

Digivizer and Remarkable expand partnership to support entrepreneurs in the disability sector

Digivizer will provide real-time digital marketing analytics platform access and support for 6 months to each Remarkable startup

Sydney, 20 April 2020 - Digivizer, Australia's leading digital analytics technology and activations company, and Remarkable, Cerebral Palsy Alliance's start-up accelerator program, have expanded their partnership to support early businesses growth for each Remarkable startup business.

The partnership continues the investments by both organizations in this special startup sector to accelerate disability start ups by supporting founders and ideators to fuel their visions, develop disability technology, gain seed funding, and build their businesses.

Digivizer will provide all Remarkable startups with platform and marketing support at no charge for six months, including in-app support, marketing strategy sessions, and a Digivizer digital marketing masterclass.

Through Digivizer's Google partnership, the startups will also be able to get match-funding from new Google Ad accounts opened, up to \$150.

The 2020 Remarkable cohort is:

- CP Toys (individualized therapy advice to therapists and families of children with cerebral palsy)
- Gecko Trax (a portable and affordable wheelchair accessory that enables wheelchair users to get off-road and outdoors)
- handi (the first line of sex toys that don't require the use of hands)
- Maslow (voice-enabled life assistant for young people living with paralysis)
- Neurodiversity Media (accessible information resources to empower the neurodivergent population to fulfil their potential)
- ResusRight (preventing the death and disability of newborn babies who require resuscitation after birth)
- SpeechFrog (an AI-powered speech therapy app that makes therapy homework engaging for users and effective for therapists)

Digivizer will also continue to support previous Remarkable-funded companies. The full list of startups can be found on the Remarkable web site at <https://remarkable.org.au/startups/>.

According to the Centre for Applied Disability Research, quoting the Australian Bureau of Statistics, people in Australia with a disability have a higher rate of entrepreneurship (13%) than employed people without disability (10%), and globally, people with a disability tend to be self-employed more than the general population. In Australia, this is the community that Remarkable supports.

Emma Lo Russo, CEO of Digivizer, said: "The Remarkable program is a very special one, and it's an honour to work with these companies that are creating more-accessible and equal futures for all, something Digivizer feels strongly aligned to. To grow any business is difficult, but it's often people who have a personal story that drive some of the very-best business ideas. The stories behind the businesses and the positive impact they make in people's lives is inspiring, ones we really want to get behind and help succeed.

"Digivizer helps Remarkable businesses identify where and how best to engage their potential customers, taking advantage of the best of each of the social, search and web platform acquisition and nurture possibilities, helping founders gain insights that help inform and deliver the best outcome for investment in digital marketing.

"Many of our team have worked in person with Remarkable-funded entrepreneurs, providing strategy, marketing expertise, mentoring, and introductions. We're delighted to be continuing this partnership with some of the most-exciting new business ideas in Australia."

Peter Horsley, Founder of Remarkable, said: "Being able to offer Digivizer's expertise and technology to the special companies that we fund will be a huge step forward for many of them. Our cohorts represent some of the best business ideas in the Australian startup sector, and their founders are some of the most-creative entrepreneurs across Australia. Our past cohort members have attended Digivizer digital marketing sessions, and have used Digivizer's digital analytics platform to test their assumptions and build out their early digital marketing strategies. We're looking forward to working together with more of Australia's best disability-tech startups."

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About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses get better results from their digital marketing, across owned, earned and paid media, in search and social, and in web performance, by giving them the information they need to make better decisions and improve their marketing ROI.

Digivizer's digital insights are available through a Software as a Service (SaaS) platform affordable to any business, and if required, digital marketing services.

Digivizer is an ad., development and technology partner to the major social and search platforms: Facebook, Instagram, Twitter, LinkedIn, and Google, and is a marketing and agency partner to Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail outlet platform Shopify.

About Remarkable

Remarkable, part of the Cerebral Palsy Alliance, is Australia's first disability-focused impact accelerator. Its mission is to harness the power of technological innovation for driving inclusion of people with disability. Cerebral Palsy Alliance is an organization that provides family-centred therapies, life skills programs, equipment and support for people living with cerebral palsy, and their families.

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