

The CEO Story

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Frasil

EMBRACING LIFE'S DISABILITY

People hardly recognise a fraction of the issues that people living with disability (PLWD), whether hidden or visible, face regularly. The prevalence of disabilities in our communities is far more common than we might realise. They go through each day with will-power and strength, which many others are bowled over by, and many people secretly wonder if they could do the same thing.

Disability can come in many forms. While some people have been dealing with their disability for their entire life, while others acquire them after a tragic accident. Knowing that you won't be able to achieve the life goals you wanted to because your body limitations is a terrible feeling. Adapting life's disability is never easy, but there are certain things one can do to cope with limitations, overcome challenges, and build a rewarding life. Most of life's actions are within our reach, but decisions take willpower.

We bring you an extraordinary story of Fran Killoway who has been making a difference in the lives of people in need, so that they can make every decision and every choice in their life.

☛ THE INSPIRING STORY OF FRAN KILLOWAY

Fran laid the foundation of Frasil 10 years ago when a close friend of hers was diagnosed with MND and lost the ability to speak. Despite the several products that could address the issue, they were either expensive or did not work the way they were supposed to. Fran took it upon herself to create a product that could help her friend interact with the world around her. But, before the product could be built entirely, Fran's friend passed away. Since then, Fran has made it her mission to help those in need and develop a humanoid companion, which will be there for them all the time.



FRAN KILLOWAY
Executive Chairman, Frasil Pty Ltd.

Before establishing Frasil, Fran spent two decades of her life developing her knowledge in Artificial Intelligence through associating with BCG on AI theories, a large US Defence company, Oracle, and other large multinational corporations. Within her prosperous career, she took a three-year break from her corporate life due to personal reasons. Fran returned in 2010 and aimed to translate her knowledge on AI to build technologies that can enhance and support the lifestyles of PLWD. By committing herself to her mission and spending the next four years in various research programs, Fran established Frasil in 2014. Frasil was built to commercialise AI Technology and provide an intuitive solution for PLWD, disability service providers, and 24/7 research for other stakeholders including the government.

Frasil's Artificial Intelligence-powered humanoid allows for PLWD to express their needs along with providing them with a companion.

“With the platform, users can not only choose their desired breakfast but can also inform the caretaker about their preferred outfit for the day,” remarks Fran.

THE FRASIL COMMUNITY IS BUILT ON TRUST, FRIENDSHIP, SUPPORT, AND UNDERSTANDING.

Frasil is the first technology of its kind that provides the most for PLWD for the most reasonable price on the market. It can adapt to each user, and develops separate and unique responses to each user. Frasil's Artificial Intelligence and Machine Learning technology learns what is important to each user and reproduces what each user needs in their day to day life so they can communicate to their friends, family, support workers, and become more contributing member of their communities.

“We aim to give disabled people a choice on whatever they want to do.”. Apart

from enhancing their quality of life, Frasil also enables people living with disability to “catch up” to the lifestyle of normal users.



Our Frasil Community

“Ultimately, technology has a responsibility. Our AI-powered humanoid takes on that responsibility.”

WHERE THERE'S A WILL THERE'S A WAY!

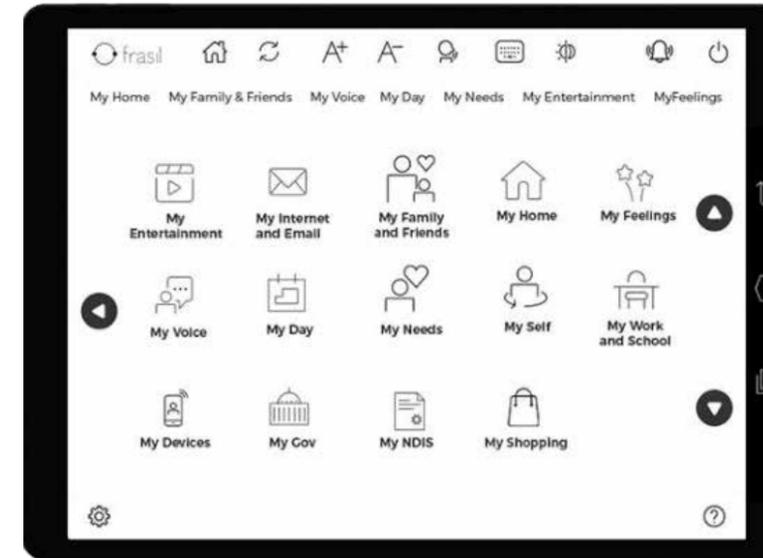
Fran Killoway's background in Artificial Intelligence and Machine Learning coupled with neural networking is not traditional and it is hard for people to believe that a 68-year-old female has brought such change to the traditional computer logic and then added the complication of making the AI and ML work for most PLWD.

LIFE COMES WITH MANY CHALLENGES: KEY TO LIFE IS ACCEPTING CHALLENGES

There has been large disbelief that Fran would be able to develop the technology she has. And yet Frasil exists today.



Frasil Function 17.12.19



FRAN KILLOWAY SAYS THAT

“People were not ready to accept a woman my age could have the knowledge of these sophisticated neural networks and AI and ML capabilities. I knew that I would face challenges and will confront hardships, but I made sure to get the job done”

As Fran moved ahead with the technology year after year, she had to deal with unparalleled level of disbelief, disrespect, and rudeness from people.

Fran was never able to challenge the existing industry expertise because people simply refused to accept that this different presentation of intelligence could be achieved.

This scenario was further worsened by Fran's lack of front end knowledge of computers, software, and Apps. While it is true that she can look at a screen, and ensure that it has the right message, it did not follow that she knew how to turn the screen on or navigate it properly. Fran became known for doing things backwards and upside down. This talent allowed her to understand that PLWD need to have their messages delivered in many different ways.

The final hurdle was then realising that all or most technology professionals are educated, in a very similar way with the same school of thought, presenting beautifully designed screens that look pretty with lots of colors. This process does not necessarily work for PLWD, unlike her simple black and white screens. In the end, one of the things that Fran looks back and laughs at the most is her struggles in trying to get simple black and white screens.

“Looking back through life you will find the pleasure of achieving your dreams is always greater than the pain you met while achieving them.”

MOFFAT MACHINGURA



“
I had to accept all these and move ahead as I still needed assistance in bringing the product to market and the investment needed. Otherwise, it would have risked Frasil from never entering the market.”
”

RECALLS FRAN KILLOWAY

One of her longest supporters over 20 years, Dr. Thomas Reichert, Global Practice Leader, BCG, New York kept insisting that Fran trust her instincts.

BEGINNING OF WHAT LIES AHEAD IN THE JOURNEY

The company is planning on adding additional features to its AI neural network platform, which will make it possible for the system to serve PLWD in extraordinary ways. Intelligent Humanoids such as Frasil's are just the beginning of technology empowering PLWD and helping to reduce isolation, drastically improve communication to friends, family, support workers and become more contributing members of their communities.

Want to know more about the company? We had a conversation with the founder to know more about her aspiration, how she works, and a lot more. It was such a pleasant talk. She's a true role model and portrays a brilliant example of resilience and self-confidence.

HOW DOES THE COMPANY ENSURE SAFETY DURING THE TIME OF PANDEMIC?

Health and safety is our top priority at Frasil, ensuring that everyone is abiding by the COVID19 regulations in and out of the office. We must make sure everyone is happy and healthy so we can continue to build Frasil to be the best software it can be for PLWD.

WHAT ARE YOUR PLANS TO GIVE FRASIL A STRONGHOLD IN THE MARKET?

Fran's backward and upside-down way of building Frasil's neural network, AI and ML will ensure that Frasil will continue to stay ahead because of the market's reluctance to accept that PLWD have different wants and needs that need to be delivered on a low-cost platform. Frasil is the market leader in the disability market and will retain its cutting edge because it respects the products and services of all its competitors. Frasil currently offers free real estate to all competitors because in a lot of cases PLWD are habitual. However, Frasil finds that most competitors offer one size fits all solutions and in most cases, these single-point solutions are expensive and can be very complex to use.



FRASIL HAS SOME EXTRAORDINARY FEATURES. TELL US ABOUT SOME OF THEM.

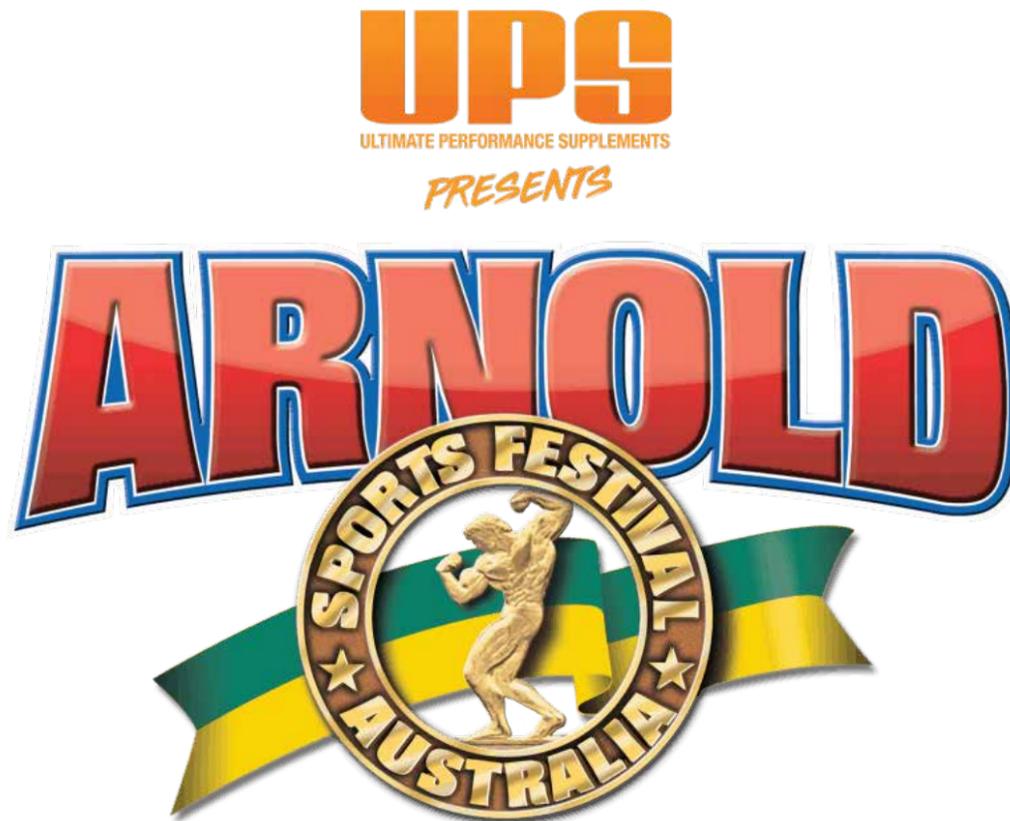
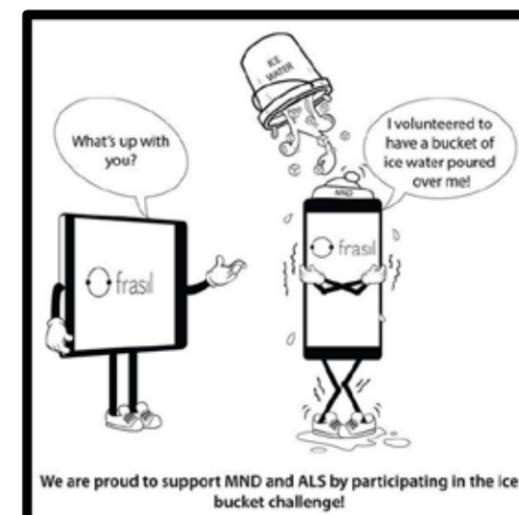
Affordability of Frasil is just USD 1.99 per week for phone + tablet. Frasil is the first technology of its kind that provides the most for PLWD for the most reasonable price on the market. Frasil's ability to adapt to each user as an individual – learn, separate and develop unique responses to each user. The Artificial Intelligence and Machine Learning technology used in Frasil learns what is important to each user and reproduces what each user needs in their day to day life to be able to communicate to their friends, family, support workers, and their communities.

OTHER THAN FRASIL, WHAT ARE SOME DIFFERENT WAYS YOU STAY CONNECTED AND GIVE BACK TO THE COMMUNITY?

Aspirante Foundation is a charitable foundation that I had set up in 2013 and is fundamentally based on the fact that everyone's life is of equal value. 90 cents of every dollar goes to the people that need it the most. The Aspirante Foundation saves lives and improves the well-being of people affected with disability, poverty, or helplessness, so they can become more contributing members of their communities.

The company has been in the news for all the good reasons and has been accoladed with some prestigious awards for its fantastic work. Here's a list of few awards:

The APAC CIO outlook magazine mentioned Frasil in "Top 10 Artificial Intelligence Consulting/Services Companies 2018" and "Top 10 Artificial Intelligence Solution Providers 2019". Frasil won the "2020 Global Excellence Awards" in the "Customised Browser Solutions for the Disabled" category.



ARNOLD SPORTS FESTIVAL AUSTRALIA FRASIL IS PROUD TO SUPPORT