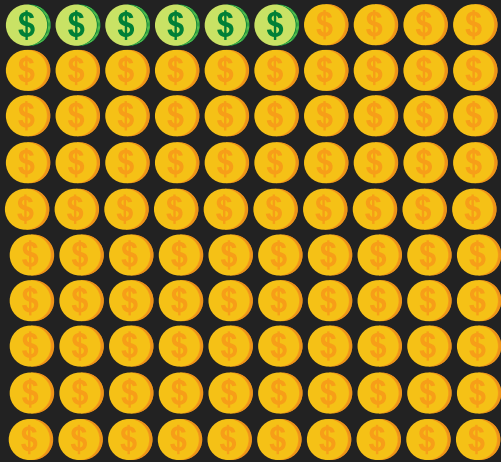


MOTIVATIONS

OF ENTREPRENEURS IN THE ASSISTIVE TECHNOLOGY MARKET

CREATED BY: SHIR GRUNEBAUM

FOR-PROFIT?

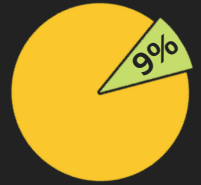


"ONLY 6% OF RESPONDENTS STARTER THEIR COMPANIES FOR PROFIT"



"AT ENTREPRENEURS ARE NOT ONLY MOTIVATED BY SOCIAL GOALS BUT ALSO TRANSLATE THAT MOTIVATION INTO COMPANY GOALS"

"9% OF ASSISTIVE TECHNOLOGY ENTREPRENEURS HAD A DISABILITY THEMSELVES"



"43% STARTED THEIR BUSINESSES BECAUSE THEY OR SOMEONE CLOSE TO THEM HAD A DISABILITY"

ENTREPRENEURIAL CHARACTERISTICS



ASSISTIVE TECHNOLOGY ENTREPRENEURS "DO NOT APPEAR TO BE RADIIALLY DIFFERENT THAN TRADITIONAL PROFIT-SEEKING ENTREPRENEURS"



"MOST REPORTED THAT THEIR COMPANY GOALS WERE TO 'BENEFIT SOCIETY'

RATHER THAN 'TO SELL PRODUCTS AND SERVICES'"

"56% INDICATED THAT THEY HAD HIGH OR SOMEWHAT HIGH RISK IN STARTING THEIR COMPANIES"



"33% [OF ASSISTIVE TECHNOLOGY ENTREPRENEURS] RANKED MEASURING CUSTOMER SATISFACTION AS THEIR TOP METRIC"

ENTREPRENEUR ECOSYSTEM



THE ABOVE DATA IS BASED ON THE RESPONSES OF 48 ENTREPRENEURS OF AT COMPANIES. 67% OF THESE COMPANIES WERE BASED IN THE UNITED STATES, 23% IN CANADA, AND 9% IN THE EUROPEAN UNION.

WHILE THESE FINDINGS ARE IMPORTANT PRELIMINARY FINDINGS, ONLY 8% OF PEOPLE CONTACTED TO COMPLETE THIS SURVEY ACTUALLY RESPONDED. AS SUCH, THIS DATA IS NOT REPRESENTATIVE OF THE ENTIRE AT ENTREPRENEUR MARKET. NEVERTHELESS, NO SIMILAR STUDIES HAVE BEEN CONDUCTED WITH THIS POPULATION.

CRITICAL THINKING & THIS STUDY

PARTICIPATORY DESIGN: IS AN APPROACH THAT ATTEMPTS TO ACTIVELY INVOLVE ALL STAKEHOLDERS IN THE DESIGN PROCESS TO HELP ENSURE THE RESULT MEETS THEIR NEEDS. SINCE 9% OF THE PARTICIPANTS HAD A DISABILITY THEMSELVES AND 43% HAD SOMEONE CLOSE TO THEM WITH A DISABILITY - THEY MAY BE MORE LIKELY TO ENGAGE IN THIS TYPE OF EMPOWERING DESIGN PROCESS.

FEMINIST STS: SCHOLARS ARGUE THAT THE TYPE OF KNOWLEDGE PRODUCED, THE INDIVIDUALS WHO COMPOSE THIS KNOWLEDGE, AND THE PROCESSES BY WHICH INFORMATION IS VALIDATED, HAVE ALL BEEN SIGNIFICANTLY INFLUENCED BY DOMINANT SOCIETAL STRUCTURES OF POWER². THIS STUDY HAD 3X MORE MALE THAN FEMALE PARTICIPANTS, THEREBY REINFORCING MALE-DOMINANT POWER STRUCTURES.

CRIP TECHNOSCIENCE: ARGUES THAT "THE PROBLEM OF DISABILITY NO LONGER RESIDES IN THE MINDS AND BODIES OF INDIVIDUALS BUT IN BUILT ENVIRONMENTS AND SOCIAL PATTERNS THAT EXCLUDE OR STIGMATIZE PARTICULAR KINDS OF BODIES, MINDS, AND WAYS OF BEING"³. IT IS IMPORTANT TO RECOGNIZE THAT ONLY A MINORITY OF ENTREPRENEURS IDENTIFIED AS HAVING A DISABILITY, AND THE TYPES OF DISABILITY-IDENTITIES WERE NOT DISCLOSED.

IMAGE DESCRIPTION

MOTIVATIONS OF ASSISTIVE TECHNOLOGY ENTREPRENEURS.

CREATED BY: SHIR GRUNEBAUM

FOR PROFIT? 100 YELLOW DOLLAR COINS ARE LINED UP IN ROWS OF 10 WITH 6 OF THESE COINS COLOURED IN GREEN. THIS IS DESCRIBED WITH A QUOTE FROM THE TEXT INDICATING THAT "ONLY 6% OF RESPONDED STARTED THEIR COMPANIES FOR PROFIT". THE NUMBER 9 AND THE WORDS "FOR PROFIT" ARE HIGHLIGHTED IN GREEN AS WELL TO CREATE EMPHASIS.

BELOW THAT THERE IS A LINE OF 10 STICK FIGURE FAMILIES IN WHICH 4.3 OF THESE FAMILIES ARE COLOURED IN BLUE. BELOW THAT THERE IS A QUOTE FROM THE JOURNAL ARTICLE THAT STATES "43% STARTED THEIR BUSINESSES BECAUSE THEY OR SOMEONE CLOSE TO THEM HAD A DISABILITY". THE NUMBER 43 AND THE WORDS "HAD A DISABILITY" ARE HIGHLIGHTED IN BLUE FOR EMPHASIS.

BELOW THAT IS AN OUTLINE OF A GROUP OF PEOPLE WITH ARROWS POINTED ABOVE THEIR HEADS. THE GROUP AND TWO OF THE ARROWS ARE IN RED, ONE OF THE ARROWS IS IN WHITE. BELOW THAT THERE IS A QUOTE FROM THE TEXT WHICH INDICATES THAT "MOST REPORTED THAT THEIR COMPANY GOALS WERE TO 'BENEFIT SOCIETY' RATHER THAN 'TO SELL PRODUCTS AND SERVICES'"

ON THE RIGHT OF THAT, THERE ARE 10 CAUTION SIGNS. 5.6 OF THESE CAUTION SIGNS ARE FILLED IN BLUE. ON THE LEFT OF THESE SYMBOLS IS A QUOTE FROM THE TEXT WHICH STATES THAT "56% INDICATED THAT THEY HAD HIGH OR SOMEWHAT HIGH RISK IN STARTING THEIR COMPANIES". THE NUMBER 56 AND THE WORDS "HIGH OR SOMEWHAT HIGH RISK" ARE HIGHLIGHTED IN BLUE TO CREATE EMPHASIS.

AT THE TOP OF THE NEXT COLUMN LOCATED ON THE RIGHT HAND SIDE IS A TARGET WITH AN ARROW. UNDERNEATH THE TARGET THERE IS A QUOTE FROM THE JOURNAL ARTICLE WHICH STATES THAT "AT ENTREPRENEURS ARE NOT ONLY MOTIVATED BY SOCIAL GOALS BUT ALSO TRANSLATE THAT MOTIVATION INTO COMPANY GOALS". THE WORDS "MOTIVATED BY SOCIAL GOALS", "TRANSLATE", AND "INTO COMPANY GOALS" ARE HIGHLIGHTED IN RED TO CREATE EMPHASIS.

TO THE RIGHT OF THAT THERE IS A PIE CHART WITH A 9% SLIVER HIGHLIGHTED IN GREEN. ABOVE THAT THERE IS A QUOTE FROM THE ARTICLE WHICH STATES THAT "9% OF ASSISTIVE TECHNOLOGY ENTREPRENEURS HAD A DISABILITY THEMSELVES".

BELOW THAT IS A LIST OF 6 ENTREPRENEURIAL CHARACTERISTICS HIGHLIGHTED THROUGH THE ARTICLE. EACH CHARACTERISTIC IS DEPICTED BY A DIFFERENT STAR. THE CHARACTERISTICS ARE AS FOLLOWS: LOCUS OF CONTROL, RISK TAKING, GOAL-SETTING, SELF-EFFICACY, TOLERANCE FOR AMBIGUITY, AND NEED FOR IMPROVEMENT. BELOW THAT IS A QUOTE FROM THE ARTICLE STATING THAT ASSISTIVE TECHNOLOGY ENTREPRENEURS "DO NOT APPEAR TO BE RADICALLY DIFFERENT THAN TRADITIONAL PROFIT-SEEKING ENTREPRENEURS". THE WORDS "ASSISTIVE TECHNOLOGY ENTREPRENEURS" ARE HIGHLIGHTED IN BLUE TO ADD EMPHASIS.

BELOW THAT IS AN ICON OF A HAND GIVING A THUMBS-UP GESTURE WITH A STAR ABOVE IT. THE STAR IS FILLED IN 33% IN LIGHT GREEN. ON THE RIGHT OF THAT THERE IS A QUOTE FROM THE ARTICLE STATING THAT "33% [OF ASSISTIVE TECHNOLOGY ENTREPRENEURS] RANKED MEASURING CUSTOMER SATISFACTION AS THEIR TOP METRIC". THE NUMBER 33 AND THE WORDS "CUSTOMER SATISFACTION" ARE HIGHLIGHTED IN GREEN FOR EMPHASIS.

BELOW THAT IS AN ENTREPRENEURIAL ECOSYSTEM, A CONCEPT DERIVED FROM THE UNITED STATES DEPARTMENT OF ENERGY. ACCORDING TO THIS ORGANIZATION, THE ECOSYSTEM IS MADE UP OF 4 PARTS: FINANCIAL RESOURCES, PHYSICAL RESOURCES, INDUSTRY/MARKET, AND LASTLY INNOVATORS/ENTREPRENEURS. EACH COMPONENT OF THIS ECOSYSTEM IS REPRESENTED BY A GEAR IN A COLOUR THAT MATCHES THE ECOSYSTEM COMPONENT. THIS IS MEANT TO ILLUSTRATE THAT ENTREPRENEURS EXIST WITHIN AN ECOSYSTEM THAT IS DEPENDENT ON OTHER FACTORS OUTSIDE OF THEIR INITIATIVES.

NEXT TO THAT IS AN ANALYSIS OF THE LIMITATIONS OF THIS ARTICLE WHICH STATES THAT THE ABOVE DATA IS BASED ON THE RESPONSES OF 48 ENTREPRENEURS OF AT COMPANIES. 67% OF THESE COMPANIES WERE BASED IN THE UNITED STATES, 23% IN CANADA, AND 9% IN THE EUROPEAN UNION. WHILE THESE FINDINGS ARE IMPORTANT PRELIMINARY FINDINGS, ONLY 8% OF PEOPLE CONTACTED TO COMPLETE THIS SURVEY ACTUALLY RESPONDED. AS SUCH, THIS DATA IS NOT REPRESENTATIVE OF THE ENTIRE AT ENTREPRENEUR MARKET. NEVERTHELESS, NO SIMILAR STUDIES HAVE BEEN CONDUCTED WITH THIS POPULATION.

BELOW THAT THERE IS A SECTION OF THE INFOGRAPHIC CALLED "CRITICAL THINKING IN THIS STUDY". BELOW THAT SUBTITLE THERE ARE 3 HORIZONTAL BARS INDICATING MODES OF CRITICAL THINKING. THE FIRST BAR IN BLUE STATES THAT: PARTICIPATORY DESIGN IS AN APPROACH THAT ATTEMPTS TO ACTIVELY INVOLVE ALL STAKEHOLDERS IN THE DESIGN PROCESS TO HELP ENSURE THE RESULT MEETS THEIR NEEDS 1. SINCE 9% OF THE PARTICIPANTS HAD A DISABILITY THEMSELVES AND 43% HAD SOMEONE CLOSE TO THEM WITH A DISABILITY - THEY MAY BE MORE LIKELY TO ENGAGE IN THIS TYPE OF EMPOWERING DESIGN PROCESS.

THE SECOND HORIZONTAL BAR, IN GREEN, STATES THAT: FEMINIST STS SCHOLARS ARGUE THAT THE TYPE OF KNOWLEDGE PRODUCED, THE INDIVIDUALS WHO COMPOSE THIS KNOWLEDGE, AND THE PROCESSES BY WHICH INFORMATION IS VALIDATED, HAVE ALL BEEN SIGNIFICANTLY INFLUENCED BY DOMINANT SOCIETAL STRUCTURES OF POWER 2. THIS STUDY HAD 3X MORE MALE THAN FEMALE PARTICIPANTS, THEREBY REINFORCING MALE-DOMINANT POWER STRUCTURES.

THE THIRD HORIZONTAL BAR, IN YELLOW, STATES THAT: CRIP TECHNOSCIENCE ARGUES THAT "THE PROBLEM OF DISABILITY NO LONGER RESIDES IN THE MINDS AND BODIES OF INDIVIDUALS BUT IN BUILT ENVIRONMENTS AND SOCIAL PATTERNS THAT EXCLUDE OR STIGMATIZE PARTICULAR KINDS OF BODIES, MINDS, AND WAYS OF BEING" 3. IT IS IMPORTANT TO RECOGNIZE THAT ONLY A MINORITY OF ENTREPRENEURS IDENTIFIED AS HAVING A DISABILITY, AND THE TYPES OF DISABILITY-IDENTITIES WERE NOT DISCLOSED.

BELOW THAT IS THE CITATION OF THE ARTICLE USED TO DEVELOP THIS INFOGRAPHIC: FELS, D. I., & GEDEON, S. A. (2011). UNDERSTANDING MOTIVATIONS OF ENTREPRENEURS IN THE ASSISTIVE TECHNOLOGY MARKET. TECHNOLOGY AND DISABILITY, 23(2), 53-64. DOI: 10.3233/TAD-2011-0314

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