

## Case: APTENT



### Who?



We are a **tecnológica**-based company dedicated to the provision of **accessibility services to communication and the development of software solutions**. At the end of 2011, Javier Jiménez and Diego Carrero created the company motivated by the need to eliminate communication barriers.

Our mission is to achieve **a world free of communication barriers**, in which people with sensory disabilities can exercise, under equal conditions, their legitimate right of access to education, leisure and culture. We want to be the reference company in the sector of **accessibility** for our experience and our strong commitment to the use of new technologies..

### What?

We defend technology at the service of people, we believe in universal accessibility and design for all, we are committed to the community, we target the customer and the end user, promote quality employment and integrate labor people at risk of social exclusion..

We want to democratize access to culture and education using technology to eliminate communication barriers that people with disabilities and older people have.

### Why?

I worked as a researcher in assistive technologies and my motivation was that all people could benefit from the technology. That's why I decided to create a company to create products, projects and **solutions** that improve accessibility to communication.

### How?

The original reason is that I want to put my talents and knowledge at the service of projects that improve the quality of people's life. In the field of accessibility I had the opportunity to contribute value as a researcher and now as a social entrepreneur.

### SERVICES:

- Theater and Opera.
- Audiovisuals.
- Events and Congresses.
- Equipment.
- Consultancy.

### Where?

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### Great challenges

The biggest challenge is to move from being a project to becoming a company with well-defined and systematized processes. The way to face this challenge is to continue learning and adapt as an entrepreneur to the needs of the company at all times. I think this and surrounding a committed team is the main thing to face the rest of the challenges.

## Great achievements

To raise awareness in the performing arts sector of the importance of offering Accessible Theater. This we have achieved with the project Accesible Theater, and with the support of Vodafone Foundation for more than 5 years. We have achieved that in these years more than 4,500 people with disabilities and elderly have been able to enjoy the theater in equal conditions.