



*We educate and empower adults with disabilities and their families through advocacy, building independence, and wellness.*

# Self-employment is self-empowering

“... in 2017, self-employment for people with disabilities in the labor force was **6 percent higher** than the corresponding rate for people without disabilities...”

*Federal Bureau of Labor Statistics*

<https://www.bls.gov/news.release/disabl.t04.htm>

***Did you know.....that Individuals with disabilities constitute the largest and most diverse minority group in the United States***



***56 MILLION people in the U.S. live with a disability – that's one in five***

# Business ownership has always been a cornerstone of the American dream





# Cornerstone Micro-Enterprise Program



*“As a woman with Cerebral Palsy, my two greatest accomplishments as a single mother have been raising my twenty-eight year old son and running my own graphic art-based business.”*

*Monique Harris*



***“I’m Paul and I am developing my own vending business.***

***I participate in Ability Now Bay Area’s exciting Business Program where I get hands on experience stocking and maintaining vending machines. They are helping me develop my business plan and startup.”***



Our Cornerstone self-employment small business incubator program assists consumers who want to own and operate a business that matches their talents and interests.

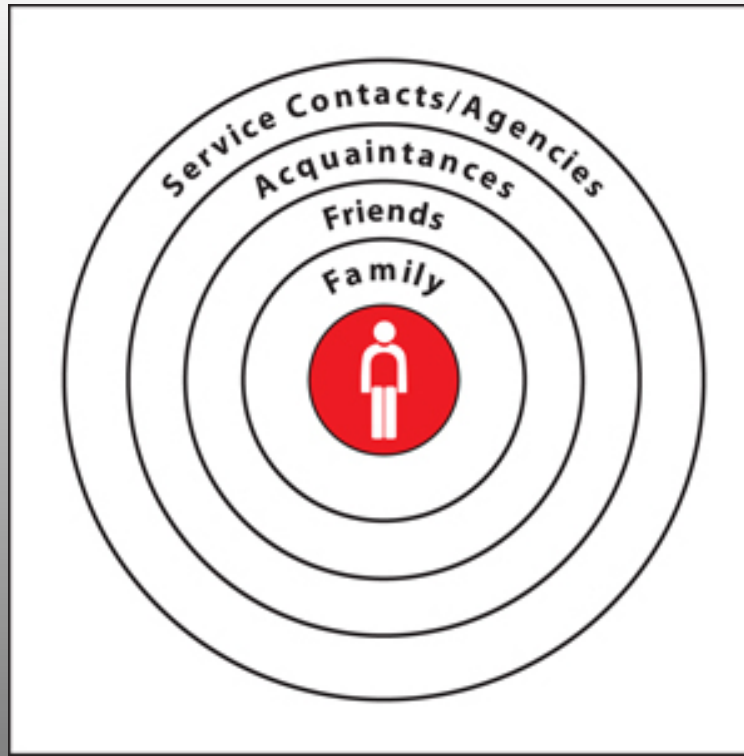
Self-employment is ideal option for:

- Consumers who are interested in running their own business
- Consumers whose disability makes it difficult to effectively compete for jobs due to their need for personal care support
- Supported employment consumers for whom it is not possible to fade job coaching

# ***The Cornerstone process***

## **Phase I Discovery: Approximately 30 Days**

30 day business curriculum used to assist an individual to identify his/her entrepreneurial type, strengths, talents and interests. Map individual's external circle of support.





# *The Cornerstone process*

## **Phase II Feasibility:** Approximately 60 Days

Business Feasibility Study to determine business viability, development of a business plan with cash flow projections, plans for effects of income on public benefits, and identification of assistive technology and personal care support needs.



# ***The Cornerstone process***

## **Phase III Business Launch & Start-Up Support:** **Approximately 18 Months**



Business Incubation Startup  
Activities initiated e.g.  
implement business plan.  
Acquiring business license, setting up  
business bank account and marketing.

# ***The Cornerstone process***

## **Phase IV Ongoing Supports**

Person Centered Strength Based Program Services support ongoing business successes. Program participants develop practical skills and are personally involved in business operations and growth. The Cornerstone model encourages a continuous improvement approach for sustainability.



# Short and sweet...





**“For most of us technology makes things easier, for people with disabilities it makes things possible”**



**Judy Huemann, Disability Rights Advocate and former Assistant Secretary, U.S. Department of Education, Office of Special Education Programs**

# ***What is Assistive Technology?***

**Any device or object that assists an individual in completing a task that would otherwise be difficult or impossible for that individual due to their disability.**



# :: Types of Assistive Technology ::



# No tech ...



**Requires no  
technology use like  
A pen or pencil grip**



# Low tech ...

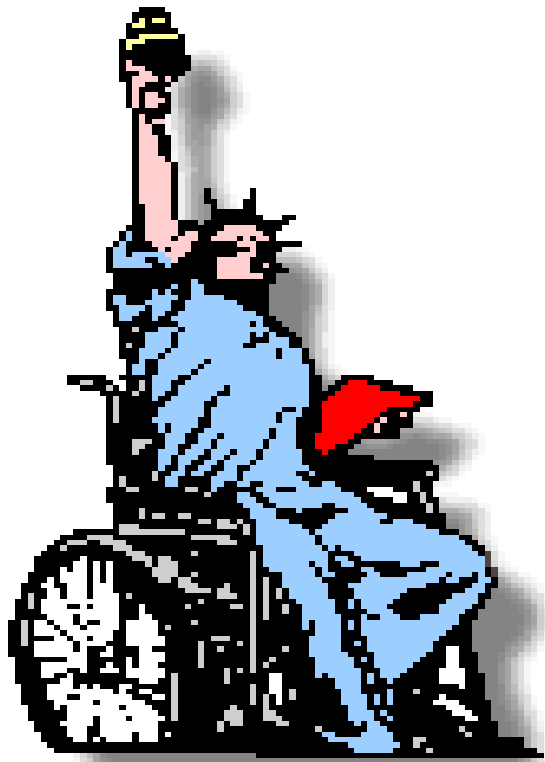


Requires very little technology, and are simple to use like the talking watch

# Hi tech...



Often requires technology skills, and can take some time to learn like a speech generating device



# Accessibility helps every-body





4500 Lincoln Avenue  
Oakland, CA 94602

510-531-3323

[www.abilitynowbayarea.org](http://www.abilitynowbayarea.org)



# Questions and Feedback

