

SEqueer's Impact

A platform for small businesses, going the extra mile to provide for their customers. From providing accessibility for disadvantaged consumers, or even common concerns such as free parking- SEqueer allows businesses to share these practices and users to recognise these efforts through a badge awarding system

SEqueer gives businesses the space to provide additional information about inclusive practices, for example for minorities and people with physical impairments. SEqueer also displays consumer ethical preferences and requirements, such as dietary offerings and sustainability practices.

As part of SEqueer's commitment to strengthening the intersectional community, at least **20%** of gross income goes back into the community to empower people and youths around the world.

Challenges of SEqueer

Resources of every description are stretched: time, money and marketing efforts. These are vital to the growth of SEqueer, as a crowdsourced platform- a crowd is needed.

The aim of SEqueer is to be the trusted place people to go to find businesses, a directory for those wanting to hire or shop from a queer owned or allied company. For consumers to actively make the choice to hire someone from the LGBTQIA+ sector, or a minority, or a person with disabilities when it is appropriate and when they want to include and diversify their lives in an organic and sustainable manner.

