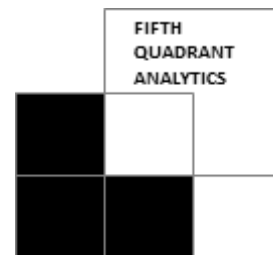


Columbia Business School Releases Case on Disability Market

New York, NY - April 9, 2013 - Columbia Business School has produced a pioneering business school case study profiling the disability market. The case examines how large global brands can create value by engaging people with disabilities (PWD) as consumers and Lead Users that drive innovation for all.



[Columbia CaseWorks](#) engages Columbia Business School faculty to develop cases and teaching tools for use in Columbia classrooms and in business schools throughout the world. [Olivier Toubia](#), the Glaubinger Professor of Business, developed this case in conjunction with Fifth Quadrant CEO Rich Donovan and graduate student Nithya Ramon to illustrate the "Lead User Method" in market research. The case is available to schools and businesses globally as a tool to frame a new market and approach innovation from a new perspective.

"This is an excellent example of leaders in business and education coming together to provide insight and rigor to the disability market." said Fifth Quadrant Analytics CEO Rich Donovan "Congratulations to Columbia Business School for blazing a trail for others to follow."

The case abstract is on the CaseWorks site [here](#) - faculty at accredited universities may register on the site; all others may obtain a sample version of the case by contacting CaseWorks directly at ColumbiaCaseWorks@gsb.columbia.edu.

Abstract

In early 2012, supported by a seed grant from PepsiCo, Nithya Raman, then a masters student in marketing at Columbia Business School (CBS), partnered with Rich Donovan, CBS '02, a world-renowned expert in the convergence of PWD and corporate profitability. Together, they framed a lead user study to gain PWD-inspired insights into innovation in the retail space. In this case, students learn of past applications of the lead user method to achieve breakthrough innovation and the step-by-step process by which Raman framed and carried out her study.

About Fifth Quadrant Analytics

Fifth Quadrant Analytics' [Return on Disability Ratings Reports](#) helps companies understand their performance across disability factors that are linked directly to profitability. In addition to rating reports, Fifth Quadrant Analytics' produces the Return on Disability Indices for the U.S. and Canada markets. These equity indices recognize public companies that are outperforming in the disability market. The [RoD US 100](#) and the [RoD Canada 50](#), are published daily by Bloomberg LP.

About Columbia CaseWorks

Columbia CaseWorks develops teaching cases and materials for use in Columbia Business School classrooms. All material is closely tied to and based on the research and expertise of Columbia's world-class faculty. The program leverages the energy, creativity, and intellectual capital of the School and provides a bridge between theoretical and practical business knowledge. Columbia CaseWorks provides funding and staff support for the development of new cases and teaching materials.