



# AGING2.0: Improving experiences for older people through technology and innovation

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IFA Webinar, August 8, 2017

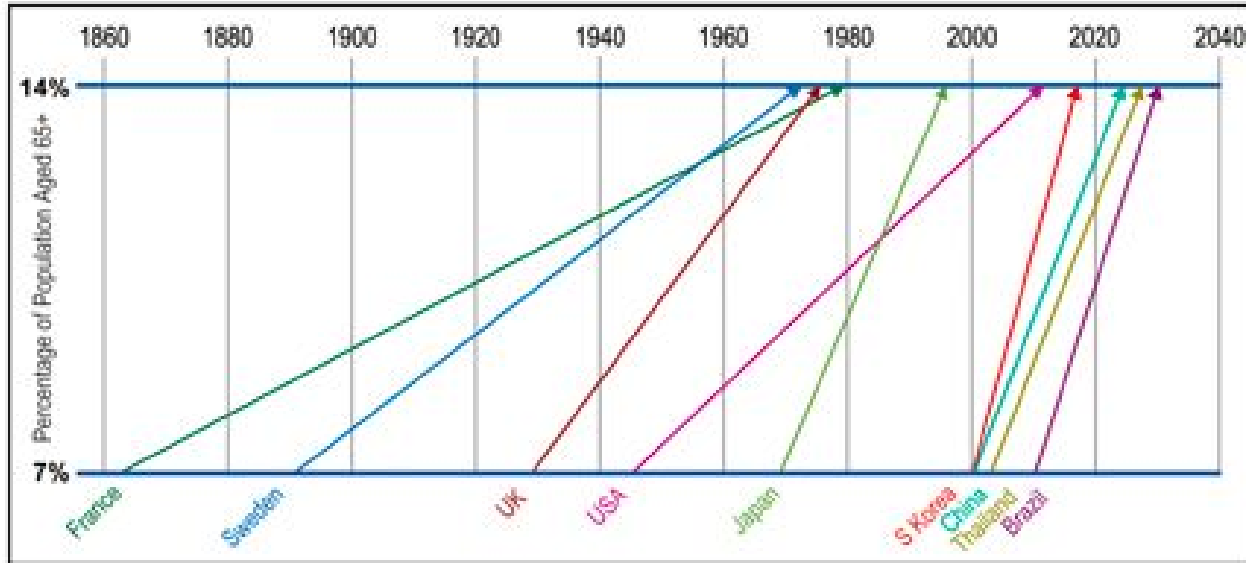
Stephen Johnston, Co-founder & CEO

AGING<sup>2.0</sup>

# AGING2.0 IFA WEBINAR - August 8, 2017

1. Overview of Aging2.0
2. Aging2.0 'Grand Challenges'
  - a. Innovation Focus: Improving functional ability
  - b. Innovation Focus: Enhancing age-friendly environments
3. Accelerating innovation in your community

# Aging is happening 10x quicker than 100 years ago



It starts with what people need...



## Collaborating with Stanford to engage talented student designers

*Our*  
**FINAL DESIGN**



**Casters & Wheels**

Swiveling casters on ultra grippy wheels make sure the City Cart turns smoothly on any type of surface, uphill or downhill.

**Braking**

Two hand brake positions, resistance, and brake locks keep you safe and secure. No need to worry about losing control of the cart. Just enjoy the experience.

**Collapsibility**

Adjustable handles and legs allow you to set the perfect position during use and the collapsibility feature transforms the City Cart into an ultra-portable self standing cart.

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OUR MISSION

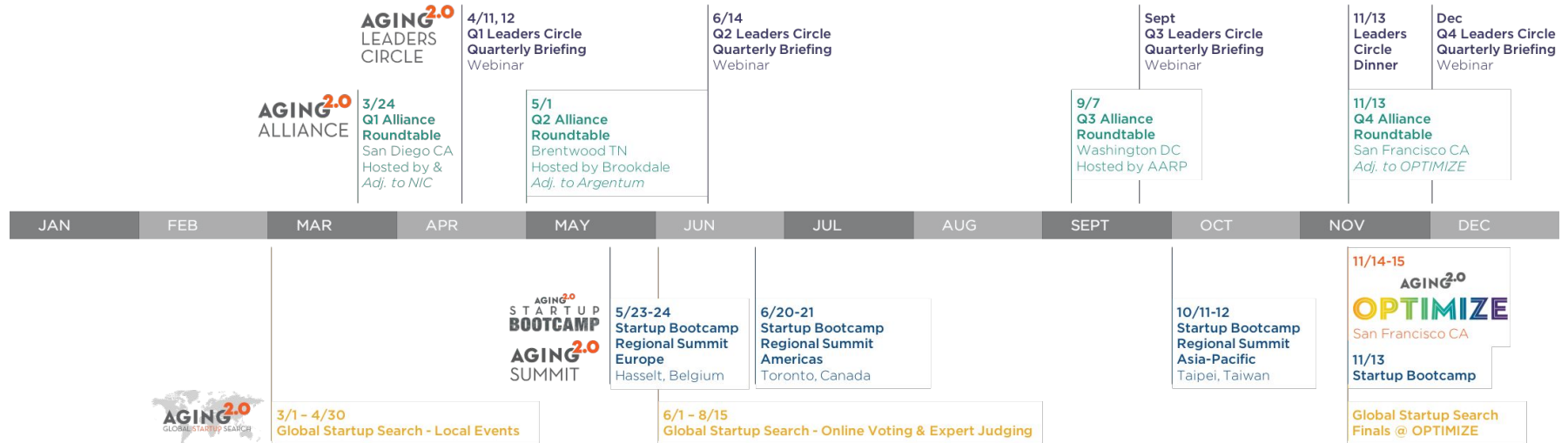
**Supporting innovators taking on the biggest challenges and opportunities in aging**

OUR COMMUNITY

**International, Interdisciplinary, Intergenerational**

- 150+ Corporate Members
- 50+ Chapters in 20+ countries
- 3000+ Startups tracked
- 1000 Attendees at 2016 OPTIMIZE Conference
- 15,000 global subscribers

# A global program to connect innovators in aging





## 60+ Chapters around the world



ADELAIDE, Australia  
AMSTERDAM, Netherlands  
ANCONA, Italy  
ATLANTA, GA, United States  
AUSTIN, TX, United States  
BALTIMORE, MD, United States  
BANGKOK, Thailand  
BARCELONA, Spain  
BEIJING, China  
BERKELEY, CA, United States  
BERLIN, Germany  
BOSTON, MA, United States  
BRASÍLIA, Brazil  
BRUSSELS, Belgium

BUENOS AIRES, Argentina  
CEDAR RAPIDS, IA, United States  
CHICAGO, IL, United States  
DENVER, CO, United States  
EINDHOVEN, Netherlands  
GRAND RAPIDS, MI, United States  
HELSINKI, Finland  
HONG KONG, Hong Kong  
HOUSTON, TX, United States  
HQ, CA, United States  
LIMA, Peru  
LONDON, United Kingdom  
LOS ANGELES, CA, United States  
MAASTRICHT, Netherlands

MADRID, Spain  
MIAMI, FL, United States  
MINNEAPOLIS, MN, United States  
NASHVILLE, TN, United States  
NEW YORK, NY, United States  
ORANGE COUNTY, CA, United States  
PALO ALTO, CA, United States  
PARIS, France  
PHILADELPHIA, PA, United States  
PHOENIX, AZ, United States  
PRAGUE, Czech Republic  
PROVIDENCE, RI, United States  
RICHMOND, VA, United States  
RIO DE JANEIRO, Brazil

SACRAMENTO, CA, United States  
SAN DIEGO, CA, United States  
SAN FRANCISCO, CA, United States  
SAO PAULO, Brazil  
SEATTLE, WA, United States  
SHANGHAI, China  
SINGAPORE, Singapore  
ST LOUIS, MO, United States  
TAIPEI, Taiwan, Province of China  
TEL AVIV, Israel  
TOKYO, Japan  
TORONTO, Canada  
VIENNA, Austria  
WASHINGTON, D.C., United States

The background of the slide is a photograph of the Golden Gate Bridge in San Francisco, taken at sunset. The bridge's towers and suspension cables are silhouetted against a sky transitioning from blue to orange and yellow. The water in the foreground reflects the colors of the sunset.

AGING<sup>2.0</sup>

OPTIMIZE

November 14-15, 2017 | San Francisco, CA

## Driving collaborative innovation through partnerships



Aging2.0 Leaders Circle Members, July 2017  
(Google for Entrepreneurs is a corporate-wide sponsor)

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**GRAND  
CHALLENGES**

**CARING...**

- Care Coordination
- Care Operations / Staffing
- Medication Management
- Remote Care Delivery

**THRIVING...**

- Engagement / Purpose
- Lifestyle & Daily Living
- Mobility and Movement
- Livable Communities

**REIMAGINING...**

- Financial Wellness
- Family Caregiving
- Cognitive Health
- End of Life

## Person-centric design - combining form and function



CarePredict®



WISEWEAR

## THE GILLETTE TREO™

THE FIRST EVER RAZOR DESIGNED  
SOLELY FOR **ASSISTED SHAVING**



## Disappearing user interfaces - voice + AI



amazon echo

Always ready, connected, and fast. **Just ask.**





## Consumerization and specialization of robotics



Catalia Health



Intuition Robotics



Jibo

## Aggregated services wrap around the individual and connect the siloes



Cubigo

## New on-demand and social transportation options



## Joining up providers to improve social determinants of health



**MEALS on WHEELS**  
**AMERICA**

TOGETHER, WE CAN DELIVER.



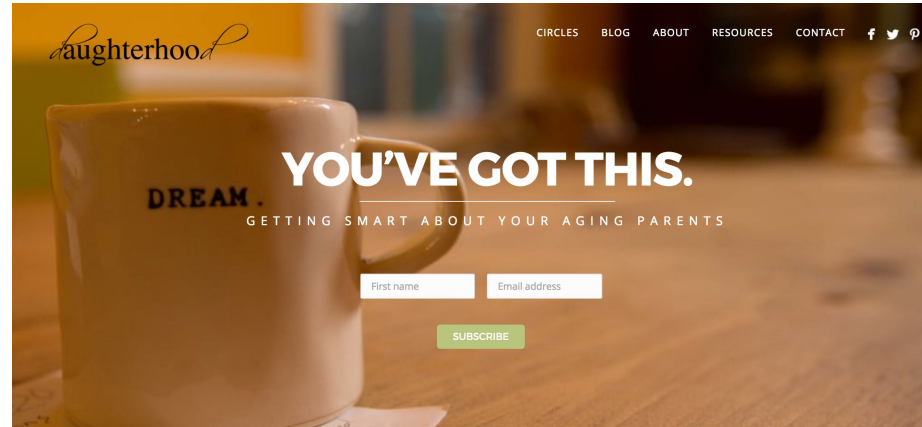
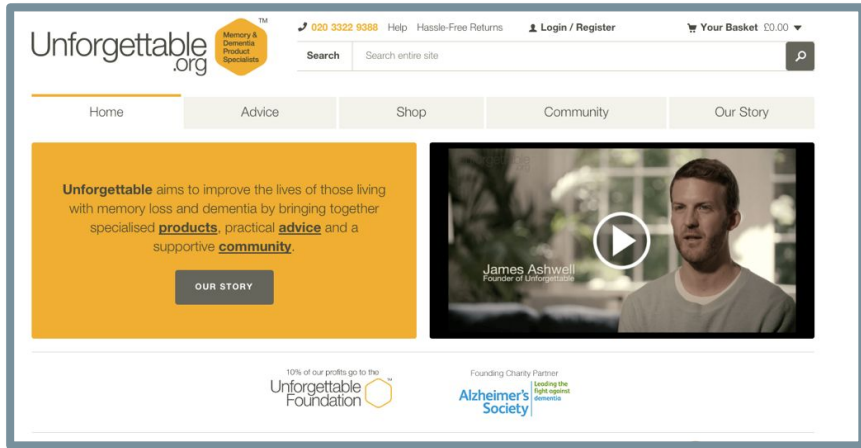
## A 'caring' sharing economy: new models for living



...including models for social intergenerational living



## Increasing recognition and support for family caregivers



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## Aging2.0 is an open global platform to support local communities: Get involved!

- Host a Local Chapter event...
- Develop a 'Test Squad' of older adults...
- Appoint a Chief Elder Officer, or two...
- Join us in Taipei Oct 12 for our Asia event 你好 or San Francisco in Nov @ OPTIMIZE...
- Connect with startups and run pilots via Aging2.0 network...
- Host an Entrepreneur in (Senior) Residence (ask Andrew to help...)

**THANK YOU!**

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