STANFORD REBUILD
FUTURE OF LONGEVITY: INNOVATION NEEDS & OPPORTUNITIES

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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.

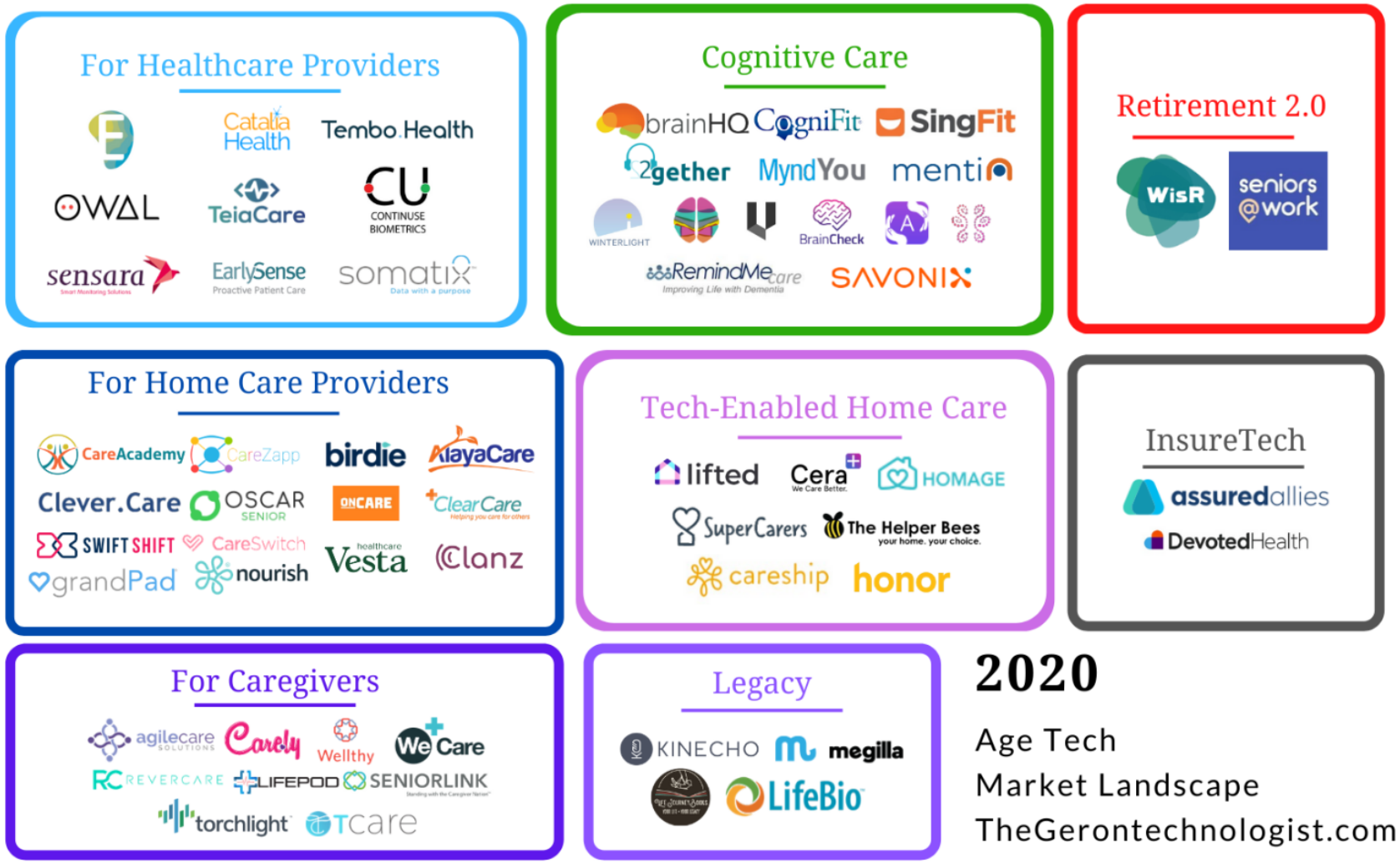
17% (2015) → 21% (2020)

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



2020

Age Tech
Market Landscape
TheGerontechnologist.com

MARKET SEGMENTATION

CUSTOMER ACQUISITION CHALLENGES

- Direct to Consumer/ End User
- Direct to Purchaser or Decision Maker
- Direct to to Business – Employer; Insurer; Payor
- Direct to Government – Medicare Advantage, City of San Francisco

VENTURE CAPITAL AND ACCELERTORS 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

WORKING LONGER

- 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