

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Blu Creative Digital Technologies

[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

NeuroAI

Category

F03. Technical Innovation of the Year - Assistive Technology

Technical Innovation of the Year Submission Format

Written Answers

a. Briefly describe the organization that achieved the nominated technical innovation: its history and past performance (up to 200 words). Required

Blü Creative is a Canadian digital innovation firm founded by Luis Antonio Diaz, a visionary leader in AI, digital accessibility, and public procurement reform. With over two decades of experience advancing equity through technology, Diaz built Blü Creative to tackle real-world complexity in compliance-heavy sectors, including government, education, and regulated industries—through AI-powered tools that are ethical, high-performing, and transformative.

At its core, the company's mission is rooted in inclusion and impact. Blü Creative doesn't just build software, it reimagines how digital systems can serve all people equitably. Its platforms automate complex, compliance-driven workflows while preserving human oversight, bridging the gap between regulatory rigor and user-centered design. The team blends deep technical expertise with a relentless commitment to social purpose, ensuring that innovation benefits both institutions and the individuals they serve.

Blü's flagship product is NeuroAI, a groundbreaking accessibility remediation platform that uses machine learning to dynamically adapt digital experiences to the needs of neurodiverse and disabled users. It goes far beyond checklist, delivering real-time, personalized accessibility at scale.

Recognized across North America, Blü Creative's solutions reduce administrative burdens, accelerate compliance, and elevate accessibility. It represents a new generation of tech companies, mission-driven, values-led, and impossible to ignore

b. Outline the nominated technical innovation. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required

NeuroAI is a first-of-its-kind, AI-powered web accessibility platform designed to dynamically adapt websites and digital content for users with cognitive, neurological, and physical disabilities. Unlike conventional accessibility checkers that merely flag issues, NeuroAI actively remediates them in real time, removing barriers to information as users encounter them.

At its core, NeuroAI uses machine learning to recognize how content is structured and how users with different needs interact with it. Based on that, it intelligently adjusts things like layout complexity, color contrast, animation, reading flow, and interaction patterns, without altering the website's code base. Users can choose experiences optimized for ADHD, dyslexia, visual impairments, autism spectrum conditions, or executive processing challenges. It's not just responsive - it's adaptive.

NeuroAI avoids invasive tracking or reliance on third-party plugins. It integrates directly into digital properties via a single line of code and begins learning from contextual patterns immediately. Content managers retain full control, but now have the power to deliver compliant, inclusive, and truly accessible digital experiences at scale, without needing to rebuild their websites from scratch.

NeuroAI is already deployed in education, government, and enterprise sectors, helping organizations not only meet legal compliance but lead in digital equity. It doesn't just make websites accessible, it makes accessibility intelligent, personalized, and proactive.

In a world where millions are excluded from digital spaces, NeuroAI makes inclusion the default - not the exception

c. Explain why the technical innovation you have highlighted is unique or significant (up to 250 words). Required

NeuroAI is not just a tool - it's a paradigm shift in how digital accessibility is conceived, delivered, and scaled. While most solutions focus narrowly on checking boxes for compliance, NeuroAI asks a deeper question: How do we make the web genuinely usable for people with neurological and cognitive differences?

That's what makes it singularly important. NeuroAI transforms accessibility from a passive, after-the-fact checklist into an intelligent, real-time experience tailored to the individual. It adapts interfaces based on how neurodiverse users actually perceive and process information—adjusting layout flow, visual density, animation, and interaction patterns for conditions like dyslexia, ADHD, autism, and more. This level of dynamic personalization, delivered without requiring developers to rewrite their websites, is truly unprecedented.

Its privacy-first, infrastructure-light deployment model means organizations can implement powerful accessibility without compromising user data or adding technical debt. It's easy to use, hard to break, and remarkably fast to deploy.

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Would you like to add an additional supporting document?

Yes

[REDACTED]

[REDACTED]

[REDACTED]

Would you like to add an additional supporting document?

No

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