

Sketchnote for the presentation titled, “Accessibility for Small Businesses” at the AccessU event.

The graphic is completed in orange, yellow, purple, and pink. There is a large, storefront drawing with trees beside it and clouds surrounding it. There is a large sun with the words, “small businesses are not little big businesses,” written below it. Under the storefront are details about small businesses in the U.S.. These include, “huge part of our economy,” “less than 500 people,” “60 million employed by small businesses,” “9/10 employers have less than 20 workers,” “they aren’t experts on anything,” and “most run by one person.” There are suggestions around supporting small businesses with what they want, which is customers, capital revenue, information, opportunities, and operations. There are questions around those ideas about how accessibility can help them with those things. The questions are: How can accessibility help their revenue? What info about accessibility can we give them? How can accessibility help them with their operations? How can accessibility help them find customers? There are three faces with ideas about accessibility for small businesses, which highlight sharing accessibility expertise, involving them in solutions, start with the positives, and help them focus on goal time, not tool time.