
Empathy is an innate trait. Either you have it, or you don't, right? Incorrect. Empathy is a skill and a vital tool to accomplish what one would otherwise deem impossible. Empathy is a nice to have skill in great leaders. But for innovators and the firm believers in science, the desire to serve and create something extraordinary is a must. When Fran Killoway, the Executive Chairman and Founder of Frasil saw her friend's deteriorating condition resulting from Motor Neurone Disease, she knew there was a lot that could be done. She innovated, faltered but stood back up to create something that one can rightfully call disruptive, groundbreaking technology.

“Frasil is a software designed for people living with disability. Frasil gives the user the ability to communicate by the touch of a button removing the feeling of isolation that people living with disability face every-day. Frasil has been designed through the use of Artificial Intelligence, Neural Networks and Machine Learning to give a personalised voice to people living with disability.”

Frasil released their app to the global market in 2020 for all Android and iOS devices. The app provides a voice for the individuals that need it the most and will continue to update to each user's needs. Through the use of Machine Empathy, Frasil is the first technology of its kind in providing the users with a voice that can be heard, trusted, and understood.

Frasil incorporated in 2010 to commercialise AI technology in the area of disability software to provide solutions for PLWD, disability service providers and 24/7 research for other stakeholders, including government.

Fran Killoway has had a 20-year career in the AI area, including periods working with BCG on AI theories, a large US defense company, Oracle and several other large multinational corporations. She returned from a 3-year long personal break in 2010 to seek to relate her theories and knowledge of AI to provide solutions for PLWD.

At 68, Fran continues to serve the disabled population by helping them maintain a quality of life despite crippling, permanent ailments that hinders them from everyday tasks that form a part of her existence. Fran says, “Every successful entrepreneur starts somewhere. If you believe something, then follow that belief with passion and persistence. I am just starting to understand how little I really know.”

Networking forms a big part of her life. “I think the most important thing for everyone to remember is that success is measured by yourself and what you set out to achieve. The greatest thing any entrepreneur can achieve is to ensure that people know the benefits of who you are, and what you have to offer.”



Whoever you are, whatever your ability, Frasil allows you to be you



At Frasil, the vision for the disabled community is to provide an intuitive tool that will create a safe and connected world of reduced isolation, and dramatically increase the ability to communicate with their friends, family, and support workers. To Fran, “people living with disability are just people.”

Frasil runs a very small team consisting of successful and strong individuals. More than an employer-employee relationship, the focus is on collaboration. “Collaboration provides strategic and operational leadership that aids goal setting, strategy development and implementation.”

But how do you combine AI with empathy to serve the different disabilities? The answer is creativity. Fran is an out of the box thinker. “While everyone at Frasil is living on different timelines on their journey through life, they look up to leaders for guidance and advice.” Fran's focus on the quality of communication with a strong sense of integrity is an important characteristic for a leader to possess and thus integrate an open door policy at Frasil.

Her take on leadership is pretty straightforward. “It is important to be simple and direct for people to listen, understand, and encourage input throughout the different teams at Frasil. It is important to remain transparent for everyone at Frasil to understand the values of trust and understanding to build the best team of managers and employees to provide people living with disability the best of what Frasil has to offer.”

“Technological advances to the system will be driven by the needs and desires of our users. Intelligent Humanoids such as Frasil's are just the beginning of technology empowering people living with disability. ”

When asked about what Fran could change about technology, Fran says, “I would absolutely change the security and safety of technology today. It is important for everyone around the world to be connected and feel safe with the technology they are using. I believe that technology should be designed to have a process that will

About Frasil

Frasil is a technology for people living with disability. The software is downloadable for all devices, allowing people to connect without the need for a keyboard, mouse, or voice.

Frasil is based on trust and understanding, ensuring that all people can access technology and the internet regardless of their physical or cognitive impairment.

Frasil software is designed to give the individual users choices about how they want to connect to their world and take control of their day.

Frasil 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.

Frasil Inclusions:

The machine intelligence and easy to navigate tabs allow the users to view different communication pages that cover everyday interactions including, My Needs, My Feelings, My Entertainment, My Home. Frasil is slowly releasing the other 14 Frasil individual apps over the next 2 months.

Frasil will contain 14 digital apps that people living with disability can use in


everyday life, including communication tools and access to products that people take for granted such as Sport, News, TV Shows, Movies, Netflix, Music apps, Books, Amazon, Google, YouTube, Facebook, and Instagram.

Fran Killoway:

Fran has gained over 20 years of knowledge and experience in the AI industry and is the Executive Chairman, Inventor, and Founder of Frasil Group Pty Ltd. Fran has brought forward a vision of reducing isolation and taking control of communication for those living with disability through the development of Frasil.

customise to the user's needs and safety, allowing them to be successful and effective communicators in their community."

Alongside several new features for Frasil, Fran is also working on another app called meka. With this product, Fran aims to address the issues of online child protection on popular social media sites as well as the gory websites. In addition to respecting the user's privacy, the app will send real-time alerts to the children and parents when a threat is present. The AI behind the technology determines the level of threat that is present.

Clearly, Frasil has many more lands to conquer and Fran has a few more accomplishments to claim while she solves a few more grave problems that exist in our society. 

www.frasil.com

