Corporate IT: Start-Ups Meet Multinational Corporations

Wednesday February 21st
14:15 – 16:30

Parallel Session: Orientation MapApps

Thursday February 22nd
9:30 – 10:40
IN LOVING MEMORY OF

Irene De Souza

July 20th, 1926 - February 15th, 2018

Saint Jude, pray for us
The platform

In the same way that TripAdvisor leverages the power of the crowd, AXS Map has built a powerful and engaged community around accessibility.

- Users can find the places they want to visit.
- Quickly scan the venue to determine how accessible it is, whether it’s the entrance, restrooms, or other factor.
- Submit your own review.
Tremendous traction &
organic growth

76k+ users
150k+ reviews
280+ mapathons
200+ cities
## Mapathon testimonials

**AXS Map is being actively used** by Google Serve (Google’s Employee Service portal) in 10 cities

<table>
<thead>
<tr>
<th>Felicia Vonella [sponsor]</th>
<th>Ashley Gushue [sponsor]</th>
<th>Lee Ann Kim</th>
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<tbody>
<tr>
<td>Marketing Manager, Acorda Therapeutics</td>
<td>GoogleServe Coordinator and GDN Product Operations Manager, gTech Ads</td>
<td>Pacific Arts Movement, Executive Director, San Diego, California</td>
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**“Acorda sponsored a Mapathon and sent 100+ employees out into NYC mapping different neighborhoods. The experience was rewarding and inspiring. The Mapathon was covered by notable media outlets like Mashable. AXS Map is a fantastic way for our team to give back to our community.”**

**“GoogleServe loves hosting AXS Map Mapathons. We’ve held Mapathons in New York City, Hong Kong, Dublin, Sydney, and Toronto. We have found that Googlers love exploring their cities and giving reviews. This year, Googlers in different cities are competing to see who can give the most reviews. AXS Map is an incredible platform.”**

**“We held a mapathon in the summer of 2014 and mapped a large part of San Diego. We had over 60 participants. The event was a big success and we are now planning another. We love working with Alice and Jason at AXS Map. Jason is an inspirational leader.”**
We want to map cities across the world prioritizing schools.

AXS Map is built from a base layer of data from Google Places which already includes schools.

We ask the crowd to review schools and other places on their accessibility.

The SDG target 4.a calls for building and upgrading educational facilities that are disability sensitive and provide inclusive and effective learning environments for all. AXS Schools will gather that knowledge in a common and public repository so that it can be used to inform policies and programs to implement SDG target 4.a.
PARTNER WITH NONPROFITS AND UNIVERSITIES and leverage their community (targeting Brazil, India and Kenya pre-selected based on existing user base, interest from the community, and needs for data).

BUILD KEY SPONSORSHIPS and logistics partnerships to help raise the crowd and ensure participation.

BUILD AND DEPLOY TRANSLATION PACK SO AXS MAP WILL BE AVAILABLE IN 30+ LANGUAGES.

DEVELOP TARGETS AND GOALS on the number of school reviews needed in each city and country.

ESTABLISH APPROPRIATE EVALUATION CRITERIA FOR SCHOOLS.

Accessibility Cloud

API.

Partnerships and outreach (government NGOs)

Crowdsourcing

Data mining

Strategic implementation & Collaboration
AXS Map is sourced through crowd and data mining. We data mined through ADA approved venues and we would like to do this globally through governmental sources. We implement the data through automation.

WE NEED YOUR DATA

Test widget is available at axslab.org/DV/first%20widget
VR AXS Map creates an immersive experience through the use of 360 images, with ambient spatial sound, embedded photos, video clips, and voice overs (and, as appropriate, customizable for closed captions, text to speech, high contrast, and selective magnification of images and video). Customization options can be permanently saved.
AXS Map 2.0 & JASE

- AXS Map 2.0
- JASE
We aim for a world that is 100% accessible!