



all Inclusive Design Enabling Access Solutions

The aIDEAS Story

I am an advanced information technology innovator and product developer. Twelve years ago my life changed as I fell 290 feet while mountain-climbing..... I was lucky enough to survive. I am now a paraplegic, paralysed from the chest down, and full-time wheelchair dependent — living a full and active life. After a 10-month recovery period in Stoke Mandeville Hospital, I decided to get on with life. Eleven years of living everyday life to the fullest in a wheelchair fostered the concept of **aIDEAS** (all Inclusive Design Enabling Access Solutions). The last 9 months since public-launch have made **aIDEAS** a flourishing reality.

I founded **aIDEAS Ltd** to show, by example and with passion, that inclusive design is good business and can yield fantastic looking products with enhanced usability, broader customer appeal and greater market uptake.

aIDEAS is an assistive-technology, project-based ideas-house which combines inclusive innovation with inspiring form to provide new, holistic design solutions for the 21st century multi-age, multi-needs market.

Inclusive design enables barrier-free products, services and environments to be used by a broad spectrum of the public, regardless of age, physical ability or situation. Pertinent to the climate of social inclusion **aIDEAS** follows the guidelines of simplicity, flexibility, spatial awareness and equitable use. Inclusive design solutions ultimately provide maximum benefit, minimum effort living.

Using product demonstrator showcases, **aIDEAS** designs cost-effective adaptation solutions to existing products and services. We create new, innovative product and service, design solutions.

It has been independently estimated that broadening product usability by as little as 10% could open combined market opportunities of more than Euro 400 billion in Western Europe and £50 billion in the UK (2006 estimate). **aIDEAS** responds with innovative product solutions which enhance the design and usability of product goods and services, and tap into new customer age demographics and other market opportunities.

aIDEAS Ltd

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A good friend, and now central aIDEAS contributor, and I, developed the first demonstrator of what we now market as the aIDEAS Personal Visual Adaptation of the WWW (PVAW). I registered aIDEAS Ltd with Companies House, so we could file the PVAW patent.

That first patent took a painful eight months to prepare – thrashing draft after draft and learning to appreciate the intricacies of intellectual property patent law.

In order to promote aIDEAS PVAW web browser plug-in utility we needed a website. I started writing an e-mail to my friend, an accomplished web-developer, detailing requirements. I quickly switched to PowerPoint. At 05:30 am I finally pressed send on an email containing 18 very full slides explaining my goals for the website and aIDEAS (all Inclusive Design Enabling Access Solutions) as an organisation at the forefront of inclusive design innovations.

That was 21st October 2005, and by 24th September 2006 the team had expanded to five and together we pressed TBRB (The Big Red Button) and sent our first email-shot launching www.aideas.org and the PVAW Web Browser Plug-in.

aIDEAS PVAW Demonstrator
www.aideas.org/pvaw

The initial projects, Website Usability and PVAW (Personal Visual Adaptation of WWW) web browser plug-in marked the successful launch of aIDEAS. Currently aIDEAS Ltd is developing 20+ in-house product demonstrations & consultancy projects, including the recently launched 'Fashionable Asthma Inhalers', mobile phone usability enhancing software, lifestyle projects and the All Terrain Buggy.



www.aideas.org/fai
aIDEAS Fashionable Asthma Inhalers

The typical business model for aIDEAS projects will be to take concept through to product demonstrator, at which point business collaboration with external manufacturers and service providers will be sought. Revenue will be generated from a number of sources including licensing/sales, intellectual property rights, design & manufacture consultancy services.

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The business is operated through distributed e-communication and maintains minimal expenses and overheads. The **aIDEAS** model does not incur financial time penalties in development and is attracting an increasing number of successful and talented professional individuals, who through their involvement and **aIDEAS** contributions are seeding profitable spin-out businesses.

In under 9 months since public launch, **aIDEAS** has achieved a global e-mail distribution list of more than 3000 private and 1500 professionals and is being increasingly recognised as a company extending the boundaries between 'able-bodied' versus 'disabled' products and services.

In the initial days parents and family helped with day-to-day life, encouraging me forward and supporting my 'rebirth'. As the **aIDEAS** concept has developed, so has the team. We now have a global presence of **aIDEAS** contributors (8 locations world-wide), supported by "aIDEAS Friends" and agents. Each are professionals in their own right, but driven to pursue a common interest of 'making a difference' in addition to their "full-time" careers. **aIDEAS** has been fully supported by the Cambridge business network and the full-time employers behind the **aIDEAS** contributors. In particular we take this opportunity to thank Cambridge Evening News and Barclays Business Support.

Training has been on the job, adapting day-job core skills to new ventures and forming the best cross-functional infrastructure of friends and colleagues willing to offer moral support, professional guidance and encouragement.

Publicity has flourished. To celebrate our successful launch Cambridge Evening News Business section published a two-page central-spread feature article on our novel business model and infrastructure. Technical press, innovation magazines, and local business WWW network publications followed.

Winning the **2007 Barclays Business Excellence Award** for our contributions to the community, the judges said:

"His motivation is right ... these are ordinary, practical products being made special ... with its international reach, this company could do very well indeed ..."

(Full article available from [Cambridge Evening News — Business](#))



The future of aIDEAS looks positive - one of our objectives is to be an intellectual and social asset to the community by developing and promoting inclusive-design for all.

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To enable this we will partition the activities of **aIDEAS** into two parts a **Ltd** and a **Charitable Trust**. Using this model we can increase development of inclusive design products and assist new businesses and commerce while also maintaining positive public relations for established companies to engage with **aIDEAS**. In future collaborations with educational and university programmes and can also be developed.

Going forward **aIDEAS** aims to become a self-sustaining organisation employing people on centralised functions and supporting development and commercialisation of innovative inclusive design products and services - following our motto of “less-effort-living” for all.

Fundamentally, the limits of a good idea and the passion for making a difference are boundary-less.

Dr Martin Sabry,

Founder and Senior Partner

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