The World’s Leading AI-Powered Accessibility Solution

January 2022
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UserWay at a Glance

• The leading web accessibility & compliance technology
• Founded in 2016
• Ensures a rapid path towards accessibility and compliance
• $4.8 million ARR (Nov 2021)
• Multi-billion market
• Approx. 50 full time team members
UserWay’s Leadership Team

Allon Mason, CEO
Cornell University graduate.
Over 20 years experience as a tech entrepreneur.
Developer and digital accessibility SME.

Dr. Lionel Wolberger, COO
Cornell University graduate.
Acting CISO, W3C Platform Architect.
21 Years at “Cisco Secure Video”.

Leonid Muzyka, CTO
Masters in Applied Mathematics.
Leads UserWay development and roadmap execution.

Alon Segal, CRO
Over 15 years of SaaS sales lead.
Spearheads UserWay’s revenue and sales operations.

Adam Ikar, CSO
Former CEO of Equal Web.
As the Chief Strategy Officer, he spearheads UserWay strategy.
Meet… Siri

View video at: https://www.youtube.com/watch?v=gBh5x-C_Ow0
The Pain

• **Legal risk**: American, EU and international regulations are being enforced, lawsuits on the rise

• **97.8%* of sites are non-compliant**: creating a blue-ocean market opportunity.

• **Complexity**: It’s complicated. Organizations struggling to meet compliance requirements.

• **TTM**: Speed of implementation is slowed due to lack of automation. Can take months or years.

*Based on 1 million homepages tested by WebAIM (https://webaim.org/blog/webaim-million/)*
Affecting 1 in 4 People

61 million adults in the United States live with a disability

The percentage of people living with disabilities is highest in the South.

26% (1 in 4) of adults in the United States have some type of disability.

Click for state-specific information ➔

Biden Steps Up ADA Enforcement

View video at: https://www.youtube.com/watch?v=5tZ8cgIENbU
“The Biden Effect”

The Whitehouse and the DOJ consider the correct accessibility standard to be WCAG 2.1 Level AA

It doesn’t matter that Section 508 uses the almost-decade older WCAG 2.0. The Whitehouse and DOJ have adopted 2.1. Ignore this fact contained in clause 13(a) of the Rite Aid settlement agreement.

As Seyfarth Shaw wrote after the Presidential election, the Biden administration will be much more active in the Department of Justice’s (DOJ) enforcement of Title III of the Americans with Disabilities Act, particularly when it comes to digital accessibility.

Department of Justice to companies with inaccessible websites: We’re back!

Office of Compliance
University of Wisconsin-Madison

Department of Justice Reaches Agreement
Requiring Rite Aid to Make its Vaccination Registration Website Accessible

Rite Aid has a maximum of 15 days to fix accessibility bugs and may not launch new code if bugs are present.

Accessibility Lawsuits On the Rise

Study: ADA Lawsuits Continue to Rise

Surfin' USA: Website Accessibility Lawsuits are Alive And Well Under The ADA

Federal Website Accessibility Lawsuits Increased in 2020 Despite Mid-Year Pandemic Lull

By Seyfarth Shaw LLP on April 28, 2021
Exposure of
$4,000 per violation!

http://www.leginfo.ca.gov/pub/15-16/bill/asm/ab_0051-0100/ab_52_cfa_20150421_105445_asm_comm.html
UserWay Achieves More Than an Entire Dev Team

30 minutes of UserWay = Over 6 Months Dev*

*An approximation based on internal analysis
Live Demo
How UserWay Works

Summary

1. Insert one line of code
2. UserWay detects & fixes accessibility violations
3. Result:
   1. Significantly increased accessibility
   2. ADA Compliance*

*Results may vary from site to site
World Leading Brands Already Rely on UserWay

Coca-Cola  ebay  Walmart  Disney  unicef
World Leading Brands Already Rely on UserWay

- unicef
- Coca-Cola
- Centrum
- eBay
- Motley Fool
- Piper
- Disney
- Voltaren
- TICEL
- TONY ROBBINS
- ThermoFisher Scientific
- Nielsen
- Amnesty International
- US Healthcare
- Skis.com
- New York Law School
- Southeastern University
- Walmart
- Google
- MyHeritage
- Special Olympics
- NewSchool
- Sundance
- Jenny Craig
- Sotheby's
- Kylie Cosmetics
- LSHagen
- Davita
- Perry Ellis
- RPM
- Alcon
- autism speaks
- San Antonio Bar Association
- QuestTrade
UserWay Selected as the Official Accessibility Partner for the Tokyo Paralympics
Accessibility Lawsuits in Israel

View video at: https://www.youtube.com/watch?v=vE1OQBRvHfU
UserWay's Tech Advantage

• Data, data, data
• Human in the loop (HIL-based AI)
• Dev tools (Scanning & Monitoring)
• Integrated Screen Reader
• Enterprise-only features (SSO, on-prem, offline, etc.)
• Product-driven approach
UserWay Excels Across All Major Platforms
The Only Accessibility Solution in Wix

Choose Professional Solutions to Power Your Wix Website

Apps for Your Site

UserWay Accessibility
UserWay Accessibility Widget

Wix Members Area
Let visitors form & manage a personal account.

Wix Groups
Grow communities around shared interests

Check Out the Sale
First In Shopify

Search results for:

- UserWay Website Accessibility
  - Ensure ADA and WCAG 2.1 AA Compliance
  - No reviews
  - From $19/month

- Accessibly
  - by On The Map Marketing
  - Accessibility Widget that Helps with ADA & WCAG Compliance
  - 4.9 (13)
  - 7-day free trial

- Accessibility - ADA & WCAG 2.1
  - by Trident AB
  - Website Accessibility
  - 5.0 (10)
  - 5-day free trial

- Accessibility Enabler
  - by HikeOrders
  - Advanced Accessibility Solution For ADA & WCAG

Sort by:
- Most relevant
Only AI-Solution in BigCommerce
The Only AI Solution In Duda

Accessibility by UserWay
- Installed
- Ensure ADA and WCAG 2.1 AA Compliance
Total Addressable Market

• Market size: $27 Billion*

• Over 200 million active websites globally, the vast majority require accessibility**

• 97.8% of sites are non-compliant: creating a blue-ocean market opportunity.

• Compliance & regulation evolving to cover mobile apps (huge new opportunity)

* Refer to section 6.15.2 of the UserWay prospectus for TAM analysis
** https://siteefy.com/how-many-websites-are-there/
Estimations show that there are around 1.18 billion websites in the World at the moment. 17% of these websites are active, 83% are inactive.

<table>
<thead>
<tr>
<th>1,179,448,021</th>
<th>Estimations show that there are around 1.18 billion websites in the World at the moment. 17% of these websites are active, 83% are inactive.</th>
</tr>
</thead>
<tbody>
<tr>
<td>200,756,193</td>
<td>websites are active</td>
</tr>
<tr>
<td>252,000</td>
<td>new websites are created every day</td>
</tr>
<tr>
<td>10,500</td>
<td>new websites are created every hour</td>
</tr>
<tr>
<td>175</td>
<td>new websites are created every minute</td>
</tr>
<tr>
<td>3</td>
<td>new websites are created every second</td>
</tr>
<tr>
<td>2,000+</td>
<td>new websites by the time you are done reading this article</td>
</tr>
</tbody>
</table>

Dec 8, 2021 from https://siteefy.com/how-many-websites-are-there/
Business Model

- Freemium model
  - 95% free
  - 5% paid
## Business Model

- Widget pricing based on
  - # sites
  - Traffic levels
- Add-on pricing based on
  - # sites
  - Traffic levels

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Pricing</th>
<th>Monthly Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Website</td>
<td>$490/year</td>
<td>Up to 100k</td>
</tr>
<tr>
<td>Medium Business Website</td>
<td>$1290/year</td>
<td>Up to 1 million</td>
</tr>
<tr>
<td>Large Business Website</td>
<td>$3290/year</td>
<td>Up to 10 million</td>
</tr>
</tbody>
</table>

[UserWay.org/pricing](https://UserWay.org/pricing)
UserWay’s Diverse Product Family

- AI-Powered Widget
- Scanning & Dev Tools
- Manual Audits
- Professional Services

Accessibility Menu (CTRL+U)
- Keyboard Nav
- Smart Contrast
- Screen Reader
- Highlight Links
- Pause Animations
- Dyslexia Friendly

AI-Powered Widget
Scanning & Dev Tools
Manual Audits
Professional Services
ARR Growth
4x ARR growth last 12 months

<table>
<thead>
<tr>
<th>Month</th>
<th>MRR</th>
<th>ARR</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>December 2021</td>
<td>$418,833</td>
<td>$5,026,000</td>
<td>3.7%</td>
</tr>
<tr>
<td>November 2021</td>
<td>$403,792</td>
<td>$4,845,506</td>
<td>14.9%</td>
</tr>
<tr>
<td>October 2021</td>
<td>$351,330</td>
<td>$4,215,965</td>
<td>4.8%</td>
</tr>
<tr>
<td>September 2021</td>
<td>$335,318</td>
<td>$4,023,818</td>
<td>8.9%</td>
</tr>
<tr>
<td>August 2021</td>
<td>$307,795</td>
<td>$3,693,543</td>
<td>7.1%</td>
</tr>
<tr>
<td>July 2021</td>
<td>$287,449</td>
<td>$3,449,393</td>
<td>8.5%</td>
</tr>
<tr>
<td>June 2021</td>
<td>$264,948</td>
<td>$3,179,371</td>
<td>7.7%</td>
</tr>
<tr>
<td>May 2021</td>
<td>$246,043</td>
<td>$2,952,519</td>
<td>8.3%</td>
</tr>
<tr>
<td>April 2021</td>
<td>$227,118</td>
<td>$2,725,413</td>
<td>7.3%</td>
</tr>
<tr>
<td>March 2021</td>
<td>$211,675</td>
<td>$2,540,094</td>
<td>31.4%</td>
</tr>
<tr>
<td>February 2021</td>
<td>$161,035</td>
<td>$1,932,417</td>
<td>4.6%</td>
</tr>
<tr>
<td>January 2021</td>
<td>$153,975</td>
<td>$1,847,702</td>
<td>21.3%</td>
</tr>
<tr>
<td>December 2020</td>
<td>$126,951</td>
<td>$1,523,408</td>
<td>22.0%</td>
</tr>
<tr>
<td>November 2020</td>
<td>$104,020</td>
<td>$1,248,239</td>
<td>31.5%</td>
</tr>
<tr>
<td>October 2020</td>
<td>$79,121</td>
<td>$949,454</td>
<td>34.8%</td>
</tr>
<tr>
<td>September 2020</td>
<td>$58,676</td>
<td>$704,115</td>
<td></td>
</tr>
</tbody>
</table>
Use of Proceeds: Growth & Scaling Up

- Sales & Marketing
  - Drive platform integrations
  - Partner & distribution channels
  - Expand enterprise team
- R&D
  - Automation product dev