

Business Built on Inclusive Design

MBA Conference &
Case Challenge



*Solve for One,
Extend to Many*

The Conference

Emails, audiobooks, subtitles, voice assistants, and electric toothbrushes – what do they all have in common? Inclusive Design: a methodology where you solve for extreme users with a disability, and extend to a larger customer base. Inclusive Design is widely used by tech companies and startups to achieve commercial success *and* change the world.

On February 5, expect to hear four short talks from successful companies that are built on Inclusive Design, and check out a number of innovative products in our demo period. All students will receive exclusive recruiting opportunities with our corporate partners.

The Challenge

The Access to Success Challenge invites you to pitch a business case for a product or service based on Inclusive Design — something that addresses an accessibility limitation but is also of universal benefit. Can you dream up the next game-changing idea?

- Open to current and graduating MBA students; includes entry to the conference
- Teams must have a minimum of 2 students
- Students from other programs are welcome to participate; we ask that your team have at least 2 MBA students
- First round presentations will take place on February 4 and top teams will present in the final round on February 5
- Challenge deck available [here](#)

2019 Event Highlights

\$3k

Prize Money

5

Guest Speakers

10+

Companies

Who Will Be There?

