

askVERA



COMMAND DRIVEN
EASYREAD APPLICATION

We take for granted content we see but for others this content can be complex & confusing or simply not useable

01

**VERA – Virtual
Easy Read
Application.**

**Provides fast
content creation
for diversity &
disabled users**

02

**UK Government
created the 2010
equalities act to
ensure fairness in
all aspects of
diversity and
disability.**

**Making suitable
content freely
available is part
of the
deliverables of
this act.**

03

**Content creation
takes time and
money.**

**Adapting it for
inclusion greatly
increases costs
and effort.**

04

**Most companies
do not provide
accessible
content.**

**Those that do
often manage
only 10% for
diversity and
disability.**

VERA is the first AI-powered, command-driven tool that helps companies create diversity and disability content quickly and at low cost, reducing creation time from hours to minutes.”

CREATING CONTENT FOR DIVERSITY & DISABILITY IS EXPENSIVE & COMPLEX

Specialist users create content for Diversity & Disability inclusion

Processes are slow, expensive and inflexible.

Content teams only recreate up to 10% of corporate content

Content can take days to produce one document

Outsourcing can cost upwards of £250 per page created

**SPECIALIST TEAMS TAKING STORED CONTENT
AND RECREATING IT MANUALLY**

OVERVIEW OF CONTENT CREATION PROCESS

askVERA can ease the process of turning complex data into an easy read format in seconds

01 DOWNLOAD CONTENT

User downloads source content and converts web pages or PDFs into readable formats.

Team : £120,000 year
Document Cost: £250-500
Maintenance cost : £20-£50 per document
Process time: 4- 12 Hours
Slow. Expensive. Inflexible.

02 DIGEST CONTENT AND WORK OUT HOW TO CONVERT CONTENT FOR DIVERSITY OR DISABILITY

Rewording complex text into Easy Read format takes time.

Searching and paying for images to match sentences is costly and often leads to copyright issues.

03 PUBLISH CONTENT

Team publishes content, records version control, and checks that source content has not changed, making content management intensive

Imagine how AI can help solve this problem?

IMAGINE IF
INTELLIGENT
SOFTWARE COULD
BE TRAINED TO GET
THE JOB DONE
AUTOMATICALLY ...

01

Operators are no longer need to spend hours
creating content only minutes refining

02

Execution is fast, low cost and highly adaptive to
new content and can be totally automated on
demand

03

Content creation can move from 10% to 100% for a
lower cost

04

Content creation can be passed to all users

~~Document conversation~~ Automatic

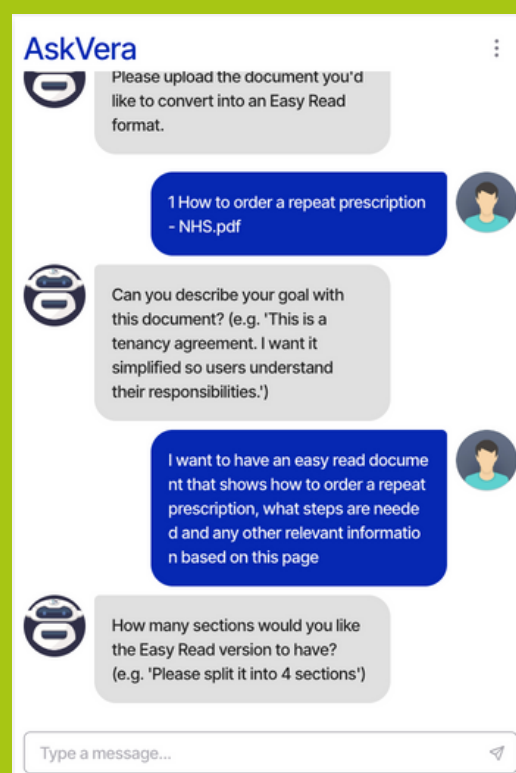
~~Simplified content~~ Automatic for review and refinement

~~Picture creation~~ Automatic & command driven new designs

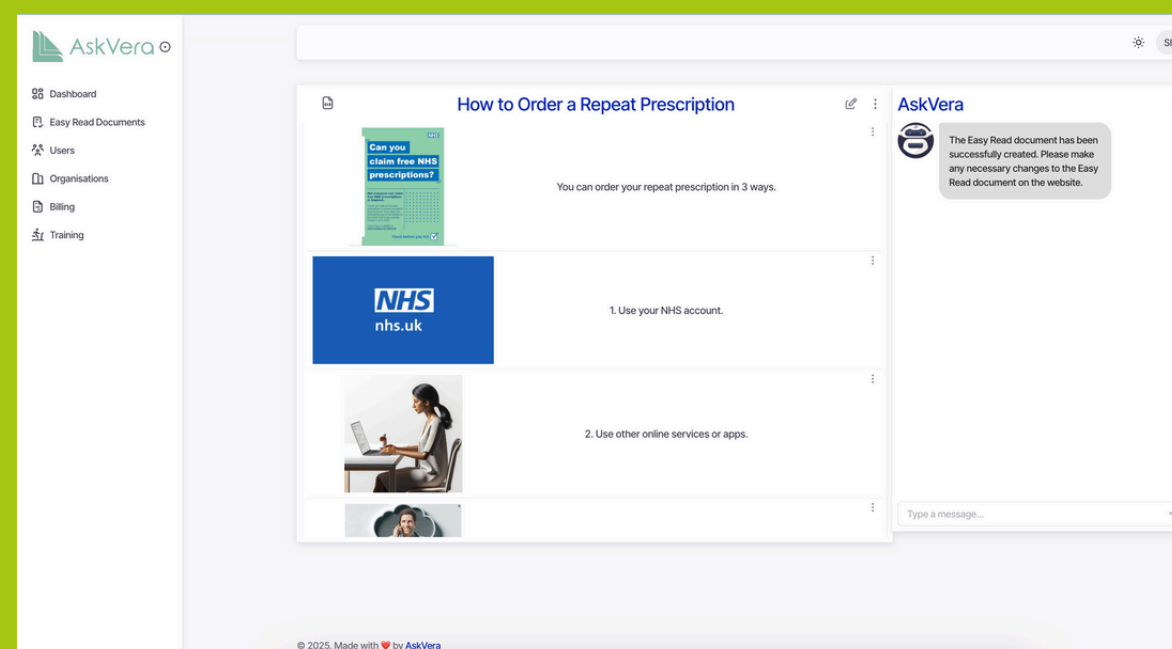
~~Maintenance of content~~ Automatic

OUR DISABILITY CONTENT CREATION EXAMPLE REVISITED

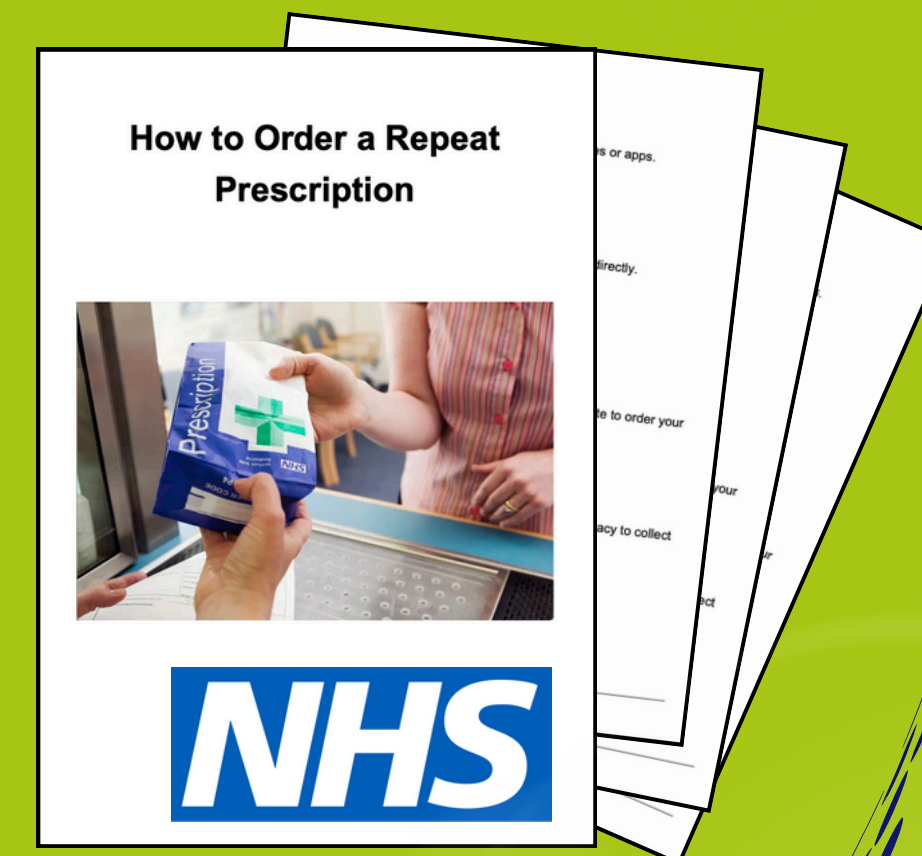
Upload Content



Refine output



Publish Content



Page creation: £2.50

Maintenance : 20 pence

Process time: ~~4-12 hours~~ 5 minutes

AUTONOMOUS SOLUTIONS - VERA

VERA. Advanced & comprehensive platform to create & manage content for diversity & disability:

- 01** Manage content revisions
- 02** Conversational AI for “Ask & Instruct” to generate content
- 03** AI document onboarding
- 04** Instruct AI to create content
- 05** Modify content as required
- 06** Automatically create easy read images using advanced AI generation



VERA AFFORDABLE, COMPLAINT & PRACTICAL AI

Content creation for Diversity & Disability

Affordable

Create inclusive content at a fraction of the cost – no need for expensive outsourcing.

Compliant

Meet accessibility and equality standards with AI-driven Easy Read content.

Practical

Fast, command-driven tool that takes content creation from hours to minutes.

Inclusive

Designed to support diversity and disability, making content accessible for all.

CONCLUSION AND KEY TAKEAWAYS

Creating inclusive content is often slow, costly, and limited. VERA changes this by making diversity and disability content fast, affordable, and compliant.

With VERA, organisations can deliver accessibility at scale, cutting costs, saving time, and ensuring every voice is included.

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