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THE NEW DEMOGRAPHY: THE NUMBERS

- 2019: 10,000 Baby Boomers turn 65 every day
- 2020: 35% of the US Population are 65+ (111 million people)
- 2035: Older population 65 years + will become larger than younger population of 18 years and younger in the US
- 2050: 45% of US Population will be 65 and older
- 2050: The 1.6 billion people aged 50 and older today will grow to 3.2 billion worldwide
- Lifespan may be different after the pandemic
- Market opportunity is estimated to be over $22 trillion worldwide and $7.6 trillion in the US
HOW COVID-19 HAS HIGHLIGHTED NEEDS OF OLDER ADULTS AND LONGEVITY

- Caregiving
- Telehealth
- Working Longer
- Workplace Redesign
- Ageism
- Financial Security
- Digital Literacy
- Loneliness and Support
- Food Delivery/ Nutrition
- Housing Alternatives
STRIA MARKET SEGMENTATION
CAREGIVING in the U.S. 2020

The number of Americans providing unpaid care has increased over the last five years.*

43.5 million 2015
53 million 2020

18% 2015
21% 2020

NEARLY ONE IN FIVE (19%) ARE PROVIDING UNPAID CARE TO AN ADULT WITH HEALTH OR FUNCTIONAL NEEDS.**

More Americans are caring for more than one person.

18% 2015
24% 2020

More family caregivers have difficulty coordinating care.

19% 2015
26% 2020

More Americans caring for someone with Alzheimer's disease or dementia.

22% 2015
26% 2020

More family caregivers report their own health is fair to poor.

17% 2015
21% 2020

23% OF AMERICANS SAY CAREGIVING HAS MADE THEIR HEALTH WORSE.
Caregiving

Care for older adults is provided by informal (unpaid) and formal (paid) caregivers, both of which increasingly care for people with higher levels of acuity and complex conditions. Family caregivers—who are often juggling other family and work responsibilities while living remotely from the care recipient—need better support, training, resources and tools to support their loved ones and themselves. On the professional side, staff shortages and quality concerns require new solutions to help attract, train, develop and leverage scarce human capital.
MARKET SEGMENTATION

For Healthcare Providers
- Catalia Health
- Tembo Health
- Conti Home Tech
- ERC
- CareSource
- CareSens
- Somatix
- EarlySense
- TeliaCare
- OWAL

Cognitive Care
- brainHQ
- CogniFit
- SingFit
- 2gether
- MyndYou
- menti

Retirement 2.0
- WisR
- seniors@work

For Home Care Providers
- CareAcademy
- CareZapp
- birdie
- AtalaCare
- OSCAR
- ONCARE
- CareSwitch
- CareVoice
- CareSwitch
- Vesta
- Clonz
- grandPad
- nourish

Tech-Enabled Home Care
- lifted
- Cera
- HOMAGE
- SuperCarers
- The Helper Bees
- careship
- honor

InsureTech
- assuredallies
- DevotedHealth

For Caregivers
- agilecare
- Celyx
- Wealthy
- We Care
- REVERCARE
- LIFECODE
- SENIORLINK
- torchlight
- Tcare

Legacy
- KINECHO
- megilla
- LifeBio

2020
Age Tech
Market Landscape
TheGerontotechnologist.com
MARKET SEGMENTATION

Independence
- Help-Full
- popa
- Audicus
- ORCAM
- Lively
- Sensory Aids
- caru
- ALOE CARE HEALTH
- Cherry Home

Mobility
- movinglife
- ses/smc
- Zanthion
- Wearables
- UnailWear
- CarePredict
- Zantheprime
- Fall Prevention & Detection
- ZIBRIO
- CareConnect
- Safety You BUILT

Transportation
- goGo
- Onward
- Fall Prevention & Detection
- iStand
- Nymbl
- FallAlert

Finance
- kindur
- Fitness
- MOTION

For Senior Living Communities
- eversound
- caremerge
- It's Never 2 Late
- Social & Communication
- Kraydel
- silvernest
- teleCalm
- UNIPER
- Nesterly
- Stitch
- intuitions

Health
- Toilabs
- Rehabilitation
- RESTORE
- Life Alert
- PERS
- Medication Management
- AdhereTech
- CogMedisafe
- evondos pillow

End of Life Planning
- Farewill
- CAKE VYNCA
- everplans
- irisPlans
CUSTOMER ACQUISITION CHALLENGES

- Direct to Consumer/ End User
- Direct to Purchaser or Decision Maker
- Direct to Business – Employer; Insurer; Payor
- Direct to Government – Medicare Advantage, City of San Francisco
VENTURE CAPITAL AND ACCELERATORS INVESTING IN LONGEVITY

- Generator Ventures
- Pivotal Ventures
- Third Act Ventures
- Rock Health
- Startup Health
- Andreesen Horowitz
- Khosla Ventures
- Accel
- Bessemer
- True Blue Ventures
- Benchmark Capital
- Accelerators: Techstars Future of Longevity
Number of Americans working past 55 is historic high
22.4% of US Labor Force were 55 and older in 2016
American 55-64 are 25.5% of new entrepreneurs in 2016
Fifty plus population will start more businesses than any other demographic
Working longer is a global phenomenon.
Governments of Japan, Germany, and Singapore are all incentivizing employers to retain or hire older workers
WORKING LONGER

- Co-dependence of Older Workers and Employers
- Workplace Redesign
- Ageism
- Entrepreneurship and Gig Economy
CO-DEPENDENCE OF OLDER WORKER AND EMPLOYERS

- Allina Health
- NYC Health and Hospitals/Elmhurst
- Ingersoll Rand
- Netflix, Amazon, Hulu
- The experience gap meets the savings gap
- The multigenerational bonus
WORKPLACE REDESIGN

- Covid and the Remote Work Revolution
- The New/Older Pajama Workforce
- Zoom, Microsoft Team
- PKF O’Connor Davies
- Better.com
AGEISM

- Covid and the Decline Aging Narrative
- #Grandmakiller
- Interpublic
- Return to Work Gap
- Reemployment Gap
ENTREPRENEURSHIP AND THE GIG ECONOMY

- Entrepreneurs and Encore careers
- Step Four Fitness, Pittsburgh
- Allen & Son Moving, Baltimore
- Mask Making and other Covid-related launches
- Encore.org, Black Enterprise Network, Senior Planet