

The Age Tech Digest

What You Need to Know About Age Tech Right Now

July 2021 Edition

Key Takeaways From the \$648 Billion Care Economy Report and What They Could Mean for Age Tech

A new report estimates the U.S. care economy to be worth \$648 billion. The report, released last week by Pivotal Ventures and The Holding Co., states that the care economy is bigger than the U.S. pharmaceutical market (\$510B). That's quite a number, but what does it include, and what does it mean for age tech?



[Read more](#)

The Pulse of Age Tech Mid-Year Webinar

WEBINAR

Pulse of Age Tech - Mid Year Update July 2021



Watch the recording

How Can Entrepreneurs in Age Tech Validate Their Problem and Solution?



Getting feedback from your grandmother on whatever it is you're building will almost certainly lead you to think your solution is the best thing since sliced bread. How can you validate your problem and solution with large groups of older adults?

Read more

The United States Plans to

Invest \$400 Billion in Elder Care – What Does This Mean for Age Tech?



The U.S. economy is the largest economy on earth. So when newly-elected president Joe Biden's \$2.3 trillion infrastructure plan includes \$400 billion to support elder-care – everyone should be paying attention.

[Read more](#)

Reports worth reading - lots to read!

Pivotal Ventures and The Holding Co published the [Care Economy Report](#), Cake VC published [Gray New World](#), Carter Japan Market Resource



Network published [a report on age tech in Japan](#), Ziegler Linkage published a white paper on [The Emergence of Acute Care Models in a Home-Based Setting](#) and the center for consumer engagement in health innovation published [this report on progress in person centered care in older adults](#).

Noteworthy News



Opportunities for Startups

- The CTA foundation is accepting applications for the [Eureka Park Accessibility Contest](#) at CES until 6/8.
- Applications for the [Techstars Future of Longevity accelerator](#) close on Wednesday, July 28. This program, run in partnership with Pivotal Ventures, an investment and incubation company created by Melinda French Gates, focuses on innovative solutions to

address the unmet needs of older adults and their caregivers.

Program themes include: aging in place, caregiver support, care coordination, financial wellness, preventive health, and social engagement. [Apply here!](#) Please reach out to Sarah Hippert, Program Manager, at sarah.hippert@techstars.com with any questions.

- Applications are open until July 31 for the [Silver Economy Innovation and Inclusion challenge](#), led by IDB bank.

Awards and competitions

- AARP Innovation Labs and HITLAB are seeking innovators to help those 50-plus to build & maintain social connections. [Apply by June 20.](#)
- Applications are open for [Techstars' Future of Longevity accelerator 2021](#).
- [SafelyYou won the \\$10k grand prize](#) in the 2021 Innovation Showcase competition held during the LeadingAge CA Virtual Conference!

Investments - ~\$300M announced in the past month!!

- Montreal home care software provider AlayaCare [raises \\$225-million](#) led by AI Gore investment fund.
- [Wellthy Raises \\$35 Million Series B](#).
- Lifted raises [\\$6.2M Series A](#) to tackle the care crisis.
- Richmond startup Naborforce [raises \\$2M](#) to fuel market expansion.
- [Assured Allies raises \\$18.3M](#)
- [UniperCare raises \\$14.5M](#)

- Rest Less, the digital platform serving the Longevity Economy [raises £6.1 million Series A funding](#).
- UpsideHom [raises \\$2.25M seed round](#)
- Care coordination startup DUOS raised [\\$6 million in seed funding](#) from Redesign Health and Forerunner Ventures.

Launches

- Intuition Robotics announced that it is [expanding its mission of improving the lives of older adults to include enhancing their interactions with their physicians](#)
- AARP and NORC have launched [a service to poll individuals in the U.S. who are age 50 and older](#).
- [Apple releases new iOS health features for older adults](#), including walking steadiness.
- Amazon [launches digital health accelerator with a focus on virtual care, analytics startups](#).

Partnerships

- [Papa and Gateway Health Partner to Improve Health Outcomes for Aging Adults in Pennsylvania](#).
- [AdhereTech Announces Partnership with AARDEX Group to Boost Medication Adherence with Smart Pill Bottle, Software and Data Analytics](#).

Acquisitions

- [The Helper Bees acquires HealthAlign](#)

Can you think of a colleague or a friend who might enjoy the *Age Tech*

Digest? Click [this link](#) to forward it!



Copyright © 2021 The Gerontechnologist, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

