

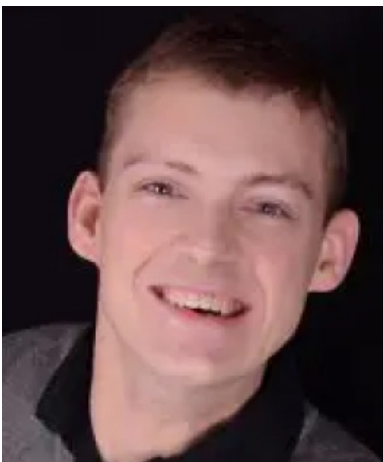
CHECK OUT THIS

SUCCESS

STORY!



Daman Wandke, **AbiliTrek** and **Wandke Accessibility**



Daman Wandke
CEO, Founder
wandke.com



According to the World Health Organization, approximately 16% of the world population (1.3 billion) experience significant disability. While many people face isolation and need for greater community, the barriers to inclusion for people with disabilities are more frequent and have greater negative and lasting impact.

Daman Wandke, born with Cerebral Palsy, knows many of these barriers firsthand. Fortunately, Daman is intelligent, empathic, and determined. This confluence of circumstance and character inspired his mission to broaden inclusivity.

When people with disabilities seek information on accommodations, it's not uncommon for them to receive inaccurate information based on insufficient knowledge. As Daman notes in his TED Talk – Trekking Without Boundaries: Limitless Exploration in a Limited World - "There is not one solution to fit everybody."

Daman launched a Yelp-like review platform called AbiliTrek to address this information gap in 2016.

AbiliTrek fostered a safe and enjoyable travel experience for people with disabilities. First, users created a comprehensive user profile based on their unique accessibility needs and then generated possible matches from current data. Second, matches are generated from current data. Third, users and caregivers reviewed their travel destinations, such as hotels and restaurants, to build the database.

Daman Wandke, **AbiliTrek and Wandke Accessibility** Continued

AbiliTrek fostered safe and enjoyable travel by creating unique accessibility profiles and matching them with hotels and restaurants at the destination based on user reviews.

As it happened, AbiliTrek did not have enough capital to build the necessary database of user reviews. Daman considered converting AbiliTrek from a for-profit to a non-profit entity, which would be funded by grants to continue collecting accessibility reviews.

With an MBA (funded by VR), prior work as a consultant for PolicyWorks, a network of contacts, and name recognition, Daman had the foundation for his next venture in advocacy.

Launched in 2019, Wandke Accessibility's (formerly Wandke Consulting) goal is seamless access to online content and resources for everyone, "regardless of their physical capabilities."

Wandke Accessibility's approach to organizations is a win-win: an ADA-compliant website is the right thing to do. It broadens your audience to the nearly 20 million people with disabilities who previously did not have access to your content.

To date, Wandke Accessibility has presented disability inclusion training sessions to twenty organizations (reaching over 900 people), tested web pages against Web Content Accessibility Guidelines (WCAG), and completed major website audits to build ADA-compliant and more accessible websites. Wandke Accessibility has also developed content to support people with disabilities to assist with employment, peer support, and healthcare system navigation. In one year, Wandke Accessibility created content for the fully accessible Peer MentoringWorks's FieldGuide.

In addition to training, website audits, FieldGuide, and expert guidance in website compliance, Wandke Accessibility encourages its customers to become leaders in inclusivity. "True accessibility transcends compliance—it fosters an inclusive environment that benefits everyone, from your employees to your customers."

Wandke Accessibility continues to grow and affect positive change because, for Daman Wandke, living a life of full participation means forging a path for everyone without exclusion.