# The AgeTech Digest

What You Need to Know About AgeTech Right Now

\$100 Million in funding, new AgeTech accelerator cohort launch, and a bunch of startup/ product launches. Scroll down ▼ to stay in the know.

# Can We Use Technology to Bridge the Digital Divide During a Pandemic?



Months into the Covid-19 crisis, it has become clear that technology plays a major role in older adults' ability to adjust to the new normal. Tech savvy older were far better positioned to deal with the reality of a sudden lockdown and having to be away from loved ones. What about those who aren't?

Take Me There

# Reports Worth Reading:

Rock health released an in-depth report on <u>technology for Aging in Place report</u>, Aging 2.0 framed the <u>digital divide challenge</u>, and the University of Michigan released a report on <u>telehealth use among older adults before and during COVID-19</u>.





#### **Startup Resources:**

Business Insider published the pitch deck that Papa used to raise their \$18M series B.

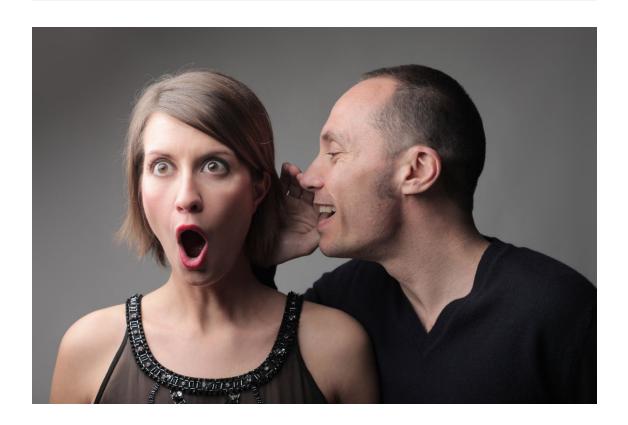
Pitch at <u>Ageing Asia 2020 World</u> <u>Ageing Festival</u> to get in front of all-Asia investors, corporates and providers. <u>Apply here</u>.



## Online events worth attending:

The Longevity Forum will host The Longevity Week on November 9-13. It brings together a diverse group of strategic partners of the Forum, supporters and participants whose goals are aligned with the mission of the Forum – to achieve longer, healthier and more fulfilled lives for as many people as possible. Click to attend.

St. Mary's Development Corporation hosted their annual Business of Aging Event that focused on AgeTech. Watch the event.



# **Noteworthy News Items**

- Senior-Focused Startups And VCs Reevaluate Elder Care.
- New Technologies Are <u>Ushering in the Biggest Revolution in Senior</u>
  <u>Care</u> in Over a Century.
- Why America Needs More Innovation in Eldercare.
- A record <u>one person in every 1,500 in Japan</u> is aged at least 100 -- and they're probably a woman.
- This 83-year-old founder is riding the agetech wave.

### Investments & funding:

- Backed by Google's Investment Arm, Home-Based Care Startup Ready <u>Lands \$54 Million</u>.
- Papa Secures <u>\$18M Series B</u> To Connect Older Adults With Companions.
- Death tech startup Exizent <u>raises £3.6m</u>.
- Smart home startup Domalys raises <u>€4.5 million</u>.
- TCARE <u>closes \$3M</u> in financing to support family caregivers.
- Siren raises <u>\$11.8M series B led by Anthem</u> and followed by Khosla ventures and Portfolia's active aging and longevity fund.
- Carewell <u>Secures \$5M</u> For Caregiver Advocacy, Home Health Ecommerce Site.
- Berlin startup Seniovo <u>raises €2.5 million</u> to adapt safe living spaces for the elderly.

#### Launches

- Techstars Future of Longevity accelerator <u>launched its first cohort</u>.
- The Virtual Brain Health Center launched, with online cognitive training.
- Quil, a joint venture from Comcast and the Independence Health
  Group <u>launches in-home health monitoring solution.</u>
- Thrive launched to <u>help caregivers with care coordination</u>.
- Amazon announced the <u>Alexa Care Hub</u>.
- Ourselves launched a <u>movement and wellness community</u> for women in midlife and beyond.
- Bloomd launched <u>a digital community which facilitates</u>
  intergenerational exchange of knowledge, experience, and
  companionship in a fun and safe way.
- The Helper Bees <u>Launches The View From Home</u>, Providing Long-Term Care Policyholders Added Support While Aging in

Place.

- Verizon Unveils <u>Smart Watch for Seniors</u> to Stay Connected with Loved Ones.Soundmind launched a <u>DTC offering</u>.
- Apple Watch <u>Gains Family Setup And Features For Older Adults</u>.
- Best Buy <u>launches Alexa-enabled flip phone</u> geared for senior citizens.

#### Research

- COVID-19 has <u>significantly increased the use of many</u> technologies among older Canadians.
- Loneliness Doubled Among Older Adults in First Months of COVID-19.
- Staving off Loneliness, with a <u>Social Robot</u>?

#### Acquisitions

- Sentrics Expands Ensure360 Platform with <u>Luna Lights</u>
  <u>Acquisition</u>.
- Aging Well Solutions <u>acquires Iris Digital Communities</u>.
- Carely, Inc. <u>Acquires Senior Care Review Site Ro & Steve</u> and Appoints Matt Perrin as Head of Growth.

Can you think of a colleague or a friend who might enjoy the *AgeTech*Digest? Click this link to forward it!









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