

# Designing for the Missing Billion.

How Silicon Valley giants are using AI, IoT, and "Shift Left" strategies to unlock the \$13 Trillion disability economy.

1.3B

PEOPLE GLOBALLY WITH DISABILITIES

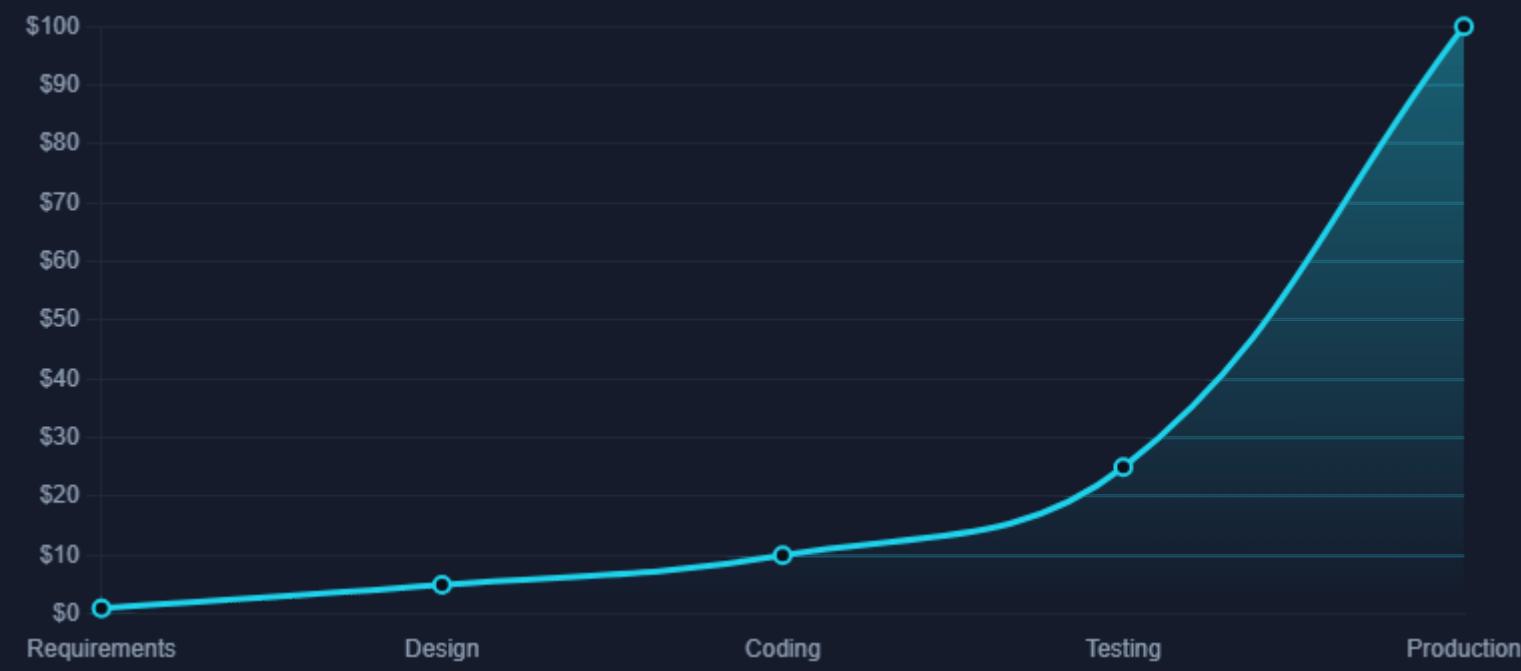
"If this were a country, it would be the 3rd largest in the world."

— Return on Disability Group

## The "Shift Left" Efficiency Curve

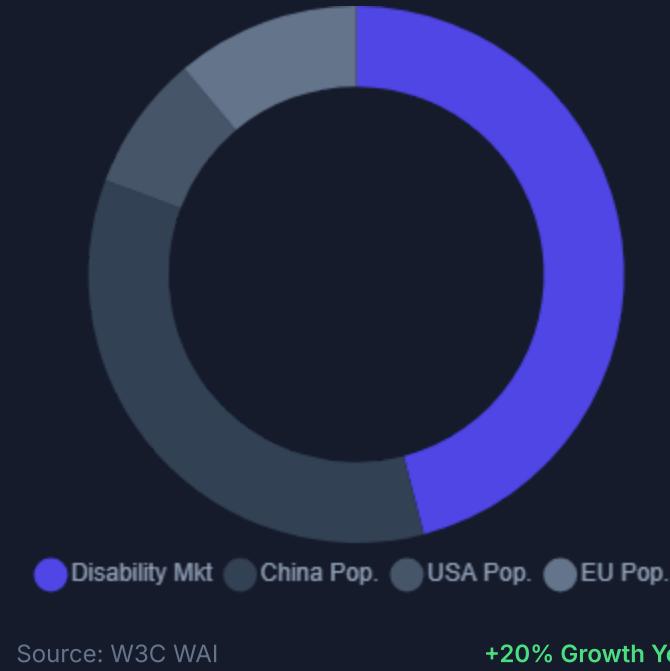
Cost of fixing accessibility bugs at different SDLC stages.

Design Phase: \$1 Production: \$100



## The "Purple Dollar"

Disposable income comparison (Trillions USD).



## Local Ecosystem

### SVILC Partnership

Silicon Valley Independent Living Center provides diverse user testing pools.

### CSUN Assistive Tech

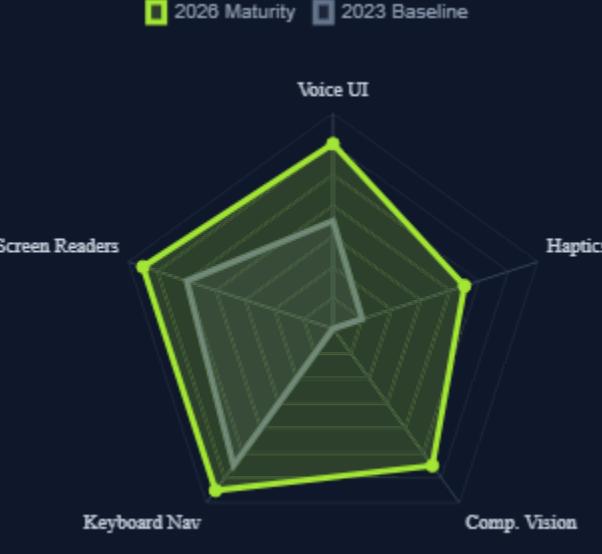
Driving local innovation cycles through the world's largest AT conference.

## Adoption Velocity

TECH GIANT	FOCUS AREA	GROWTH
Apple	Voice Control	High
Google	Project Relate	High
Adobe	PDF A11y	Med

## San Jose Tech Radar

Maturity of inclusive technologies in 2026.



### Generative Alt-Text

AI describing complex images automatically.

### Matter Protocol (IoT)

Universal standard for assistive smart homes.

### Computer Vision

Real-time object recognition for navigation.

## Frequently Asked Questions

[Knowledge Base](#)

### 01. What is "Inclusive Design"?

Inclusive Design is a methodology. San Jose firms are moving from merely checking boxes (Accessibility) to creating products that work for the widest range of people from the start (Inclusive Design), often resulting in better products for everyone.

### 02. Why San Jose / Silicon Valley?

The concentration of hardware (IoT) and software (AI) talent in San Jose creates a unique ecosystem. Events like **TechEx North America** foster cross-pollination where accessibility becomes a competitive differentiator.

### 03. Key Technologies?

Computer Vision (for describing the real world to blind users), Natural Language Processing (for voice control for motor-impaired users), and Haptics (for tactile feedback) are the core pillars being developed in SJ labs.

### 04. "Shift Left" Benefits?

Developers benefit from fewer hotfixes. Companies benefit from lower costs (100x savings). Users benefit from a more stable, usable product upon launch. It is a win-win-win scenario.