



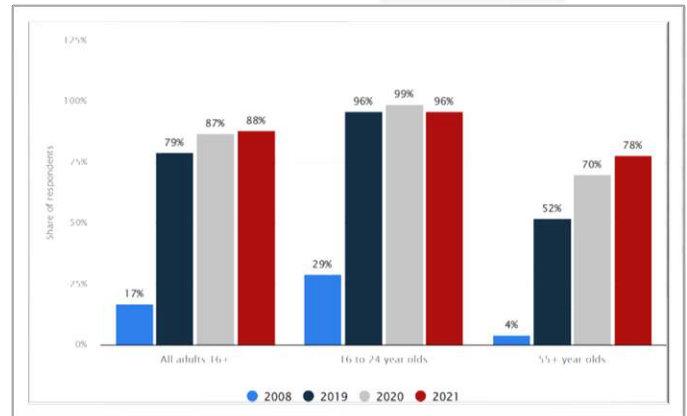
Digital Inclusivity

Technology has been shaping our society for decades but the impact of our rapid race to the future is design flaws that only now are becoming more apparent.

We are more connected but less protected and less respected. Communities and our individual wellbeing are being impacted.

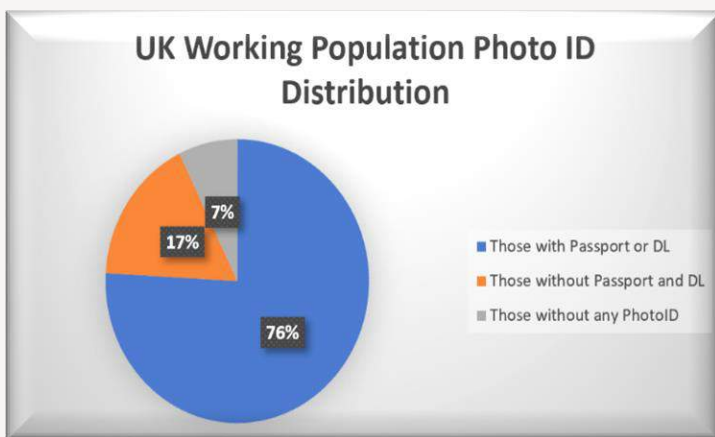
The Spotlight design ethos is grounded in ethical best practice, inclusivity and community, with data privacy for all. Our view is that if we design technology to encourage social good, then technology will more positively shape society.

However, **Technology Poverty** is very real. We are making our services more accessible, so the 12% of us with no smart phones won't feel as excluded. Tech can be very scary to some so our user experience is easier and auto-guided. Elegantly simple with **No** data held on any device or App.



Connected. Protected. Respected

- **Identity Poverty** is the 24% of UK citizens that do not possess a government issued photo-ID. Spotlight can auto-create personalised digital experiences that change depending on the documents a person presents or choices someone makes at the time.
- **Communication Barrier** we reduce by building multi-lingual capability into our platform. So can flexibly configure our services to try to include a much wider demographic.



Our Ongoing Roadmap

- **Lived Experience** is a critical design asset. This is where meaningful needs and difficulties are spotted so we can test best ways our technology could simplify.
- **Working with** – Foster Care recruitment, young people in care, abuse victims, homeless, veterans and mental health sufferers.
- **Ongoing Research** – To continue gaining insight from the lived experiences of using technology and general access to any services by excluded minority groups.



Thinking out the box, NOT tick the box.

“Regulation exists to encourage positive social change. When you aim for this goal compliance happens as a by-product.”