

What is AgeTech?

It's more than health and care.

“Stage, not age.”

Age isn't the right metric — life stage is.

● Universal Tech

Used by everyone — should work better for older adults.

- Smartphones & tablets
- Cars & transportation
- TVs & streaming
- Smart home devices
- Banking & payment apps

Not age-specific — but often fails older users through poor design.

● Tech for Life Stages

Navigating post-work life — not about infirmity.

- Financial planning (30+ year horizon)
- Social connection & new friendships
- Purpose & continuing education
- Caregiving coordination
- Housing & lifestyle transitions

Huge unmet needs — few good products exist in this space.

○ Tech for Impairments

Assistive tools for age-related physical & cognitive challenges.

- Mobility aids & walkers
- Hearing aids & amplification
- Fall detection & medical alerts
- Vision compensation
- Cognitive support tools

Often stigmatizing — ripe for design innovation.