Executive Summary
Iværksættere med Handicap
AI Project

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

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

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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)

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**Iværksættere med Handicap
AI Project**
Executive Summary of Final Report

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?"

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	**Needs & challenges**	**AI awareness & use**	**AI value levers & boundaries**
- Daily tasks & reoccurring activities - Time-consuming, prone to error, repetitive, and low value activities	- Challenges faced in work as an entrepreneur affecting performance - Key challenges and underlying needs - Current solutions/work-arounds	- Use of AI and digital tools - AI awareness and knowledge - Accessibility barriers - Perception of AI (opportunity vs risk)	- Areas where AI could help the most - Valued outcomes - Vision of success - Constraints and trade-off related to AI

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

Efficiency & Productivity	Quality & Professionalism	Accessibility	Freedom & Independence	Seamless Integration
• 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)

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

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

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.
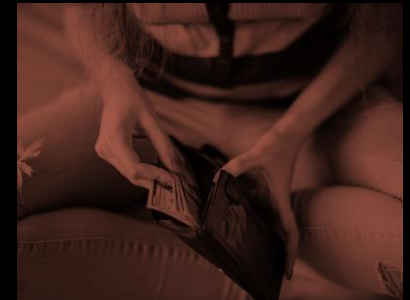
Independence-First Design

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.

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

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	**Understand real needs, address awareness blind spots**	**Stay ahead of rapid AI evolution**	**Adopt and design AI for everyday independence and impact**

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

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

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

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

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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

Thank you!