility

- Limited access to assistive tools for cognitive disabilities
- Need for universal design and simplified content
- Structure and planning challenges; difficulty prioritizing and managing tasks

Scheduling, Planning & Task Management

- Difficulties keeping track of and managing admin tasks

Mobility & Logistics

- Not specifically highlighted

Energy & Capacity Management

- Difficulty understanding complex texts and following agendas
- Staying focused or being hyper-focused; need for tools to help balance attention

Communication & Social Interactions

- Not specifically highlighted

Content Creation, Editing & Quality Check

- Not specifically highlighted

*Insights are drawn from people who have worked closely with people with the specific disability

People with mobility disabilities face barriers with inaccessible environments and tools

Conclusion about highlighted challenges*

04

People with mobility disabilities

People with mobility disabilities face barriers with inaccessible environments/tools, often relying on helpers or technology to participate fully

Specific highlighted challenges:

Digital Accessibility

- Not specifically highlighted

Scheduling, Planning & Task Management

- Not specifically highlighted

Mobility & Logistics

- Accessibility issues at events not adjusted for physical needs (e.g., high tables, mingling formats)

Energy & Capacity Management

- Not specifically highlighted

Communication & Social Interactions

- Not specifically highlighted

Content Creation, Editing & Quality Check

- Typing inefficiency and time-consuming writing tasks; AI tools help reduce time

*Insights are drawn from individuals with lived experience of disability as well as from those who have worked closely with people with the specific disability

There is a shared need for improved daily accessibility, knowledge, universal design, independence and integration

Conclusion about highlighted challenges across people with different types of disabilities

Everyday Accessibility

Most challenges stem from repetitive, manual, or time-consuming everyday tasks, such as reading documents, attending meetings, managing emails, or navigating spaces.

There is need across disabilities to make everyday life smoother and less dependent on workaround strategies.

Knowledge & Awareness

Perceived needs often differ from actual needs; many do not see workarounds as challenges and may overlook existing AI solutions due to limited awareness.

There is a need for better information about available tools, support, and best practices.

Universal & Inclusive Design

Many tools and platforms lack universal accessibility, and updates can sometimes reduce accessibility.

Products and environments should be created with diverse needs in mind from the start, not as afterthoughts, making them usable for everyone, every day.

Independence-First Design

Many challenges limit independent participation in work and social life, with many tasks still requiring human assistance.

Solutions should be designed to maximize user autonomy and independence, reducing reliance on others for basic tasks like planning, communicating, and navigating.

Integration & Simplicity

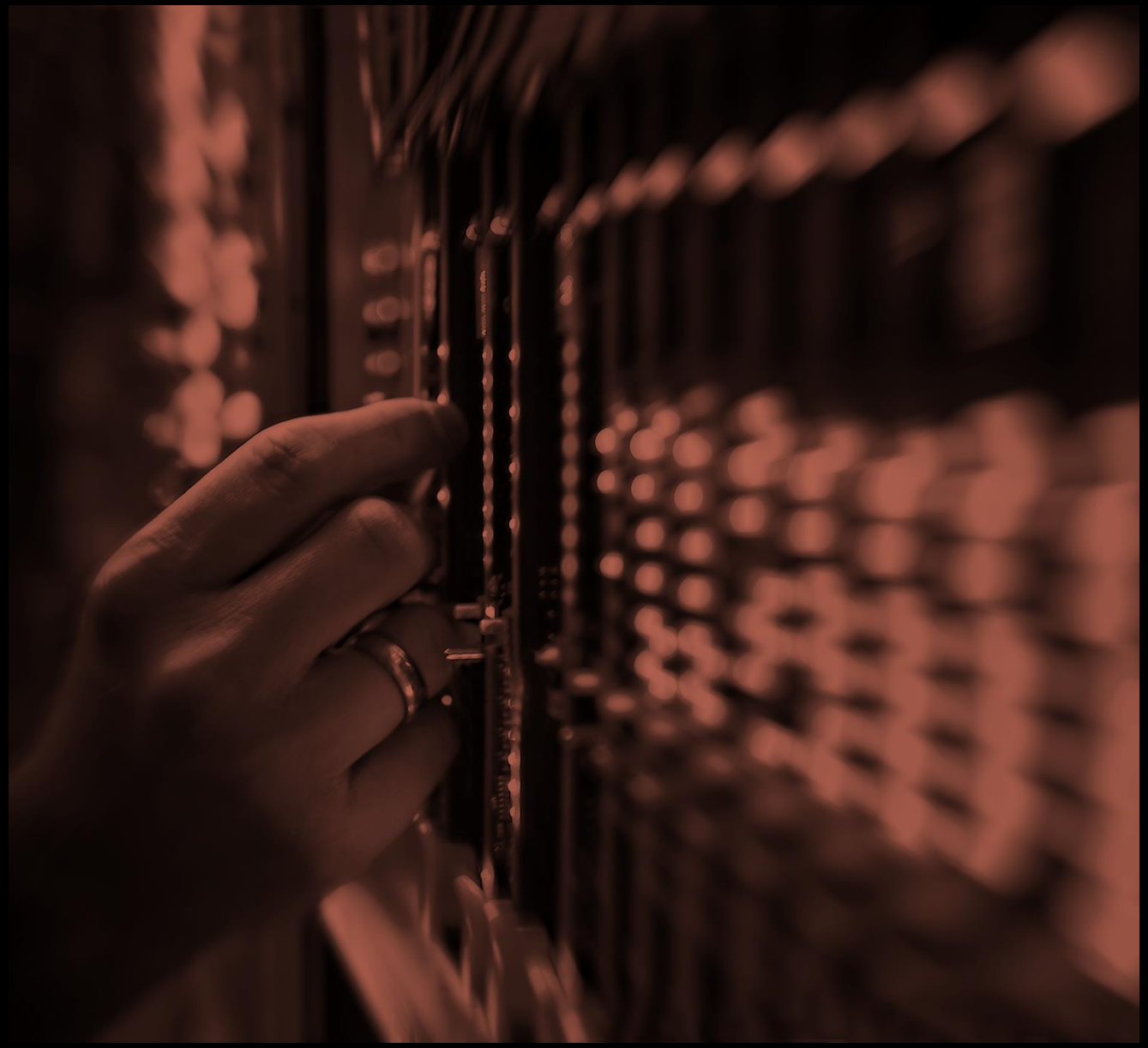
High costs and complexities of assistive tools and AI solutions remain a barrier for integration and adoption.

Solutions should be easy to learn, affordable, and seamlessly integrated into daily workflows.

03

Research and AI Trends

Overview of research & AI trends to support people with disabilities



AI brings great opportunities, but the fast-paced development demands ongoing learning and adaption

Overview of key challenges and opportunities

Opportunities

Continuous Reinvention: AI drives ongoing transformation in products, services, and business models and helps build smarter, more scalable and competitive businesses

Amplified human capabilities: AI enhances creativity, decision-making, productivity, and skill-building

Democratized Innovation: Low-code/no-code AI tools make advanced capabilities widely accessible

Challenges

Rapid AI evolution: New tools and capabilities emerge constantly, best practices and regulations change quickly, and skills can become outdated in short time

Ethical and responsible usage: Responsible governance becomes critical to maintain trust and avoid harm

Over-reliance on AI tools: Human oversight is essential to avoid errors and bias in AI output

Success depends on embracing AI as a collaborator and accelerator, staying curious and adaptive, and managing continuous learning

*Overview of sources can be found in appendix

AI is evolving at a fast pace with Agentic AI emerging as the next frontier after Predictive AI and Generative AI

Overview of AI trends and emerging technologies

Predictive AI

Forecast what will happen

Predictive AI helps forecast future events, trends, or behaviors by analyzing historical and real-time data. By identifying relationships in data, probability-based predictions can be generated. Examples include:

- Fraud detection
- Demand forecasting
- Customer behavior prediction

Generative AI

Create new content

Gen AI fuels a new era of continuous reinvention, allowing entrepreneurs to act and innovate faster. Tools create new content instantly, accelerate innovation, and reduce reliance on specialist skills and include:

- Language & text generation
- Image & visual design
- Audio, voice and video generation
- Code generation

Agentic AI

Act autonomously to achieve objectives

Agentic AI is emerging systems that can act, learn, and autonomously execute tasks. Agents can plan, reason, complete end-to-end workflows, and orchestrate tasks across tools and digital ecosystems. Examples include:

- Autonomous chatbots
- Predictive and decision-making agents
- Multi-agent systems collaborating to complete complex tasks

*Overview of sources can be found in appendix

AI trends empower entrepreneurs with disabilities by enhancing accessibility, independence, and everyday work

Overview of AI trends and emerging technologies

Multimodal AI

- AI systems that process and combine text, speech, images, video, and sensor data
- Provides richer, flexible interaction options through integrated tools, rather than single-mode assistive devices such as image-to-voice descriptions or speech-to-text interfaces

Conversational AI and chatbots

- Natural-language interfaces that enable intuitive communication through voice or text
- Enables smoother interactions, task management, and daily communication

Generative content tools

- Large language models (LLMs) and generative AI tools that create text, images, audio, video, slides, code, and accessible documents
- Automates idea generation, drafting, and editing, making content production faster and more scalable with reduced reliance on external support

Adaptive and personalized systems and tools

- AI systems are becoming more adaptive, tailoring user experiences, recommendations, and training to individual preferences and needs
- Personalizes digital interfaces and content and helps with planning, reminders, and communication

Adaptive user interfaces

- Dynamic interfaces that automatically adjust font, layout, contrast, or input method to user needs and context
- Enhances comfort, accessibility, and usability across devices, reducing fatigue and improving productivity

Real-time adaptive assistive technologies

- AI tools that process information instantly such as live captioning, real-time transcription, intelligent screen readers, and scene description
- Makes digital and physical environments more accessible and enables full participation in meetings, events, and client interactions

Wearable, embedded & smart mobility AI

- Smart devices leveraging AI for real-time environmental awareness and information access and AI-powered tools learn and adapt to the user's movement patterns
- Increases independence, mobility, and confidence, enabling more active engagement in business operations and everyday life

Communication empowerment tools

- Real-time captioning, translation, and alternative communication (AAC) tools as well as voice-to-text, predictive language tools, and AI-generated speech are advancing
- Enables seamless communication across languages and abilities, reduces communication barriers and enables richer expression and participation

Ethical, inclusive and user-centered AI design

- AI systems that are inclusive by default are increasingly being developed, driven by both regulatory pressure and recognition of the value of universal design
- Considers diverse user needs and involves people with disabilities in design, testing, and deployment

Shift from access to empowerment

- Tools that support autonomy, leadership, and full professional participation are becoming more common, moving beyond basic accessibility AI tools
- Enables entrepreneurial empowerment and allows disabled founders to lead, engage, and share their work and world

*Overview of sources can be found in appendix

04

AI Opportunity Areas

Prioritized AI opportunity areas relevant to highlighted challenges

Exploring the following AI opportunity areas can help mitigate challenges faced by entrepreneurs with disabilities

Key AI opportunity themes*

Inclusive Digital Tools & Accessibility

AI-driven accessibility tools improve digital experiences, making software, websites, and content more accessible through adaptive interfaces, real-time interpretation, and personalized support

- AI-powered screen readers and document converters
- Adaptive user interface (UI) agents
- Voice and gesture-based navigation
- AI middleware for assistive tech integration
- Personalized onboarding agents

AI-Powered Mobility & Navigation

AI enhances mobility and navigation by providing real-time and context-aware guidance, obstacle detection, and personalized route planning to increase independence and safety

- Real-time AI navigation apps
- Personalized route planning
- Wearable AI devices for obstacle detection
- Real-time obstacle and terrain change detection
- AI-powered transit assistants
- Personalized travel planning agents

Augmented Communication & Social Connection

AI augments communication by enabling real-time speech-to-text, translation, and alternative communication methods, fostering inclusion and reducing social isolation

- AI-powered live captioning
- AI powered notetakers
- Context-aware AI summarization
- Adaptive AAC systems
- AI voice synthesis & diverse speech recognition
- AI social coaching agents
- AI-driven virtual networking/matchmaking
- Real-time AI translation and simplification
- AI multimodal communication support

Intelligent Scheduling & Task Management

AI-driven scheduling and task management tools can help entrepreneurs organize their work, manage appointments, and prioritize tasks, reducing friction and supporting productivity

- AI for task prioritization
- natural language task breakdown
- AI email triage and summarization
- Conversational email agents
- AI scheduling agents
- proactive reminders and contextual nudges
- Automated expense and invoice processing
- Conversational admin agents

AI support for Energy & Capacity Management

AI can filter, summarize, and prioritize information, helping entrepreneurs manage energy efficiently, follow agendas, and focus on what matters most

- AI summarization tools
- Contextual Q&A agents
- Personalized AI learning companions
- Automated software management agents
- Real-time AI meeting assistants
- AI-driven agenda tracking
- AI-based workload and energy monitoring
- Adaptive notification management

AI-Enhanced Content Creation & Quality Assurance

AI tools to empower entrepreneurs to create, edit, and quality-check content (text, audio, video, or code) by automating tedious tasks and ensuring accessibility and clarity

- AI-powered writing assistants
- AI drafting and tone adjustment tools
- Generative AI for multimedia content
- Multimodal content creation platforms
- Automated content review and compliance

*The overview of AI opportunities is not exhaustive and based on current best assumptions

Overview of how digital tools, platforms, and content can become more usable for everyone with the help of AI

Selected examples of AI opportunities and tools* within Inclusive Digital Tools & Accessibility

Area of support	Accessible Document & Website Navigation	Customizable user interfaces and personalization	Integrated assistive technology support
Examples of challenges addressed	• Difficulty accessing, verifying, and navigating digital documents, websites, and business platform • Inaccessible online meetings e.g., inaccessible live presentation material	• One-size-fits-all digital tools • Difficulty adapting tools to individual needs	• Difficulty integrating personal assistive devices (screen readers, dictation tools, alternative input devices) with mainstream business software
AI opportunities	• **AI-powered screen readers and document converters**: AI can use computer vision and Natural language processing (NLP) to help interpret and vocalize text, images, and complex layouts	• **Adaptive user interface (UI) agents**: AI learns user preferences and dynamically adjusts interfaces for optimal accessibility • **Voice and gesture-based navigation**: AI interprets voice commands, hand gestures, or body movements to operate software and digital devices	• **AI middleware for assistive tech integration**: AI acts as middleware to seamlessly connect mainstream business software with assistive technologies • **Personalized onboarding agents**: AI guides users through setup and customization of assistive technologies based on their individual needs and abilities
Examples of tools	• JAWS: Provides screen reading capabilities that converts text to speech and allows user to navigate digital content independently • Be My Eyes: Provides descriptions and assistance by connecting to either a volunteer or AI • Microsoft Seeing AI: Can read mail, identify products, and answer questions about a photo or document • ChatGPT, Claude, Gemini, Microsoft Copilot: Can describe what an uploaded image looks like • Gemini, Microsoft Copilot: Assists in search on websites by providing links to sources	• Claude: Can be used to draft emails, plan the day, or practice important conversations using voice commands	• Wisprflow: Integrates with text boxes in various apps and allows speech-to-text for e.g., replying to emails and responding to LinkedIn messages without typing • VoiceOver: Provides screen reading for iPhone user • Talkback: Provides screen reading for Android devices

*This overview is not exhaustive and based on current best assumptions; tool availability and effectiveness may vary and can change quickly; users are encouraged to independently verify tool before use

Overview of how constraints in physical navigation and transportation planning can be eased through AI

Selected examples of AI opportunities and tools* within AI-Powered Mobility & Navigation

Area of support	Indoor and outdoor navigation assistance	Real-time obstacle detection and alerts	Accessible transportation planning
Examples of challenges addressed	• Difficulty navigating unfamiliar environments (offices, event venues, public spaces)	• Safety concerns due to unexpected obstacles, construction, or inaccessible pathways • Lack of real-time updates about surroundings	• Difficulty finding accessible public transport options • Lack of information about step-free routes, elevator outages, or vehicle accessibility
AI opportunities	• **Real-time AI navigation apps**: Computer vision and geolocation enable AI to guide users through complex indoor and outdoor environments with real-time navigation cues • **Personalized route planning:** AI plans routes tailored to a user's mobility needs, energy levels, and accessibility requirements, adjusting dynamically as conditions change	• **Wearable AI devices for obstacle detection:** On-device AI in wearables interprets the surrounding environment and alerts users to hazards through audio, vibration, or visual cues • **Real-time obstacle and terrain change detection**: AI analyzes live camera feeds to warn users of obstacles or changes in terrain in real-time	• **AI-powered transit assistants:** AI aggregates and analyzes public transport data to provide accessible route options and real-time updates • **Personalized travel planning agents:** AI tailors travel recommendations to individual accessibility needs and preferences
Examples of tools	• Google Map Accessible Routes: Allows user to select wheelchair accessible routes and navigate new areas • NaviLens**:** Helps blind and people with low vision find their way around railway and subway stations, museums, libraries, and other public spaces • EchoVision from AGIGA**:** Empowers individuals to access visual information effortlessly and live life hands-free e.g., navigate a new environment • Be My Eyes: Provides scene descriptions and assistance by connecting to either a volunteer or AI	• Ray-Ban Meta glasses: Can analyze still pictures and provide info on e.g., bus number, timetables, and obstacles. Can also make video calls • Google Lookout: Informs the user about surrounding environment by pointing camera around (beta version) • EchoVision from AGIGA: Empowers individuals to access visual information effortlessly and live life hands-free e.g., navigate a new environment	• Google Map Accessible Route: Allows user to select wheelchair accessible routes

*This overview is not exhaustive and based on current best assumptions; tool availability and effectiveness may vary and can change quickly; users are encouraged to independently verify tool before use

Overview of how AI can help make communication in online and in-person settings clearer and more inclusive

Selected examples of AI opportunities and tools* within Augmented Communication & Social Connection

Area of support	Real-time speech-to-text captioning	Alternative communication Tools	Social interaction and network support	Language translation and simplification
Examples of challenges addressed	• Difficulty following conversations and capturing all information in meetings, webinars, or phone calls	• Difficulty expressing oneself • Reliance on slow or cumbersome communication aids	• Difficulty initiating or maintaining professional relationships • Difficulty interpreting body language and facial expressions	• Struggles with complex language, jargon, or non-native languages in business contexts
AI opportunities	• **AI-powered live captioning:** AI generates real-time, accurate speech transcription displayed as captions in meetings, calls, and events • **AI powered notetakers:** AI transcribes, summarizes, and organizes meeting notes • **Context-aware AI summarization:** AI interprets the meaning of conversations and produces structured action items	• **Adaptive AAC (Augmentative and alternative communication) systems:** AI learns user preferences and communication patterns to suggest phrases or responses • **AI voice synthesis & diverse speech recognition:** AI uses machine learning to understand and adapt to non-standard, impaired, or atypical speech, enabling accurate speech recognition	• **AI social coaching agents:** AI provides real-time prompts, feedback, and conversation starters to support networking and social engagement • **AI-driven virtual networking & matchmaking: AI c**onnects users based on shared interests, goals, and business needs	• **Real-time AI translation and simplification:** AI instantly translates and simplifies complex language in meetings and documents • **AI multimodal communication support: AI i**ntegrates speech, text, gestures, images, and symbols to help users communicate across multiple input and output modes seamlessly
Examples of tools	• Otter.ai: Assists in taking meeting notes, tracking takeaways, and transcribing audio • Microsoft Copilot for Teams: Summarizes key discussion points and answers questions in real time during meetings • TurboScribe: Generates accurate transcripts in seconds from uploaded audio & video files e.g., from a recorded meeting. Good if meeting in-person	• Wisprflow: Integrates with text boxes in various apps and allows speech-to-text for e.g., replying to emails and responding to messages without typing	• ChatGPT, Microsoft Copilot, Gemini: Supports in keeping a professional written language and can suggest appropriate conversation starters	• DeepL: Translates documents, images, speech and text in over 100 languages and allows for customization to maintain a company's unique terminology • Microsoft Copilot, Gemini, ChatGPT: Can break down complex text to simple language while also offering translation in various tones

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Overview of how AI can help organize time, meetings, and admin tasks, and prioritize work effectively

Selected examples of AI opportunities and tools* within Intelligent Scheduling & Task Management

Area of support	Planning and prioritization of tasks	Email management	Calendar management	Finance and administration
Examples of challenges addressed	• Time-consuming structuring, planning, and prioritization of daily tasks • Difficulty deciding what to focus on • Feeling overwhelmed by competing demands	• Time-consuming email management • Difficulty keeping up with high email volume • Missing important emails	• Time-consuming calendar management • Manual scheduling and meeting setup • Double-bookings or missed appointments	• Time-consuming financial and administrative tasks • Manual data entry • Lack of streamlined processes for invoicing, expenses, and record-keeping
AI opportunities	• **AI for task prioritization:** AI agents analyze workload, deadlines, dependencies, and user preferences to recommend priorities and dynamically reorder tasks • **Natural language task breakdown**: AI interprets user-stated goals in natural language and break them down into actionable tasks, steps, and timelines	• **AI email triage and summarization:** AI categorizes, flags, and summarizes emails, highlighting urgent items and suggests responses • **Conversational email agents:** AI agents can manage inbox tasks, including processing, drafting, archiving, or replying to emails, using natural voice or chat-based interaction	• **AI scheduling agents:** AI coordinates meetings across calendars, resolves scheduling conflicts, and suggests optimal times based on participants' preferences • **Proactive reminders and contextual nudges:** upcoming deadlines, commitments, and patterns in user behavior to deliver timely, personalized reminders and nudges	• **Automated expense and invoice processing:** AI extracts, categorizes, validates, and reconciles financial data from receipts, invoices, and documents • **Conversational admin agents:** AI answers questions about finances, expenses, policies, and administrative tasks through natural voice or chat
Examples of tools	• Microsoft Copilot, Gemini, ChatGPT: Act as assistants to help users plan and prioritize tasks based on prompts • Claude: Can integrate with calendar and reminders to e.g., create events and manage reminders • Tiimoapp.com: Transforms ideas into action with clear steps and simple priorities • Goblin.tools: Breaks tasks down on the granular level you desire	• Microsoft Copilot for Outlook: Prioritizes user emails based on selected criteria and shows brief summaries of messages. Can help you draft emails with desired tone • Gemini for Gmail: Can summarize lengthy emails and act as a writing assistant as well as prioritize important emails	• Claude: Can check availability in calendar, create events, and schedule meetings • Microsoft Copilot: Assists in organizing and adding events to user's calendar • Gemini for Google Calendar: Assists in creating, finding, and editing events in user's calendar	• Dinero.dk: Checking the financial statements in real time and assists with record-keeping

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Overview of how AI can help overcome mental strain from understanding complex information and staying focused

Selected examples of AI opportunities and tools* within AI support for Energy & Capacity Management

Area of support	Processing of complex information	Staying up to date with and adapting to new technologies	Staying focused in meetings	Managing energy and task switching
Examples of challenges addressed	• Difficulty processing complex information • Difficulty understanding complex text • Difficulty following agendas	• Difficulty staying up to date with and adapting to new technologies • Complexity managing software subscriptions • Limited administrative support	• Difficulty staying focused in meetings • Difficulty following agendas • Difficulty being hyper-focused on certain tasks while forgetting others	• Difficulty staying focused • Fatigue from switching between tasks
AI opportunities	• **AI summarization tools:** Automatically condenses long documents, emails, articles, or meeting transcripts into digestible summaries • **Contextual Q&A agents:** AI can answer user questions about complex documents, topics, or materials by providing clear, context-aware, and personalized explanations	• **Personalized AI learning companions:** AI curates and delivers relevant updates on new tools and technologies, adapting to user learning styles • **Automated software management agents:** AI tracks software usage and subscriptions, suggests updates or replacements, and flags redundant tools	• **Real-time AI meeting assistants: AI p**rovides live summaries, highlight action items, and gently nudge users when attention lapses are detected • **AI-driven agenda tracking:** AI monitors meeting discussions in real time, ensure the conversation stays aligned with the agenda, and remind participants of key points or topics that need to be addressed	• **AI-based workload and energy monitoring: AI t**racks user activity to suggest breaks and recommend optimal times for deep-focus work • **Adaptive notification management:** AI filters, prioritizes, and schedules notifications to minimize interruptions, mitigate cognitive fatigue, and support sustained productivity
Examples of tools	• Microsoft Copilot, ChatGPT, Gemini: Can summarize lengthy and complex information to simple language, answer questions and provide clear explanations • Perplexity: Delivers fast, cited answers to questions on any topic • Claude: Can process large amounts of information and help user understand subjects • Otter.ai: Can summarize meeting transcripts and extract key points		• Otter.ai: Captures action points from meetings and extracts key information to keep moving forward • Microsoft Copilot in Teams: Answers questions in real time during meetings to ensure user can stay on track and catches all key takeaways	• Tiimoapp.com: Assists in creating an everyday rhythm that supports your energy level and focus

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Overview of how obstacles in producing, editing, and ensuring the quality of content can be solved with AI

Selected examples of AI opportunities and tools* within AI-Enhanced Content Creation & Quality Assurance

Area of support	Written communication incl. spelling and grammar correction	Image and video content creation	Content quality assurance
Examples of challenges addressed	• Difficulty identifying spelling and grammar mistakes • Difficulty expressing ideas clearly and adjusting tone	• Visual editing limitations in video production • Visual content quality assurance • Smooth content creation across image, audio, text, and video	• Visual content quality assurance • Ethical dilemmas in communication
AI opportunities	• **AI-powered writing assistants**: AI provides real-time correction and suggestions for grammar, spelling, and clarity, tailored to individual writing styles • **AI drafting and tone adjustment tools:** AI suggests alternative phrasings, adjust tone for different audiences and ensures inclusive, bias-aware language	• **Generative AI for multimedia content:** AI creates, edits, and enhances images, videos, and other media from text prompts, sketches, or reference materials • **Multimodal content creation platforms**: AI helps users seamlessly combine text, audio, and visual elements, to produce clear, and engaging multimodal content	• **Automated content review and compliance:** AI reviews content for accessibility issues, ethical guidelines, regulatory requirements, and brand consistency across text, visuals, audio, and multimedia assets
Examples of tools	• Grammarly: Allows you to write without mistakes and provides suggestions to help you strike the right tone • Cliarly.com: Checks if text makes sense and automatically corrects it • ChatGPT, Microsoft Copilot, Gemini, Claude: Can edit and refine text while keeping desired tone of voice. Can also help improve clarity and structure	• Google VEO 3: Allows users to bring generated videos with native audio generation to life • Nano Banana with Gemini, DALL-E (openai.com): Allows users to create and edit images from text • Adobe Firefly: Allows user to generate images, video, and audio from text • Canva AI: Allows user to create or edit images, generate videos from text as well as unique graphics • Midjourney: Can generate images and short videos • artistly.ai: Offers image, logo, and art creation from prompt • ElevenLabs: Generates voice e.g., podcasts from text-to-speech	• ChatGPT, Microsoft Copilot: Allows user to upload picture and get description based on visual content

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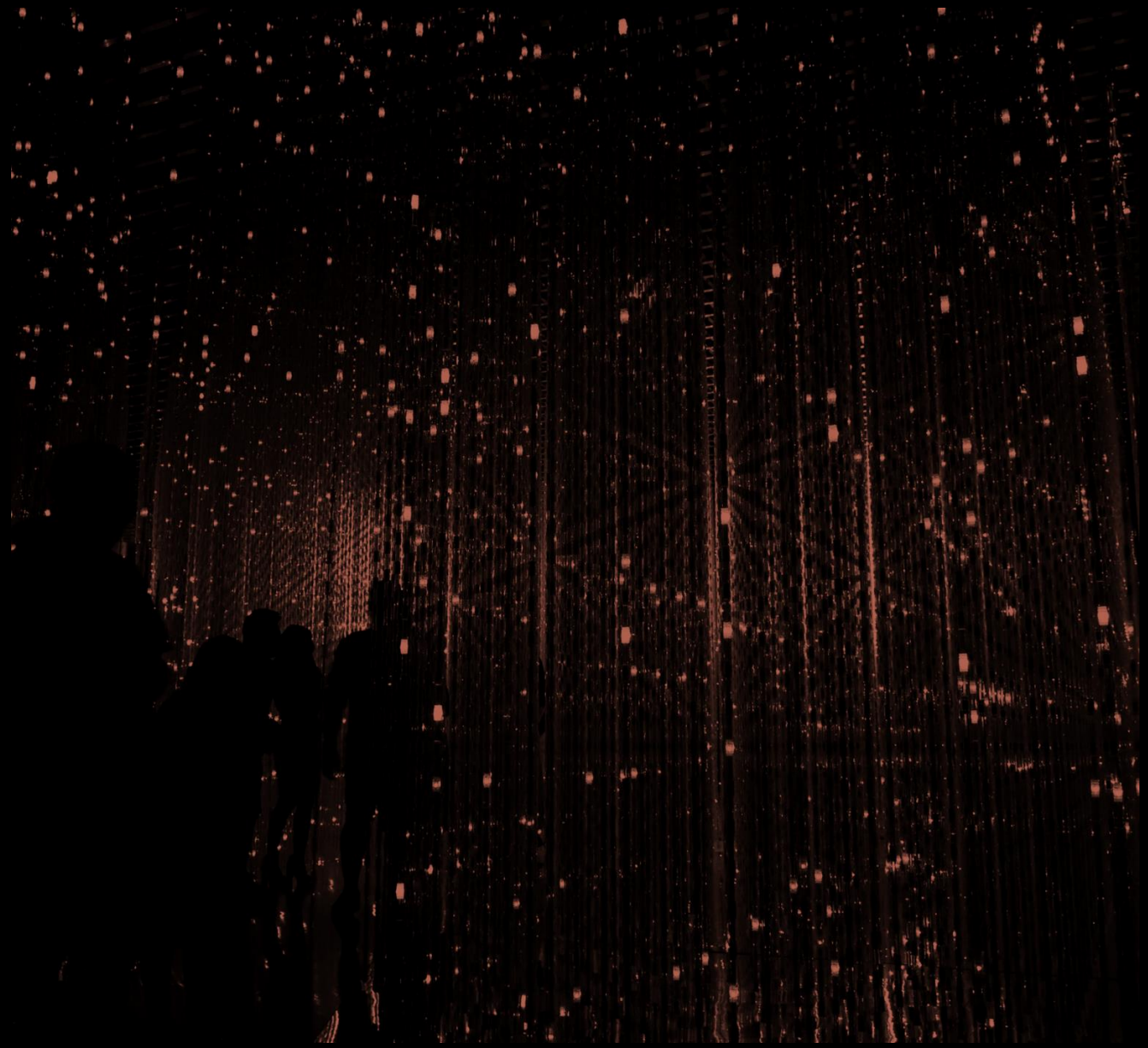
05

Selected AI Use Cases

Overview of use case examples demonstrating how AI can be applied within identified opportunity areas



Example of how ChatGPT can assist people who are blind or have low vision with content validation

Selected example of AI use case* within Inclusive Digital Tools & Accessibility

Link to use case
Link to tool

Examples of what ChatGPT can do within content validation:

- **Describe visual content added to conversation**
  ChatGPT can analyze uploaded images or screenshots and provide detailed descriptions of charts, graphics, or layouts, making visual elements accessible
- **Verify text accuracy in images**
  It can extract and read text from images to confirm that content matches expectations
- **Answer questions about visual elements**
  Users can ask specific questions to validate content without relying on sighted assistance

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

Real life example of how a person with mobility disability is able to plan wheelchair accessible routes in Google Maps

Selected example of AI use case* within AI-Powered Mobility & Navigation

Link to use case
Link to tool

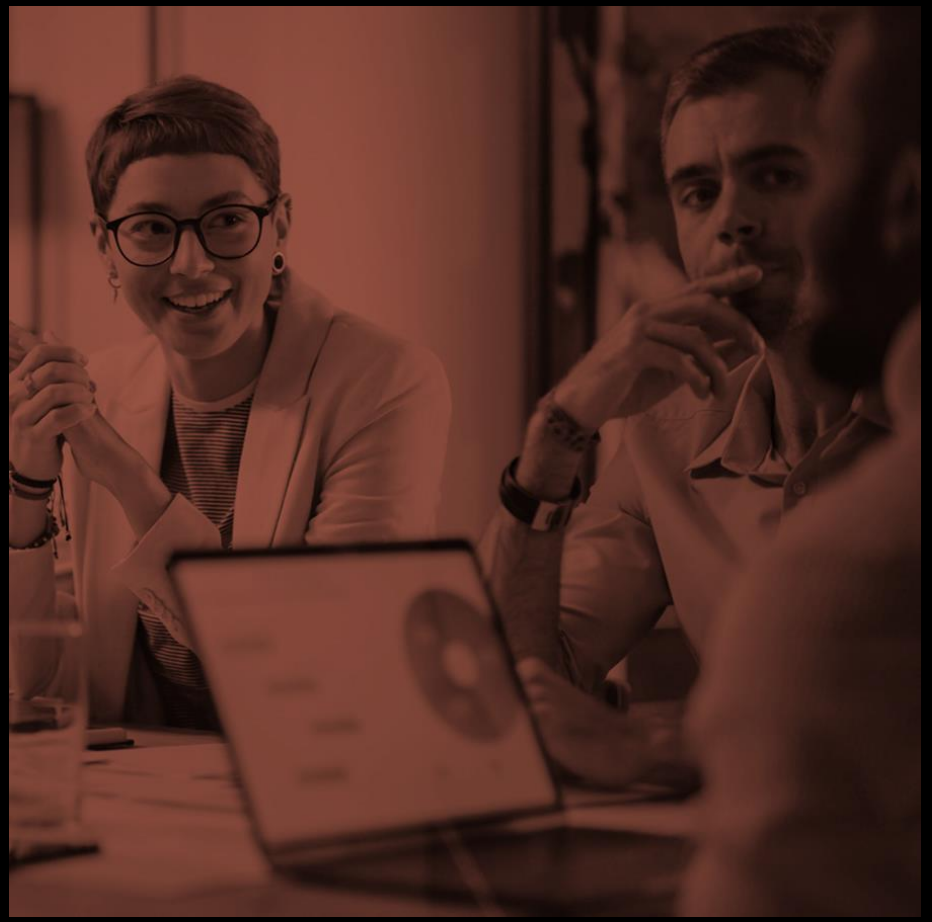
Examples of what Google Maps can do within accessible routes:

- **Identify routes that avoid stairs and prioritize elevators**
  Google Maps calculates wheelchair-friendly paths, steering users away from stairs and toward elevators or ramps for safe, smooth navigation
- **Highlight wheelchair-friendly entries at restaurants and venues**
  The app highlights businesses with accessible entrances, ensuring users can enter without barriers and enjoy social experiences independently
- **Highlight wheelchair-accessible restrooms**
  Google Maps provides accessibility details including restroom availability, helping users plan visits confidently without worrying about basic needs
- **Fosters inclusion for everyone**
  When environments are not accessible, people with disabilities are shut out, impacting not only them but also friends, colleagues, and loved ones. Google Maps helps bridge this gap, creating opportunities for full participation in society

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

Real life example of how Otter.ai can assist people who are deaf with real-time speech-to-text captioning for meetings

Selected example of AI use case* within Augmented Communication & Social Connection



Link to use case
Link to tool

Examples of what Otter.ai can do within real-time speech-to-text-captioning:

- **Improves accessibility for employees with hearing disabilities**
  Otter reduces the cognitive load of multitasking in virtual calls by providing real-time transcription, making conversations easier to follow for people with hearing difficulties
- **Enables employees to revisit and understand conversations**
  Users can highlight sections and return to specific points in the transcript, ensuring clarity without re-reading the entire document
- **Provides accurate and reliable meeting records**
  Otter gives teams confidence that notes are complete and correct, reducing uncertainty and improving accountability
- **Offers searchable transcripts for quick reference**
  Centralized transcripts allow employees to easily find details from past meetings, saving time and improving productivity
- **Delivers speed and accuracy in real-time transcription**
  Otter's AI-powered transcription is fast and precise, ensuring teams do not have to wait until after the meeting to understand what was said

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

Real life example of how nerodivergent marketer went from overwhelmed to organized with Microsoft Copilot

Selected example of AI use case* within Intelligent Scheduling & Task Management

Link to use case
Link to tool

Examples of what Microsoft Co-pilot can do within organization:

- **Turns scattered thoughts into structured plans**
  Microsoft Copilot transforms a brain dump of ideas into clear, actionable steps, reducing the mental load of organizing tasks
- **Creates prioritized task lists**
  Microsoft Copilot analyzes deadlines and importance, then generates a list showing what to tackle first, eliminating guesswork
- **Breaks down complex projects into manageable chunks**
  Microsoft Copilot split large, overwhelming tasks into smaller, achievable actions, making progress feel less intimidating
- **Provides clarity on next steps**
  Microsoft Copilot suggests logical sequences for tasks, helping the user stay focused and avoid decision paralysis
- **Reduces cognitive overload by summarizing priorities**
  Microsoft Copilot highlights the most critical items in a simple, digestible format, instead of juggling multiple competing demands

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

Example of how Gemini can assist entrepreneurs with summarizations and processing of complex information

Selected example of AI use case* within AI support for Energy & Capacity Management

Link to use case
Link to tool

Examples of what Gemini can assist with summarization and processing of information:

- **Summarizes and drafts text quickly**
  Gemini can turn a blank page into a finished draft, summarize long text, and provide feedback on uploaded documents
- **Handles large files and complex data**
  Gemini can analyze books, lengthy reports, and large code libraries
- **Performs deep research across hundreds of sources**
  Gemini can review hundreds of websites, analyze information, and produce a comprehensive report in minutes, acting like a personalized research agent
- **Asks complex questions and get clear answers**
  Entrepreneurs can ask Gemini detailed questions about technical or business topics and follow up until they fully understand the subject

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

Example of how Adobe Firefly can assist entrepreneurs in content creation including image and video generation

Selected example of AI use case* within AI-Enhanced Content Creation & Quality Assurance

Link to use case
Link to tool

Examples of what Adobe Firefly can assist with content creation:

- **Seamlessly integrates with Adobe Suite**
  Entrepreneurs can move generated content into Photoshop, Illustrator, or Express for advanced editing, enabling a smooth workflow without switching platforms
- **Creates social-ready images in seconds**
  Entrepreneurs can quickly produce visuals (ads, posts, banners, Reels covers) without a photo shoot, then refine them in-app
- **Turns product concepts into dynamic videos**
  Use text-to-video or image-to-video to generate launch teasers, demo clips, and pitch-ready material from a prompt or a single product image
- **Refines or restyles existing visuals with AI**
  Start from an existing photo or mockup and use AI to change composition, mood, and details
- **Creates with legal confidence (commercially safe outputs)**
  Generate campaign assets that are designed for safe commercial use, reducing copyright risk when publishing ads or product content
- **Upholds ethical AI practices and copyright safety**
  Entrepreneurs can create confidently knowing Firefly is trained on licensed Adobe Stock and public domain content, ensuring responsible innovation and legal clarity

*Please note that AI tools and their capabilities evolve rapidly. The examples provided reflect current functionality, but newer versions may introduce additional features that may alter these use cases

06

Recommendations and Next Steps

Point of view on next steps to leverage insights for AI advancement

Going forward it is essential to build on what exists, close gaps, stay up to date, and empower everyday independence

Key considerations ahead

Leverage what exists, build where it matters

Where mainstream tools already solve challenges, make sure to educate and promote adoption. Where gaps exist and needs are unmet, evaluate if adaptation of existing tools is possible or if new development of features and tools is needed

Understand real needs, address awareness blind spots

Perceived needs sometimes differ from actual needs and users may not recognize certain challenges as barriers or may be unaware of existing AI solutions that could support them. Bridging this gap requires targeted education and clear examples that show how AI can make a meaningful impact

Stay ahead of rapid AI evolution

AI capabilities are advancing at a fast pace, making it essential to continuously monitor new tools, updates, and emerging accessibility features, especially from mainstream platforms. Staying informed ensures solutions remain relevant, competitive, and aligned with the latest capabilities

Adopt and design AI for everyday independence and impact

To maximize broad and lasting impact, focus on helping entrepreneurs overcome everyday barriers and simplifying daily routines, not just addressing rare challenges. Prioritizing solutions and features that empower users to act independently across both professional and social environments

Focus forward should be on driving AI awareness/adoption and establishing partnerships for future collaboration

Focus areas forward and suggested high-level next steps

Education and Awareness

Educate and promote AI adoption, with focus on overcoming resistance and increasing knowledge about AI tools:

- **Establish knowledge-sharing spaces:** Initiate hubs where entrepreneurs can share experiences and gain knowledge about the use of AI
- **Promote AI Awareness and Adoption:** Launch campaigns and workshops to increase knowledge about existing AI tools and how to best leverage them (e.g., prompting workshop to teach users how to effectively ask AI for help)
- **Communicate continuously:** Share continuous developments of AI capabilities and tools (e.g., in newsletters)

Vendor and Partner Collaboration

Engage with partners/vendors to explore and co-create accessible solutions and features and provide feedback on design:

- **Explore** custom AI functionalities and tools for unmet needs
- **Co-create** accessible solutions and features, advocating for universal design
- **Offer feedback** on accessibility design in exchange for tool access or better price

Short-term: Educate and Promote AI Adoption

- Launch awareness campaigns to spread awareness of current challenges and opportunities with AI
- Develop knowledge-sharing spaces to share knowledge and insights about existing mainstream AI tools and use cases as well as new developments

Medium-term: Scale Awareness and Adoption

- Launch AI workshops
- Establish connections with relevant partners and vendors
- Send AI newsletters on a regular basis to members

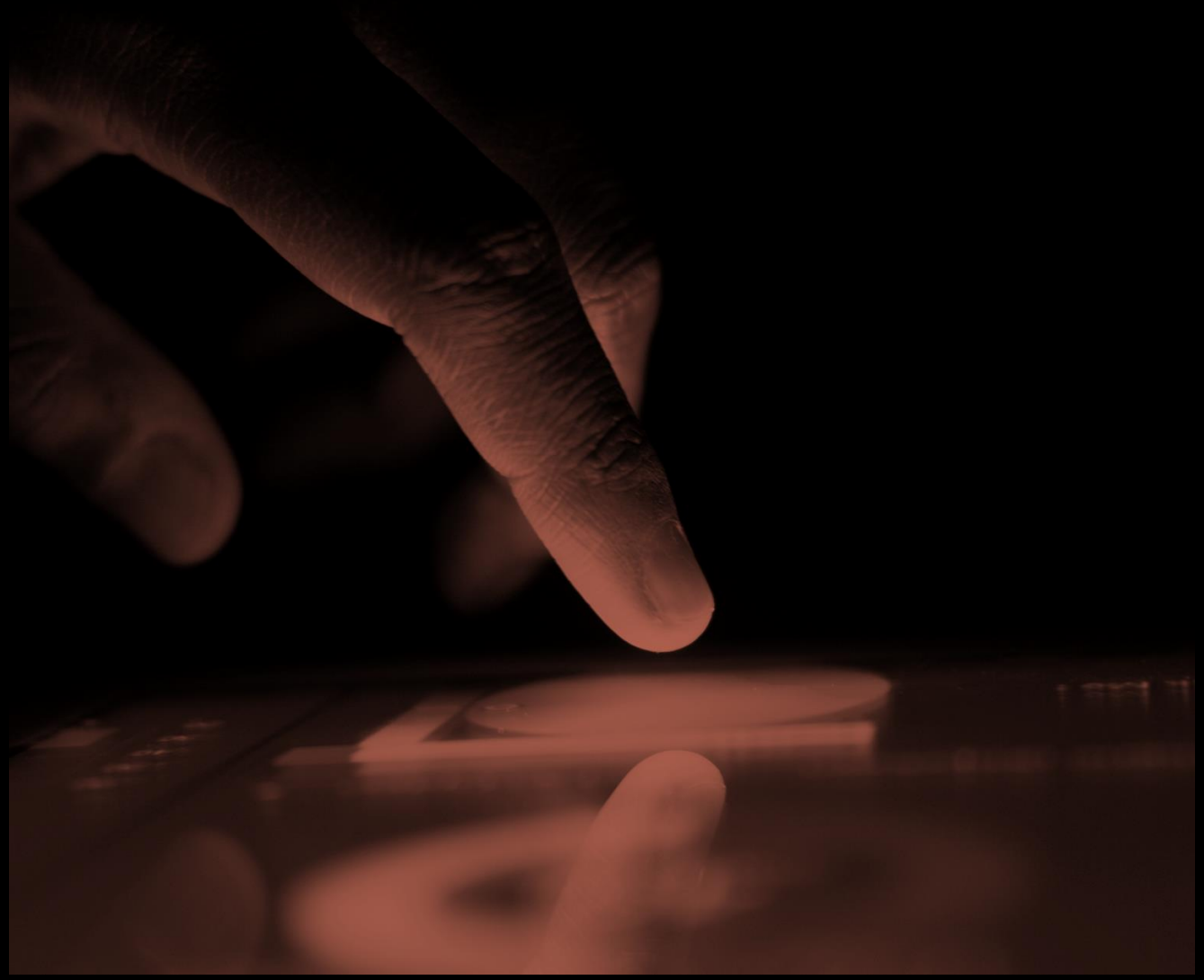
Long-term: Explore and Expand Solution Space

- Build partnerships with vendors and partners for development of accessibility tools and features
- Explore custom AI functionalities and tools for unmet needs
- Arrange co-creation sessions with users, vendors, and partners

07

Appendix

1. EWD Project Team
2. Highlighted challenges per challenge area
3. Research and AI Trends Reports Overview



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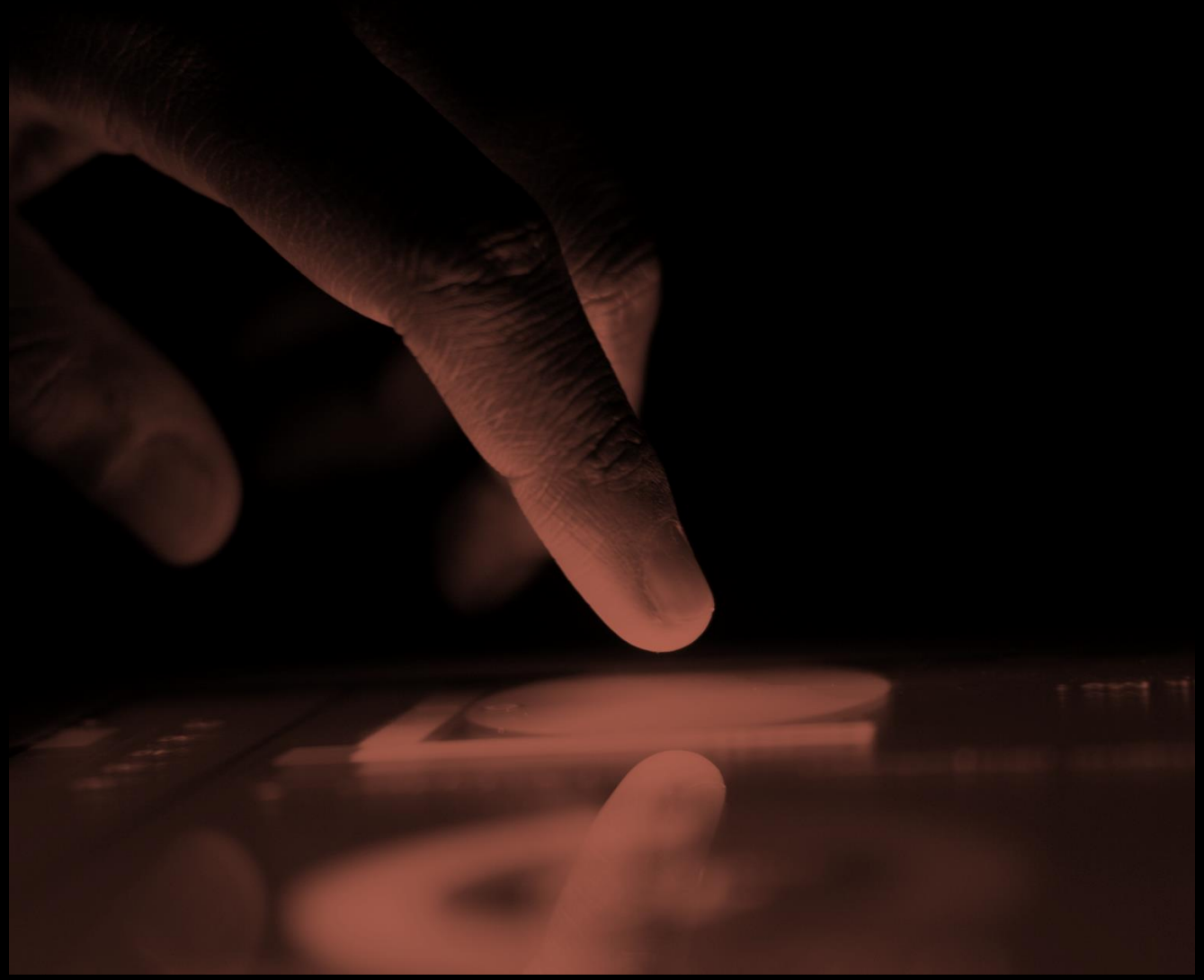

Members from Entrepreneurs with Disabilities (Iværksættere med Handicap) engaged in the project

EWD Project Team

Signe Hartvig Daugaard

Chairperson, EWD
Denmark

sd@ivmh.dk; signe@greatminority.dk
+45 29 89 61 81

Jens Christian Carlos Sørensen

Consultant, EWD
Denmark

jcs@ivmh.dk
+45 22 56 68 55

Jesper Mathiesen

Member of EWD
Denmark

jesper.kegnaes1@gmail.com
+45 61 46 86 15

*In this report EWD is used as abbreviation of Entrepreneurs with Disabilities (Iværksættere med Handicap)

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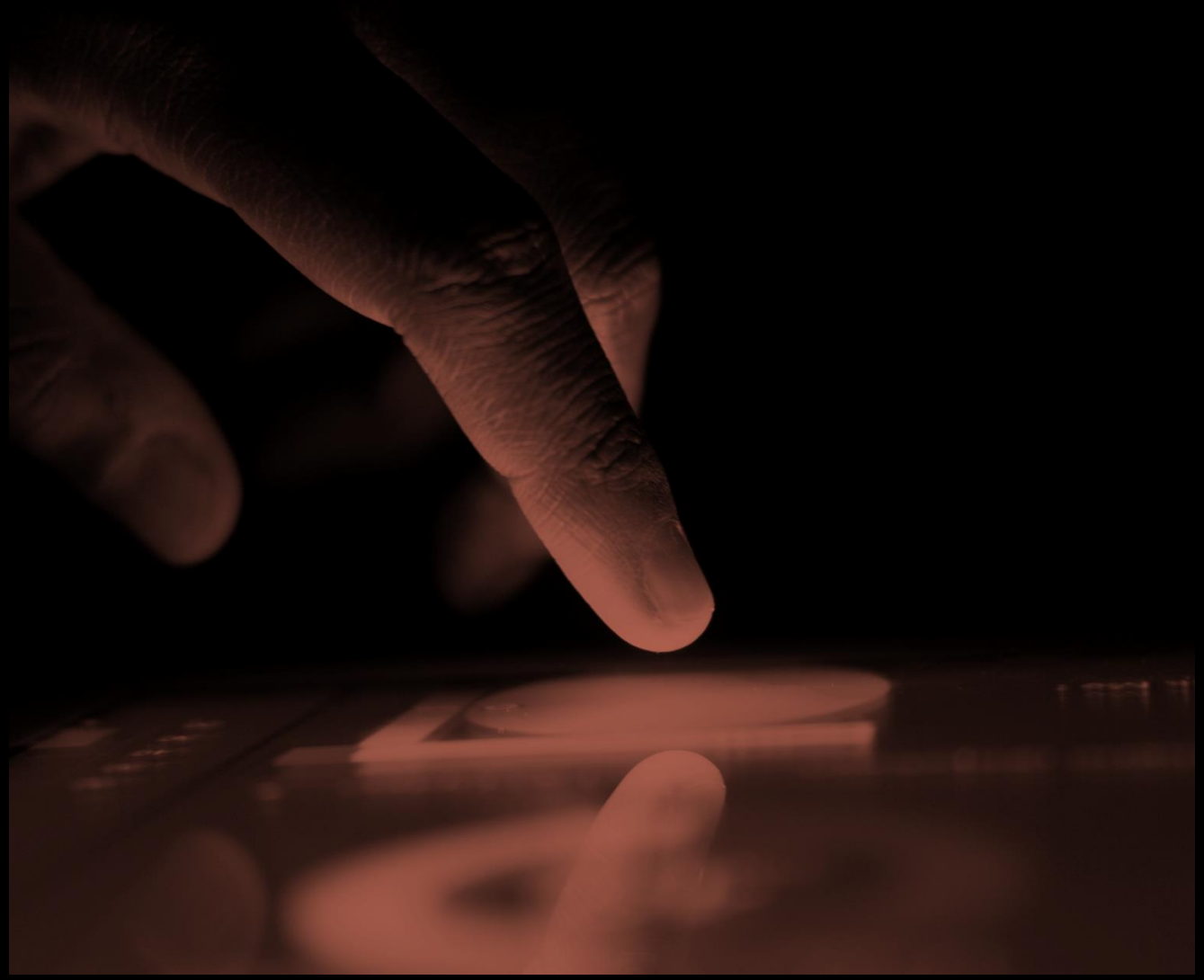

Digital Accessibility concerns accessibility to digital tools, platforms, and content by everyone

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Difficulty verifying visual documents and screenshots	• Verifying documents	Being able to accurately verifying visual content
Connecting to new technologies (e.g., projectors, Bluetooth devices)	• Presenting at meetings or events	Setting up technologies and preparing for presentations independently
Files uploaded in different formats	• Verifying documents	Being able to read documents in all types of formats
Fragmented AI ecosystems	• Working across different systems such as Apple, Microsoft, Google, OpenAI tools • Learning new technologies	Having a unified and accessible tool experience
Inaccessible or only partly accessible digital tools and administrative software	• Budgeting • Invoicing	Performing financial tasks independently and efficiently

Digital Accessibility concerns accessibility to digital tools, platforms, and content by everyone

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Accessing live presentation materials	• Accessing live presentation materials, which often require advance preparation or assistance	Limiting the need for preparation before or assistance during meetings
Difficulty maintaining task overview	• Tracking appointments & booking • Following up • Sorting between large amount of emails	Staying organized and reducing errors
Tools designed with sound as the starting point	• Video calls with no or not correct subtitles • Tutorials and courses only spoken • Public platforms that require phone contact or speech verification	Communicating effectively and quickly
Communication only offered through speech and not text in Public Sector	• Tasks that require help from the public sector	Getting in contact with the right people
Having to prioritize between seeing content shared or person talking in online meeting	• In online meetings	Being able to follow flow in meetings

Digital Accessibility concerns accessibility to digital tools, platforms, and content by everyone

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Technical inconsistencies where assistant technology and software technology play against each other	• Online meetings	Having assistive technology working smoothly with meeting software
Reading big data sets or coding data	• Data analysis • Coding	Being able to do quantitative data analysis efficiently

Mobility & logistics covers constraints in physical movement, navigation, and transportation

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Accessibility issues at event (e.g., standing-format for networking)	• Attending network events or presentations or conferences	Being able to attend events and network smoothly
Typing inefficiency due to physical disability	• Writing LinkedIn posts • Drafting presentations • Composing emails • Writing book	Producing content quickly
Navigation challenges in unfamiliar areas	• Traveling to meetings • Finding locations e.g., meeting rooms	Navigating safely and independently
Transportation challenges (e.g., ability to drive a car)	• Transportation	Getting smoothly and independently around without the need to ask for help or get around at a higher cost

Communication & Social interactions being non-inclusive across channels and social settings

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Understanding people correctly in social gatherings	• Networking events	Understanding people correctly (body language, tone of voice, etc.)
Miss important information in dialogue	• Meetings • Presentations	Being able to follow and understand all details in meetings
Complex process for interpreter booking	• Requesting sign language interpreters • Coordinating with municipality	Accessing services and support needed effectively
Communication barriers with customers and partners	• Planning	Ensuring projects are delivered on time with agreed deliverables
Bias from clients (e.g., they are not willing to give someone a chance due to disability)	• Creating new sales opportunities	Getting new projects and opportunities on same terms as others

Communication & Social interactions being non-inclusive across channels and social settings

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Communicating with customers over web	• Customer service when having a webshop	Being able to provide customer support smoothly
Following communication in larger gatherings	• Networking event	Being able to follow conversations in different environments and in large group settings
Getting in contact with the right people	• Expanding network	Being able to grow network in an efficient way
Dependence on others to communicate due to hearing loss	• In meetings with people online or physically	Being able to communicate thoughts independently
Understanding social cues and body language	• In meetings with people online or physically	Following and understanding conversations, knowing if you have someone's attention

Scheduling, Planning & Task Management includes difficulties in organizing time, meetings, and administrative tasks

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Time-consuming email & calendar management	• Sorting emails • Planning calendar	Efficient email and calendar management
Time-consuming structuring, planning and prioritization of daily tasks	• Planning • Prioritizing tasks • Managing to-do lists	Efficient task and time management/planning
Manual processes in animation setup	• Rigging • Exporting files • Naming conventions	Streamlined animation workflow
Manual scheduling and meeting setup	• Booking meetings • Finding meeting rooms • Organizing tasks	Automated scheduling/booking systems
Time-consuming financial and administrative tasks	• Sending invoices • Managing emails • Booking events • Visual tasks	Freeing up more time for creative work

Energy & Capacity Management covers mental strain and difficulties in staying focused

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Adaptation to new technologies	• New updates take longer to adapt to	Being able to use tools on same level as everyone else
Following agendas	• Running meetings • Getting conversation back on track	Running conversations and keeping them on track
Complexity managing software subscriptions	• Managing software accounts • Understanding legal terms • Cancelling subscriptions	Simplified software management
No administrative support for entrepreneurs	• Invoicing • Bookkeeping	Solving administrative tasks correctly
Staying focused	• In daily tasks and meetings	Being able to focus

Energy & Capacity Management covers mental strain and difficulties in staying focused

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Being hyper focused on certain tasks while forgetting others	• Daily tasks	Being able to focus on other tasks as well
Understanding complex text	• Reading legal documents	Being able to understand complex information and ensuring no important points are missed
Processing difficulties	• Reading documents, reports • Follow meetings and conversations	Being able to understand complex information and ensuring no important points are missed
Spelling	• Writing reports, emails, presentations etc.	Being able to deliver error free material

Content Creation, Editing & Quality Check involves content to ensure clarity, creativity, and quality

Highlighted challenges

Challenges met	Tasks where challenge arise	Underlying need
Finding one's own mistakes (spelling/grammar)	• Writing emails • Writing social media posts	Ensuring correct spelling and grammar
Visual editing limitations in video production	• Editing videos • Adding subtitles	Maintain content quality
Ethical dilemmas	• Video editing • Authenticity	Ensuring to act ethically
Visual content quality assurance	• Editing presentations • Updating website • Creating social media posts	Ensuring professional visual output
Smooth content creation across image, audio, text and video	• Content creation	Ensuring professional, creative and correct content

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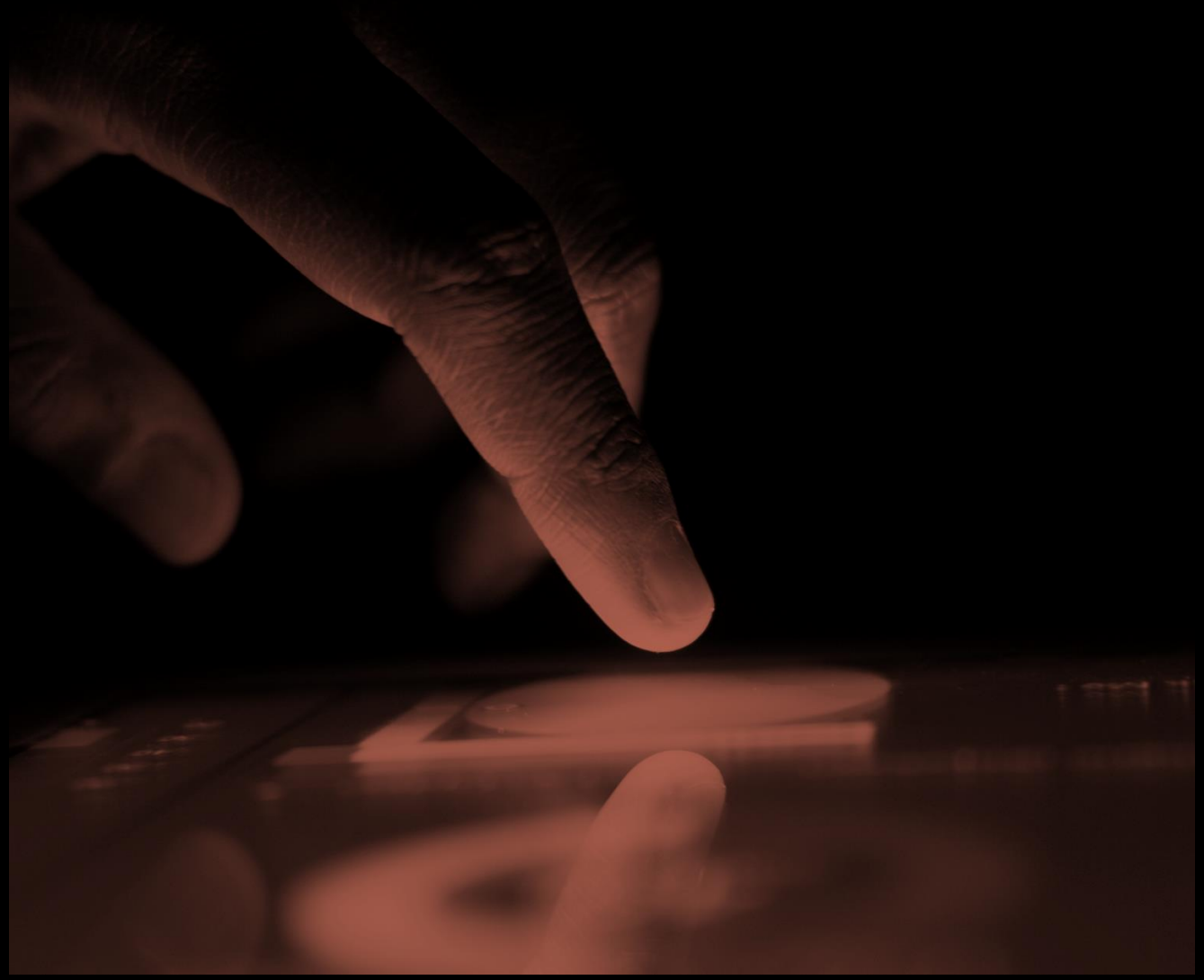
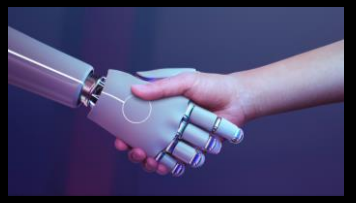


In this project, multiple reports and sources have been leveraged to provide insights into research and AI trends

Research and AI Trends Source Overview*

AI: A Declaration of Autonomy: Is trust the limit of AI's limitless possibilities?
Accenture, 2025

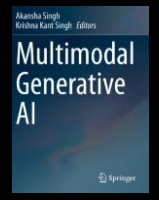
A new era of generative AI for everyone
Accenture, 2023



Transforming Perceptions: Exploring the Multifaceted Potential of Generative AI for People With Cognitive Disabilities
Dorit Hadar Souval, Yuval Haber, Amir Tal, Tomer Simon, Tal Elyoseph, Zohar Elyoseph
JMIR Neurotechnology, 2025

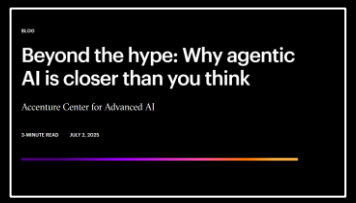
Learning, Reinvented: Accelerating collaboration between humans and AI
Accenture, 2025

Leveraging the hive mind: Harnessing the Power of AI Agents
Accenture, 2024



Multi-modal Generative AI for People with Disabilities
Raji, N.R., Biji, C.L., Vineetha, V.
In: Singh, A., Singh, K.K. (eds) Multimodal Generative AI. Springer, Singapore, 2025

Making Reinvention Real with Gen AI: From experimentation to impact
Accenture, 2025



Beyond the hype: Why agentic AI is closer than you think
Accenture, 2025

The front-runners' guide to scaling AI: Lessons from industry leaders
Accenture, 2025

AI and Accessibility: Breaking Barriers for People with Disabilities
Premier Journal of Artificial Intelligence, 2025

*Selected sources leveraged in this report


Thank you!