

16th Annual

SILICON VALLEY

BOOMER VENTURE *Summit*

\$10,000 BUSINESS PLAN COMPETITION



**MARY FURLONG
and ASSOCIATES**
Intelligence • Insight • Impact
EXECUTIVE PRODUCER

THE CLAREMONT CLUB & SPA BERKELEY, CALIFORNIA JUNE 5 & 6, 2019



Innovation Labs

We accelerate the innovation ecosystem by working with startups, accelerators and the innovation community to empower people to choose how they live as they age.

Find out more and stay in the know by signing up for our newsletter at www.aarpinnovationlabs.org



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TABLE OF CONTENTS

Page 2	Acknowledgements
Page 3	Recognition
Page 4	Welcome
Page 6	Wednesday, June 5th Agenda
Page 11	Thursday, June 6th Agenda
Page 16	Speaker Biographies
Page 23	Sponsor Messages

We hope you will share insights and ideas from today's summit:

 @SVBoomerVenture

 @SiliconBoomer
#SVBoomer

CLAREMONT CLUB & SPA BERKELEY, CA JUNE 5 & 6, 2019

Acknowledgements

WE GRATEFULLY ACKNOWLEDGE THE CONTRIBUTIONS OF THE FOLLOWING BUSINESSES AND INDIVIDUALS FOR THEIR INVALUABLE ASSISTANCE IN CREATING THIS SUMMIT.

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Recognition

SILICON VALLEY
BOOMER VENTURE
SUMMIT

Organizers

EXECUTIVE PRODUCER:

Mary Furlong

CO-PRODUCERS:

Lori Bitter, Susan Davis, Julia Rasooly

MFA ASSOCIATES:

Annsley Hiles, Jo Anne Morrison, Pat Stenson

SDI TEAM

Martha MacPhee, Paige Ross

CONTRACTED TEAM:

Ben Adkins

Jennifer Banta

Daniel Furlong, J.D.

Barbara Lande

Jeff Makowka

Meaghan McMahon

Molly McMillan

MARKETING

Partners

AnewVista

ASA

The Business of Aging

CITRIS Health

Cool Blue Media

HealthTech Capital

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AARP Innovation Labs

CABHI

Core Mobility Solutions

Embodied Labs

FallCall Solutions

Intuition Robotics

LifeGlider

MFA

Neuro Rehab

NIH

OLLI

Orinda Books

Storii

Toi Labs

Venture

VitalTech

WAHVE

MARY FURLONG
& ASSOCIATES

Overview



MARY FURLONG
and ASSOCIATES
Intelligence • Insight • Impact

For sixteen years, Mary Furlong & Associates (MFA), headquartered in the San Francisco Bay Area, has produced three conferences annually, the What's Next Boomer Business Summit; the Silicon Valley Boomer Venture Summit and Business Plan Competition; and the Washington, DC Innovation Summit. MFA also co-produces What's Next Canada with the Centre for Aging + Brain Health Innovation (CABHI). These events serve to highlight the tremendous opportunity in the longevity marketplace.

MFA also has a private practice that assists corporations, investors, and entrepreneurs to create business development, marketing, and investment strategies. The services of the firm are unique and geared to opportunities with baby boomers, senior markets, and the longevity economy. Mary Furlong is an advisor to the Ziegler Link•Age Longevity Funds.

We hope you will share insights and ideas from today's sessions via Twitter and Facebook:



@SVBoomerVenture



@SiliconBoomer
#SVBoomer

SOCIAL
Media

Welcome

Welcome to the 16th Annual Silicon Valley Boomer Venture Summit and Business Plan Competition.

We are extremely excited about the lineup we have for you this year. Every year we strive to bring you the best and brightest resources you need to advance your business but this year we think we have outdone ourselves.

Are you an investor looking for a new investment thesis? Are you an entrepreneur looking for a new customer in senior housing or in home care? Are you a researcher with insight about the market? It is all here at the Boomer Venture Summit! Our investor list has never been more robust and over 60% of our attendees are new to the Summit, including Direct Supply, PS Lifestyle, Optum, and Stanley HealthCare. This is an orchestra of talent applied to a really important business opportunity — the Longevity Marketplace.

This year we will be introducing you to a hub of innovators — from CABHI in Toronto to the AARP Innovation Lab in Washington, DC, the Thrive Center in Louisville to CITRIS in Berkeley and the “Rise of the Rest” to add to your expanding network of aging-industry experts, thought leaders, entrepreneurs, and financial resources.

For the two-day conference, **DESIGN, INNOVATION, AND INVESTMENT OPPORTUNITIES IN THE LONGEVITY MARKETPLACE**, we have assembled more than 50 subject matter experts to help you navigate your path to success in the Longevity Marketplace. It is gratifying to see so many familiar faces return each year with their knowledge of the Longevity Marketplace and their interest in up-and-coming entrepreneurs. It is equally gratifying to see all the new faces attracted to this space, hoping to bring their ideas to fruition with the help of leading industry thought leaders, venture capitalists, and other successful entrepreneurs. Former attendees know that this is the conference where deals get done.

HERE IS A PREVIEW OF WHAT YOU CAN EXPECT:

You will hear from **Miles Orkin**, Chief of Staff, SUMux, google, about how the focus of User Experience is on creating products that are useful, memorable, and magical for the people who use them.

Entrepreneurs in FinTech have been invited to pitch their companies at the **THE SILICON VALLEY INNOVATION COMPETITION 2019, SPONSORED BY AARP INNOVATION LABS.**

BUSINESS PLAN COMPETITION showcases business plans from all aspects of the Longevity Marketplace. This year the judges panel — **Dan Hermann**, President and CEO, Head of Investment Banking, Ziegler Link•Age Funds, LP; **Jake Nice**, Principal, Nationwide Ventures; **Allison Sekular**, Managing Director, CABHI; **Carrie Williams**, Principal, McKesson Ventures; **Danielle DeLancey**, Investor, Wilmont Ventures — will have their own challenge of determining a winner.

A panel on saving lives and diminishing health costs by helping older workers work longer will discuss retirement effects on health issues, and how the longevity market can play a role in hiring older workers and changing mindsets about their abilities and value.

Find out which innovative technologies, tactile, audible, vocal, visual, or virtual, are ready to improve the lives of our aging population.

LUNCH WITH THE EXPERTS is a golden opportunity for you to enjoy your lunch with one of our industry experts and ask them the questions you are looking to resolve. Think of it as a mini-mentoring session. Table hosts include: **GINNA BAIK**, Senior Care Practice Leader, CDW; **ANNE DEGHEEST**, Founder and Managing Director, HealthTech Capital; **ROBERT FINE**, Executive Director, International Virtual Reality and Healthcare Association (IVRHA); and **JULIA RASOOLY**, Venture Partner, Shikra Limited, to name just a few.

THE RISE OF THE REST: AGING INNOVATION IN RISING CITIES will address the significant opportunities for startups, investors, senior living communities, healthcare organizations, and others to grow a business, form partnerships, and discover new solutions outside the venture capital hubs of Silicon Valley, Boston, and New York City.

BREAKFAST WITH THE ANGELS explores the priorities of Angel, Seed, and Social Impact investors as they describe the kinds of investments, they are making in the Longevity Marketplace.

Learn about how the SBIR/STTR small business programs supported by the National Institute on Aging (NIA) and the National Institutes of Health, are providing access to capital via non-dilutive funding mechanisms for small businesses developing innovations in life sciences.

DAVID LINDEMAN, Director of Health at CITRIS will be moderating a panel on **GLOBAL HEALTH INVESTMENT AND PARTNERSHIPS** where you will hear insights from experts in the demography, investment, regulatory, and provider sectors regarding both the opportunities and challenges for engaging in China, the world's largest aging market, including innovative strategies for investors and providers alike.

Each year I look forward to the exchange of ideas and knowledge generated by this Summit, but even more exciting is the energy and enthusiasm that comes from a shared sense of purpose and opportunity. I hope you discover new trends, gather new data about this demographic, and find new business models that can inspire your own vision. More than that, I hope you will engage this community of brilliant thought leaders and most importantly, that I see you here again in 2020!

All the best,



Mary Furlong

CEO, Mary Furlong & Associates

Executive Producer, Silicon Valley Boomer Venture Summit

Dean's Executive Professor of Entrepreneurship, Leavey School of Business, Santa Clara University

Founder: SeniorNet.org (1986); ThirdAge Media (1996); Mary Furlong & Associates (2002)

WEDNESDAY, JUNE 5, 2019

12:00 NOON

1:00 – 2:00 PM

Lanai

REGISTRATION OPENS

SESSION 1 — PLEASE CHOOSE ONE OF THE FOUR SESSIONS BELOW

NON-DILUTIVE CAPITAL FUNDING SOURCES

Learn about the SBIR/STTR small business programs supported by the National Institute on Aging (NIA) and the National Institutes of Health, providing access to capital via non-dilutive funding mechanisms for small businesses developing innovations in life sciences. Understand the value of the SBIR program in providing small businesses the cash flow to develop their concept and move their innovation towards the marketplace. These innovations may include MedTech, Health IT, therapeutics, novel devices, digital platforms, diagnostic tools, etc., that help researchers, clinicians, patients and caregivers in understanding the dynamics of the aging process, and improving the health, wellbeing and independence of adults as they age. NIA is particularly interested in small businesses developing solutions for diagnosing, managing care and providing assistive technology for Alzheimer's and AD-related dementia patients and their caregivers. NIH also provides other types of assistance for SBIR/STTR grantees, including training, resources, and opportunities to connect with potential investors.

SPEAKERS: **Maureen Cusick Thomas**, Small Business Outreach Coordinator, Translation Research, NATIONAL INSTITUTE ON AGING, NATIONAL INSTITUTES OF HEALTH
Jonathan Suckling, Portfolio Manager, CABHI

CHINA MEDTECH FORUM

The 21st Century has been dubbed “The Century of the Pacific” to describe booming trade between the world’s two largest economies, China and the United States. China’s aging population is now the largest in the world and will reach over 240 million older adults by 2028. Currently there are over 23 million Chinese over the age of 80. The burgeoning demand for services for older adults in China has become one of the fastest growing markets in the world, with the greatest expansion of residential and home and community-based services occurring in the private pay market. This briefing will provide insights from experts in the demography, investment, regulatory, and provider sectors regarding both the opportunities and challenges for engaging in the world’s largest aging market, including innovative strategies for investors and providers alike.

MODERATOR: **David Lindeman**, Director of Health, CITRIS

PANEL: **YoonJin Chang**, Co-Founder and Director of Business Development, LIFE SITE
Alex Foard, Director of Global Programs, BAY AREA COUNCIL
Yue Leng, Founding Partner, YUHANG CAPITAL
Kevin Qian, Founding and Managing Partner, McDERMOTT WILL & EMERY CHINA LAW OFFICES
Ping Zhang, Co-Founder, JINTEL HEALTH

SOCIAL MEDIA STRATEGIES AND TACTICS TO BUILD REPUTATION AND BRAND

Social media platforms are maturing and their value to companies and founders is shifting. Understand how entrepreneurs and brands are using the various platforms. Learn what tactics they find most successful, and how it affects their marketing strategy. You will also learn how to optimize your LinkedIn.

MODERATOR: **Lori Bitter**, Marketing and Development Consultant, Speaker, and Author, THE BUSINESS OF AGING

PANEL: **Josh Bois**, Chief Executive Officer, GLOBAL ENTREPRENEUR ACCELERATOR
Ashley Mercier, Media Solutions Manager, LINKEDIN
Lola Rain, Director of Digital Media, ESKATON

Skyline B

Temescal

Agenda

1:00 – 3:00 PM

Meritage

ENTREPRENEURS AND INVESTORS SHARE THEIR STORIES FROM THE FIELD

Four leading entrepreneurs, their investors, and partners, will share the strategies and secrets to a successful launch and sustained growth. Learn from the top minds in the aging space and discover the vision and the business models that the entrepreneur used. Find out how they developed synergy with the investment thesis of the investing group. You will hear about their go-to-market strategies, how to gain traction with customers, partners and investors, how they built their teams, and partners, and what suggestions they have for you to create results for your business.

MODERATOR: **Mary Furlong**, Chief Executive Officer, **MARY FURLONG & ASSOCIATES**; Executive Producer, **SV BOOMER VENTURE SUMMIT**

1:00 – 1:30 PM

CASE STUDY 1: **Carrie Shaw**, Chief Executive Officer and Founder, **EMBODIED LABS**

PARTNER: **GREAT CALL**

INVESTOR: **ZIEGLER**

1:30 – 2:00 PM

CASE STUDY 2: **Ernie Ianace**, EVP Sales and Marketing, **VITAL TECH**

PARTNER: **Ginna Baik**, Strategic Business Development, **CDW HEALTHCARE**

2:00 – 2:30 PM

CASE STUDY 3: **Jeh Kazimi**, Founder, **BREEZIE**

PARTNER: **TBA**

2:30 – 3:00 PM

CASE STUDY 4: **Bryan Shulman**, Director of Business Development, **INTUITION ROBOTICS**

PARTNER: **Michael Skaff**, Chief Operating Officer, **JEWISH SENIOR LIVING GROUP**

INVESTOR: **TOYOTA ROBOTICS**

2:15 – 3:15 PM

Skyline B

SESSION 2 — PLEASE CHOOSE ONE OF THE THREE SESSIONS BELOW

RAISING MONEY FROM A FAMILY FUND

MODERATOR: **Julia Rasooly**, Chief Executive Officer and Founder, **PURACATH MEDICAL INC.**; Venture Partner, **SHIKRA LIMITED**; and winner of the 2011 **SV BUSINESS PLAN COMPETITION**

PANEL: **Harris Brody**, Partner, **BLUE FOG CAPITAL LLC**.
Danielle DeLancey, Investor, **WILMONT VENTURES**

Lanai

GLOBAL HEALTH INVESTMENT AND PARTNERSHIPS

As awareness grows globally about the size, value, and pace of growth of the global “smart aging economy”, countries on every continent are focusing on the “business of aging”, marketing what they see as attractive sector development and investment opportunities in health, housing, food, and nutrition, retail, tourism, and more. Learn how innovative approaches to creating the dynamic ecosystems needed to foster growth and investment are emerging in regions such as Asia, Europe, and the Middle East, with specific examples from countries as diverse as Ireland, Canada, Japan, China, Singapore, Qatar, France, Denmark, and the United Kingdom.

MODERATOR: **David Lindeman**, Director Health, **CITRIS**

PANEL: **Mel Barsky**, Director of Business Development, **CABHI**
Deepak Gupta, Managing Director, **BLUE BEAR VENTURES**
Maher Hakim, Executive Director, **CITRIS INNOVATION FOUNDRY**
Tom Paprocki, Managing Director of Innovation and Technology, **DIRECT SUPPLY**

Temescal

SELLING IN TO THE MARKET: PAYMENTS, PILOTS AND PARTNERSHIPS

Recent regulatory and guideline changes by the Center of Medicare and Medicaid Services (CMS) have paved the path for payors to seek reimbursement for incorporating innovative solutions that have the ability to improve health outcomes of Seniors. Learn how many of the largest payers are now investing in new programs and solutions to improve the well-being of seniors while differentiating their MA plans from competition to attract more members.

Agenda

3:30 – 4:30 PM

Lanai

MODERATOR: **Richard Eisenberg**, Senior Web Editor of the Money and Security and Work and Purpose Channels, **NEXT AVENUE**

PANEL: **Katie Guhr**, Chief Executive Officer and Founder, **KATIE GUHR CONSULTING, LLC.**
Robin Raff, Founder and CEO, Chief Strategist, **BOOMER BUSINESS & BEYOND, INC.**
Lisa Taylor, Chief Executive Officer, **IT'S NEVER 2 LATE**

SESSION 3 — PLEASE CHOOSE ONE OF THE FOUR SESSIONS BELOW

AGING INNOVATIVELY: HOW STARTUPS AND CORPORATIONS ARE WORKING TOGETHER TO IMPROVE CARE

As Aged Care becomes a critical pain point in the Healthcare Industry, discover how Upward Labs and its partners Aetna and Carecentrix are taking this opportunity head-on by partnering with and investing in startups that are disrupting the industry. Upward Labs offers pilot environments so that startups can refine their product together with multiple partners and build an offering that can scale. As one of the largest Health Insurers, Aetna is constantly looking for technologies that can solve different pain points and offer their members a better experience. Carecentrix who has experienced massive growth in the last few years, sees startups as a way to fill in gaps that exist within their offerings and technologies. Join us to learn how a startup can fast-track their growth by working with established players in the market as well as the dos and don't of successful corporate partnerships.

MODERATOR: **Shana Schlossberg**, Founder and Chief Executive Officer, **UPWARD**

PANEL: **Jennifer Callahan**, Individual MA Product Development, **AETNA**
Supriya S. Laknidhi, Member Analytics Lead, **AETNA**
Jon Terenzetti, Area Vice President, Strategy and Analytics, **CARECENTRIX**

THE LONGEVITY MARKET CAN SAVE LIVES AND DIMINISH HEALTH COSTS BY HELPING OLDER WORKERS WORK LONGER

The longevity market has not been addressing the challenge of keeping our aging population working and the benefits people and businesses would reap by doing so. Much of the focus is on care, caregiving, smart homes, smart devices, smart services, etc., for mostly those no longer able to work; but there are many people between the ages of 55 to 80 who want and need to continue to work in what we still call "retirement years." They are either being downsized or yearning to retire from the office. There is very little conversation about how to keep people healthier and happier by helping them work longer in ways that benefit both the mind and the soul. "By enabling more older workers to stay on the job, these reforms could benefit companies facing shortages of skilled workers. But it could do more than that. It could also save lives." ("The Case Against Early Retirement," Richard W. Johnson, *Wall Street Journal*, April 22, 2019, Journal Report Encore, R1)

This panel will discuss retirement effects on health issues, summarizing recent research that dispels common myths, such as that retiring boomers lack up-to-date skills, and how the longevity market can play a role in hiring older workers and changing mindsets about their abilities and value.

MODERATOR: **Colleen Wilson**, VP of Digital Publishing, **NEXT AVENUE**

PANEL: **Sharon Emek**, President and Chief Executive Officer, **WAHVE**
Justin Lin, Founder and Chief Executive Officer, **ENVOY**

EVERYTHING YOU WANTED TO KNOW ABOUT WORKING WITH MEDIA

MODERATOR: **Richard Eisenberg**, Senior Web Editor of the Money and Security and Work and Purpose Channels, **NEXT AVENUE**

PANEL: **Chris Farrell**, Senior Economics Contributor, Marketplace, **MPR**
Julie Halpert, Freelance Journalist
Paul Kleyman, National Coordinator, **JOURNALIST NETWORK ON GENERATIONS**

Skyline B

Meritage

Agenda

3:30 – 4:30PM

Temescal

RE-IMAGINING THE UX FOR OLDER ADULTS LEVERAGING VIRTUAL UIs AND AI-DRIVEN EXPERIENCES

Can the high-tech industry of the 21st century create user experiences that are engaging and effective for older adults at home or in senior living communities? Which new technologies — tactile, audible, vocal, visual, or virtual — are ready to improve the lives of this great population? Find out from our panel of innovators about the new breakthroughs and ideas that are working today and coming tomorrow.

MODERATOR: **Robin Raff**, Founder and Chief Executive Officer, Chief Strategist, **BOOMER BUSINESS & BEYOND, INC.**

PANEL: **Eric Hicks**, Enterprise Innovation and Product Development, **AARP THE HATCHERY**
Matt Isola, Co-Founder, **LONGEVITY LABS**
Stuart Patterson, Chief Executive Officer and Co-Founder, **LIFEPOD**

4:45 – 5:45 PM

Meritage

SESSION 4 — PLEASE CHOOSE ONE OF THE FOUR SESSIONS BELOW

THE RISE OF THE REST: AGING INNOVATION IN RISING CITIES

Silicon Valley, Boston and New York City receive 75% of all venture capital, but there is significant entrepreneurial and tech activity happening across the U.S. Opportunities abound for startups, investors, senior living communities, healthcare organizations and others to grow a business, form partnerships and discover new solutions. Hear about the exciting things happening in some of these cities, why they are a great place to start/grow a company, why investors shouldn't overlook these underrepresented locales and how to get connected in these cities.

MODERATOR: **Mark Johnston**, Founder, **AGENUITY**

PANEL: **Jennifer Bayard**, Senior Vice President Clinical Operations, **CARLTON SENIOR LIVING**
Katya Hancock, Partner, **STARTUP HEALTH**
Sheri Rose, Executive Director, **THRIVE CENTER**
Shana Schlossberg, Founder and Chief Executive Officer, **UPWARD**

Lanai

INNOVATIVE SOLUTIONS TO CHALLENGES: INSIGHTS FROM SENIOR LIVING CEOS

Join Moderator John Reinhart from the Innovator's Alliance who will host a panel discussion with (3) CEOs from Senior Living Organizations on the forefront of innovative strategies and solutions. All three of these organizations are founding members of the Innovator's Alliance. These market leaders will share examples of solutions, perspectives, and insights related to key areas including pain management, workforce challenges, and care management technologies.

MODERATOR: **John Reinhart**, Co-Founder, **INNOVATORS ALLIANCE**

PANEL: **Gary Charland**, Chief Executive Officer, **MASONIC HOMES OF CALIFORNIA**
Kris Hansen, Chief Executive Officer, **WESTERN HOME COMMUNITIES IN IOWA**
Mary Haynes, Chief Executive Officer, **NAZARETH HOMES IN KENTUCKY**

Skyline B

HOW BEHAVIORS CAN BE USED TO PREDICT AND PREVENT THE ONSET OF DISEASES IN AGING-AT-HOME

How can we use behaviors to detect physical and mental deterioration of elders living at home? Join this panel discussion to find out how technology, home care, and gerontology join hands to address this question.

MODERATOR: **Laurie Orlov**, Chief Executive Officer, **AGING IN PLACE TECHNOLOGY WATCH**

PANEL: **Oz Krakowski**, Co-Founder and CMO, **KYTERA**
Michael Skaff, Chief Operating Officer, **JEWISH SENIOR LIVING GROUP**
Jerry Wilmink, Chief Business Officer, **CARE PREDICT**

Agenda

Temescal

SUPPORTING OLDER ADULTS WITH GIG AND ON-DEMAND SERVICES

As labor supplies dwindle, older populations grow, and as primary health care tasks increasing become household chores, how will we use technology to amplify valued human touch and supplant household task labor with remote and machine delivered services. How will we use gig economy platforms combined with family caregivers and other disparate resources to create a large spectrum of solutions that provide ever-increasing quality of life for the growing number of older adult consumers. In this session attendees will be asked to participate in defining a conceptual framework for a platform for older adults to easily and safely access gig and on-demand economy services.

MODERATOR: **Denise Yarmlak**, MedTechBizDev Ambassador, AGING 2.0 SAN FRANCISCO CHAPTER

PANEL: **Mick Fitzgerald**, CTO and Founder, ANEWVISTA INC.
Justin Lin, Founder and Chief Executive Officer, ENVOY
Tom Stroebel, Founder, AUXILEUM

6:30 - 7:30 PM

Meritage

SPEAKER SPONSOR FINALIST RECEPTION

Agenda

THURSDAY, JUNE 6, 2019

7:00 AM

Claremont Lobby

REGISTRATION OPENS

(REFRESHMENTS & COFFEE)

7:00 AM

Claremont Ballroom

EXHIBITS OPEN

8:00 – 9:20 AM

Skyline A

BREAKFAST WITH ANGELS — CONTINENTAL BREAKFAST & PANEL

Discover the priorities of Angel, Seed, and Social Impact investors as they describe the kinds of investments they are making in the longevity marketplace. Most entrepreneurs begin with angel investors who provide business development, sales, strategy, and their networks and experience. Increasingly, entrepreneurs are turning to social impact investors who view aging as a triple bottom line opportunity — financial, social, and personal — particularly meeting the needs of the large underserved and financially challenged population.

The latest data and trends will be shared to inform the investment thesis of those planning to invest in the longevity market.

8:00 – 8:40 AM

MARKET OVERVIEW AND RESEARCH BRIEFING FROM THE EXPERTS

Leading analysts will share how to help shape growing and funding market priorities by sharing market data.

MODERATOR: **Lori Bitter**, Marketing and Development Consultant, Speaker, and Author, **THE BUSINESS OF AGING**

PANEL: **Eric Hicks**, Enterprise Innovation and Product Development, **AARP THE HATCHERY**
Katy Flick, Vice President of Research, **AGE WAVE**
Mark Johnston, Founder, **AGENUITY**

8:40 – 9:20 AM

ANGEL PANEL— SEED AND SOCIAL IMPACT INVESTORS

MODERATOR: **Paul Stich**, Chief Operating Officer, **COUNTABLE**

PANEL: **Sonia Arrison**, Co-Founder, **100 PLUS CAPITAL**
Maureen Cusick Thomas, Small Business Outreach Coordinator, Translational Research, **NATIONAL INSTITUTE ON AGING, NATIONAL INSTITUTES OF HEALTH**
Anne DeGheest, Founder and Managing Director, **HEALTH TECH CAPITAL**
Jillian Williams, Investment Principal, **ANTHEMIS GROUP**

8:00 – 9:20 AM

Empire Ballroom

WAKE-UP SESSIONS

8:00 – 8:40 AM

SENIOR HOUSING

MODERATOR: **Paula Hertel**, Board Member and Education Co-Chair, **CALIFORNIA ASSISTED LIVING ASSOCIATION**

PANEL: **Mary Haynes**, Chief Executive Officer, **NAZARETH HOME**
Steve Moran, Founder, **SENIOR HOUSING FORUM**
Lola Rain, Director of Digital Media, **ESKATON**

Agenda

8:40 – 9:20 AM

CUTTING EDGE APPLICATIONS IN VIRTUAL REALITY AND AGING

In this session, you'll hear from three startup companies, each fulfilling a different need within the growing aging section through the application of readily available virtual reality technology.

MODERATOR: **Robert Fine**, Executive Director, INTERNATIONAL VIRTUAL REALITY AND HEALTHCARE ASSOCIATION (IVRHA)

PANEL: **Amy Hedrick**, Chief Executive Officer and Co-Founder, CLEANBOX TECHNOLOGY
Noah Robinson, Chief Executive Officer and Founder, VERY REAL HELP
Veena Somareddy, Co-founder and Chief Technology Officer, NEURO REHAB VR

9:20 – 9:30 AM

Claremont Ballroom

BREAK — MEET THE EXHIBITORS

9:30 – 9:35 AM

Empire Ballroom

WELCOME REMARKS

Mary Furlong, Chief Executive Officer, MARY FURLONG & ASSOCIATES; Executive Producer, SILICON VALLEY BOOMER VENTURE SUMMIT

9:35 – 10:00 AM

KEYNOTE #1

HEALTHCARE PRAGMATIST'S PERSPECTIVE ON THE ADOPTION OF TECHNOLOGY

Amy Belt Raimundo, Managing Director, KAISER PERMANENTE VENTURES

10:00 – 10:25 AM

KEYNOTE PANEL — HEALTHCARE INVESTORS AND LEADERS

MODERATOR: **Mary Jo Potter**, Chief Executive Officer and Managing Director, HEALTHCARE ANGELS

PANEL: **Christine Brocato**, Director of Strategic Innovation, DIGNITY HEALTH
Amy Belt Raimundo, Managing Director, KAISER PERMANENTE VENTURES
Sherwin Sheik, President and Chief Executive Officer, CARELINX

10:30 – 11:25 AM

THE SILICON VALLEY INNOVATION COMPETITION 2019, SPONSORED BY AARP INNOVATION LABS

Using disruptive technologies, how can we promote financial empowerment and resilience through solutions that leverage social connections?

EMCEE: **David Lindeman**, Director of Health, CITRIS

INTRODUCTION: **Jacqueline Baker**, Director of Innovation Programming, AARP

PANELISTS: **Jake Nice**, Principal, NATIONWIDE VENTURES
Jillian Williams, Investment Principal, ANTHEMIS GROUP

PITCHING: TBA

11:25 – 11:40 AM

Claremont Ballroom

NETWORKING BREAK/VISIT THE EXHIBITORS

11:40 AM – 12:05 PM

Empire Ballroom

KEYNOTE #2

TEN YEARS OF AGING IN PLACE TECHNOLOGY — LOOKING BACK, LOOKING FORWARD

What mattered a decade ago? Who had an idea that has stood the test of time? And as the oldest boomers turn 73, what matters now that can survive the test of a decade of innovation and adoption?

Laurie Orlov, Chief Executive Officer, AGING IN PLACE TECHNOLOGY WATCH

Agenda

12:05 – 12:30 PM

KEYNOTE #3

CREATIVITY AND CULTURE

The business of User Experience is to focus on ‘Making the Experience’ — creating products that are useful, memorable, and magical for the people who use them. Successful UX leaders realize they also have to focus on the flip-side: ‘The Experience of Making’. How do creative teams stay inspired, engaged, and intrinsically motivated to deliver meaningful, resonant, innovative work? Miles Orkin, UX Vision and Culture lead for Google Cloud, will describe (and maybe even demonstrate) some key ingredients for cultivating creative culture and delivering exceptional products. It’s design-focused, but relevant to people at all levels and functions in your org.

KEYNOTE: **Miles Orkin**, Chief of Staff, SUMUX, GOOGLE

RESPONDENT: **Ted Fischer**, Founder and Chief Executive Officer, AGELESS INNOVATION

12:30 – 1:30 PM

Empire Ballroom

“LUNCH AND LEARN” WITH MARKET LEADERS, ANGEL INVESTORS, VENTURE CAPITALISTS, AND ENTREPRENEURS

These hosted tables give you the opportunity to connect with angel investors, corporate VCs, CEOs, research analysts, bloggers, and authors over a delicious lunch at the Claremont Hotel.

“Lunch and Learn” with the expert of your choice. This year’s Summit is packed with content! This special lunch session allows you to spend more time with Summit speakers in a small, conversational learning environment organized to build your skills.

1:30 – 1:45 PM

ACCELERATING INVESTMENT AND PARTNERSHIP: A WINNER’S STORY

Sonia Arrison, Co-Founder, 100 PLUS CAPITAL

Carrie Shaw, Chief Executive Officer and Founder, EMBODIED LABS

1:50 – 2:45 PM

PITCH FOR DISTRIBUTION TO THE CORPORATIONS AND ORGANIZATIONS INVESTING IN THE LONGEVITY ECONOMY

These companies in the longevity marketplace have successfully developed their product or service and are producing revenue and profitability. The next stage of growth is to provide distribution partners that help scale and build their enterprise. Listen to the pitches of these companies and see which distribution partners are willing to “take a meeting.”

MODERATOR: **Scott Peifer**, Founder and Principal, CHANGEAGENTS

CORPORATIONS: **GINNA BAIK**, Strategic Business Development, CDW HEALTHCARE

Kris Hansen, Chief Executive Officer, WESTERN HOME COMMUNITIES IN IOWA

Stephen Johnston, Co-Founder, AGING 2.0

Manish Mehta, Technical Director of Innovation, STANLEY BLACK AND DECKER

Martin Ng, Chief Information Officer, SODEXO

Tom Paprocki, Managing Director of Innovation and Technology, DIRECT SUPPLY

Scott Regenstein, OPTUM ADVANCE TECHNOLOGY COLLABORATIVE

PRESENTERS: TBA

Agenda

2:50 – 3:30 PM

WHAT ARE YOUR INVESTING PRIORITIES: JUDGES PANEL

Investors in the longevity marketplace will discuss the trends that dominate the market in the coming year; the stage of their investment and share advice about where entrepreneurs should focus their attention.

MODERATORS: **Mel Barsky**, Director of Business Development, CABHI
Mary Furlong, CEO, MARY FURLONG & ASSOCIATES; Executive Producer, SV BOOMER VENTURE SUMMIT

JUDGES: **Danielle DeLancey**, Investor, WILMONT VENTURES
Dan Hermann, President and Chief Executive Officer, Head of Investment Banking, ZIEGLER LINK•AGE FUNDS, LP
Jake Nice, Principal, NATIONWIDE VENTURES
Allison Sekular, Managing Director, CABHI
Carrie Williams, Principal, MCKESSON VENTURES

3:35 – 4:35 PM

Empire Ballroom

BUSINESS PLAN COMPETITION

Three companies will be pitching for growth stage investing. Our three finalist entrepreneur groups will compete for the \$10,000 grand prize by presenting their boomer business plans before a panel of judges comprised of leaders in the field of aging and the venture capital community.

MODERATOR: **Chris Farrell**, Senior Economics Contributor, Marketplace, MPR

JUDGES: **Danielle DeLancey**, Investor, WILMONT VENTURES
Dan Hermann, President and Chief Executive Officer, Head of Investment Banking, ZIEGLER LINK•AGE FUNDS, LP
Jake Nice, Principal, NATIONWIDE VENTURES
Allison Sekular, Managing Director, CABHI
Carrie Williams, Principal, MCKESSON VENTURES

4:35 – 4:50 PM

Claremont Ballroom

AFTERNOON NETWORKING BREAK / VISIT THE EXHIBITORS

4:50 – 5:20 PM

Empire Ballroom

ELEMENTS — INSPIRATIONAL “TED TALKS”

MODERATOR: **Richard Eisenberg**, Senior Web Editor of the Money and Security and Work and Purpose Channels, NEXT AVENUE

ELEMENT 1: **John Polatz**, Chief Executive Officer, PS LIFESTYLE

ELEMENT 2: **Walter Greenleaf**, Medical VR/AR Expert, STANFORD VIRTUAL HUMAN INTERACTION LAB

ELEMENT 3: **Jack York**, President and Co-Founder, IT'S NEVER 2 LATE

4:50 – 5:20 PM

Lanai

NETWORKING WITH A PURPOSE

MODERATORS: **Mark Johnston**, Founder, AGENUITY
Paul Stich, Chief Operating Officer, COUNTABLE

PANELISTS: **Sonia Arrison**, Co-Founder, 100 PLUS CAPITAL
Maureen Cusick Thomas, Small Business Outreach Coordinator, Translational Research, NATIONAL INSTITUTE ON AGING, NATIONAL INSTITUTES OF HEALTH
Anne DeGheest, Founder and Managing Director, HEALTH TECH CAPITAL
Kris Hansen, Chief Executive Officer, WESTERN HOME COMMUNITIES IN IOWA
Susan Hoffman, Director, Osher Lifelong Learning Institute (OLLI), UC BERKELEY
Steve Hopkins, Advisor, BILLY
Stephen Johnston, Co-Founder, AGING 2.0
Manish Mehta, Technical Director of Innovation, STANLEY BLACK AND DECKER
Jonathan Suckling, Portfolio Manager, CABHI
Jillian Williams, Investment Principal, ANTHEMIS GROUP

Agenda

5:25 – 5:35 PM

Empire Ballroom

5:35 – 5:40 PM

Empire Ballroom

5:40 – 6:30 PM

Claremont Ballroom

WRAP-UP

Jeff Zimman, Co-Founder and Chairman, POSIT SCIENCE

AWARDS

BUSINESS PLAN AWARD PRESENTATION AND CLOSING REMARKS

Mary Furlong, Chief Executive Officer, MARY FURLONG & ASSOCIATES; Executive Producer, SV BOOMER VENTURE SUMMIT

Gigi Kubursi, Managing Director, FIRST REPUBLIC BANK

Julia Rasooly, Chief Executive Officer and Founder, PURACATH MEDICAL INC.; Venture Partner, SHIKRA LIMITED; and winner of the 2011 SV BUSINESS PLAN COMPETITION

NETWORKING RECEPTION

Speaker Biographies

SONIA ARRISON, Co-Founder, 100 PLUS CAPITAL



Sonia Arrison is a best-selling author, analyst, entrepreneur, and investor. She is founder of 100 Plus Capital, co-founder of Unsugarcoat Media (acquired by Medium), and associate founder and advisor to Singularity University in Mountain View, California. Her most recent national bestseller book, *100 Plus: How the Coming Age of Longevity Will Change Everything, From Careers and Relationships to Family and Faith*, addresses the social, economic, and cultural impacts of radical human longevity.

GINNA BAIK, Strategic Business Development, CDW HEALTHCARE



Ginna Baik is responsible for leading CDW Healthcare's strategic business development initiatives in the senior care market, helping to define the necessary IT solutions for long-term care organizations while strengthening and expanding industry partner relationships.

JACQUELINE M. BAKER, Director of Innovation Programming, AARP INNOVATION LABS



Jacqueline M. Baker is the Director of Innovation Programming for AARP Innovation Labs, where she is responsible for accelerating the AARP innovation ecosystem by curating programming and experiences for both startups and organizations to influence, shape, and co-create products and services that empower people to choose how they live as they age. In previous roles within AARP, Jacqueline managed the national tradeshow presence of AARP TEK, the flagship technology education program designed for the 50+ as well as previously managing the executive office of Innovation and Product Development.

MEL BARSKY, Director of Business Development, CABHI



Mel Barsky is responsible for developing and identifying new commercial opportunities that will expand the continued Canadian and international growth of CABHI, as well as leading the business development, marketing and communications functions of the organization. Mel brings to CABHI more than 25 years of leadership experience in venture capital, healthcare IT, sales, marketing, operations, financial services and information technology.

JENNIFER BAYARD, Senior Vice President Clinical Operations, CARLTON SENIOR LIVING



Jennifer Bayard has seen the number of communities more than double since 2003 when she started with Carlton Senior Living. Jennifer has founded and implemented Carlton iLabs with Carlton Senior Living. Carlton iLabs focuses on giving healthtech startups the

opportunity to do pilots to validate their solutions and learn more about their customers, identifies the latest technological trends, networking with start-ups, and developing prototypes.

AMY BELT RAIMUNDO, Managing Director, KAISER PERMANENTE VENTURES



Amy Belt Raimundo brings over 20 years of experience in healthcare investing, start-up and corporate operations and hospital system consulting. Amy has spent a dozen years in venture capital including Covidien Ventures and Advanced Technology Ventures (ATV). Immediately prior to joining KPV, Amy was the Chief Business Officer of digital health start-up Evidation Health. Prior to KP Ventures, she led investments in Medina Medical (acquired by Medtronic) and Nevro Corporation (NYSE: NVRO) among others. Amy is a Kauffman Venture Fellow as well as founder and president of MedtechWomen.

LORI BITTER, Marketing and Development Consultant, Speaker, and Author, THE BUSINESS OF AGING



Lori Bitter leads strategy, research and marketing at The Business in Aging, and formerly J Walter Thompson's BOOM. Her current book, *The Grandparent Economy*, debuted in September 2015.

JOSH BOIS, Chief Executive Officer, GLOBAL ENTREPRENEUR ACCELERATOR



Josh Bois runs a global investor network and investor relations firm helping to connect investors and entrepreneurs around the world. As CEO of Global Capital Network and a founder of 2030 Ventures he hopes to change the world by helping to fund innovative brands with sustainable technology, products, and services.

CHRISTINE BROCATO, Director of Strategic Innovation, DIGNITY HEALTH



Christine Brocato has had leadership roles at Genentech and Abbott Vascular and Kaiser Permanente. She is also the Founder and CEO of Sharefun. Most recently, Christine was the Senior Director of AVIA, a digital health innovation network, where she guided health systems.

HARRIS BRODY, Partner, BLUE FOG CAPITAL



Harris Brody is a Partner of Blue Fog Capital, a private investment company. Mr. Brody's transactional experience with Blue Fog Capital, J.P. Morgan, and Prudential Financial includes more than \$4 billion of private equity investment and \$50 billion of M&A activity across a variety of sectors. Previously, Mr. Brody spent time in industry at the Clorox Company in

a marketing and general management focused role on the Kingsford Charcoal and Combat Insecticides businesses.

JENNIFER CALLAHAN, Individual MA Product Development, AETNA



Jennifer Callahan has over fifteen years experience in general management and strategic development of privatized Medicare Advantage plans. In her current role at Aetna, Jennifer oversees the Medicare Advantage product development and benefit filing for the enterprise, including strategic benefit ideation, innovation and implementation. Her passion to serve the aged and disabled drives her to create innovative, meaningful benefits for the over 1.2 million beneficiaries her products support.

YOONJIN CHANG, Co-Founder and Director of Business Development, LIFESITE



Yoonjin Chang has been an advocate for technology startups across the globe. Previously she was a partner at Kstartup, the leading accelerator in Korea. She is an advisor, angel investor in Korean startups and a venture partner at Cherubic Ventures. Yoon-Jin is also titled as Miss Korea and has done numerous TV shows and big events hosting. Voted 2013 "Most Promising Female Entrepreneur" in Korea, she continues to pursue her entrepreneurship with LifeSite.

GARY CHARLAND, President and CEO, MASONIC HOMES OF CALIFORNIA



Gary Charland served in various positions with the Washington Hospital Health Care System. He served as the Chief of Physician Development and as the Executive Director for Washington Township Medical Foundation. Charland was the former COO of East Bay Medical Network/Bay Physicians Medical Group. Mr. Charland currently serves on the Board of Directors of the Masonic Communities and Services Association, the Washington Township Healthcare Foundation as a secretary, the Advisory Board for the New Haven Schools Foundation as well as on the Board of Governors for Shriners Hospital for Children - Northern California.

MAUREEN CUSICK THOMAS, Small Business Outreach Coordinator for Translational Research, NATIONAL INSTITUTE ON AGING, NATIONAL INSTITUTES OF HEALTH (NIA/NIH)



Maureen Cusick Thomas collaborates with the DEA's Translational Working Group on the advancement of NIA's T1 and T2 translational research priorities through outreach and interactions with the national SBIR/STTR community. In addition, Ms. Cusick Thomas reports to the Chief, Small Business Research Office, NIA, working collaboratively to identify

Speaker Biographies

new outreach opportunities for NIA. Ms. Thomas also serves as a Public Affairs Officer in the U.S. Navy Reserve.

ANNE DEGHEEST, Founder and Managing Director, HEALTHTECH CAPITAL



Anne DeGheest pioneered the HealthTech or Digital Health space as a healthcare executive, an entrepreneur, angel investor, corporate advisor, and mentor capitalist. She is the founder of HealthTech Capital and MedStars.

DANIELLE DELANCEY, Investor, WILMONT VENTURES



At Wilmot, Danielle Delancey focuses on complex technologies that seek to solve problems in behind the times markets. Prior to this, Danielle was the Chief of Staff at the San Francisco Bay Area Super Bowl 50 Host Committee where she managed the internal operations of the organizing entity responsible for Super Bowl 50 planning and production. Danielle previously worked managing large-scale product launches for an education technology start-up and as an analyst at the American Institutes for Research focusing on data analysis and education finance reform.

RICHARD EISENBERG, Senior Web Editor of the Money and Security and Work and Purpose Channels, NEXT AVENUE



Richard Eisenberg is Managing Editor of PBS' Nextavenue.org, a website for people 50+, editor of its Money and Work & Purpose channels and a blogger. He won the RTNDA/NEFE Excellence in Personal Finance Reporting Award in 2017.

SHARON EMEK, Founder, CEO and President, WAHVE



As founder, CEO and President, Sharon Emek leads Work At Home Vintage Experts LLC (WAHVE), an innovative talent solution that engages vintage professionals "phasing" into retirement who work remotely from home on a contract basis for companies across the country. She has effectively broken the mold by infusing flexibility into the traditional office staffing structure with a proven blueprint that is gaining widespread attention, changing lives, and yielding impressive results.

CHRIS FARRELL, Senior Economics Contributor, Marketplace, MPR



Chris Farrell is senior economics contributor at Marketplace, American Public Media's nationally syndicated public radio business and economic programs. He is economics commentator for Minnesota Public Radio and host of its series, Conversations on the Creative Economy. An award-winning journalist, Chris is a columnist

for *Next Avenue* and the *Star Tribune*. He has written for *Bloomberg Businessweek*, *New York Times*, *Kiplinger's*, and other publications. His most recent book is *Purpose and a Paycheck* (HarperCollins Leadership).

ROBERT, Executive Director, INTERNATIONAL VIRTUAL REALITY AND HEALTHCARE ASSOCIATION (IVRHA)



In 2011, Robert launched the only printed magazine covering social media, *The Social Media Monthly*. In January 2014, he launched his second print title, *The Startup Monthly*. In May 2016, he launched VRVoice.co, a content vertical on all things virtual reality. In addition to his publishing endeavors, Robert continues to provide IT strategic planning consulting services to both the private sector and non-profit communities.

TED FISCHER, Co-Founder and Chief Executive Officer, AGELESS INNOVATION



Ted Fischer has spent his career building, working with, and leading collaborative teams committed to achieving positive financial and social impact. As CEO of Ageless Innovation, Ted is focused on accelerating the growth and impact of the JOY FOR ALL brand, that he and his former Hasbro team recently spun out and acquired from Hasbro. He joined Hasbro in 2015 as Vice President of Business Development to help lead the identification and execution of new growth platforms, primarily focused in the Health and Wellness space. At Hasbro, Ted led the launch of Hasbro's JOY FOR ALL brand in 2015, the company's first product line developed specifically for older adults.

MICK FITZGERALD, Co-Founder, AnewVista



Mick Fitzgerald has developed systems and startups in robotics, sensors, and AI—from lab to market—spanning several industries and academia. He has extensive experience in directing and managing elder care services including personal healthcare, in-home care, financial, legal and socialization services. He is an automation expert and published author.

KATY FLICK, Vice President of Research, AGE WAVE



Katy Flick is the VP of Research at Age Wave, the nation's foremost thought leader on population aging and its profound business, social, financial, health care, workforce, and cultural implications. Recently she led the analysis and development of a six-part series of research published in partnership with Bank of America Merrill Lynch across the stages of life. Before joining Age Wave, Katy was with Nielsen as an on-site client manager at Johnson & Johnson, where she designed, analyzed, synthesized, and presented research priorities and marketing strategy.

ALEX FOARD, Director of Global Programs, BAY AREA COUNCIL



Alex Foard graduated from the University of Missouri - Columbia with majors in econometrics and international relations. His professional history in China began in 2008 at Shui On Land during the development of the Wuhan Tian Di live/work project in the Hubei Province. Since then he has spent eight years living part-time in China and San Francisco working in Chinese government relations, Bay Area public policy, and econometric reporting.

MARY FURLONG, Ed.D., CEO, MARY FURLONG & ASSOCIATES; Executive Producer, SV BOOMER VENTURE SUMMIT



Mary Furlong, Ed.D., MFA's President and CEO, is a leading authority on the baby boom generation as it moves towards and beyond age 50. Through her three companies she has raised over 130 million in venture financing and corporate sponsorships for companies with products and services to serve the needs of the boomer/senior marketplace. In March 2011 Mary received an award as one of the top 100 Women of Influence by the Silicon Valley Business Journal and is also the author of *Turning Silver into Gold: How to Profit in the New Boomer Marketplace*.

WALTER GREENLEAF, Medical VR/AR Expert, STANFORD VIRTUAL HUMAN INTERACTION LAB



Walter Greenleaf is a behavioral neuroscientist and a medical technology developer working at Stanford University. Dr. Greenleaf founded and served as CEO for Greenleaf Medical Systems; InWorld Solutions and Virtually Better. Walter has served as a scientific advisor and grant reviewer for the U.S. Public Health Service, National Science Foundation (NSF), National Institutes of Health (NIH), NASA and the U.S. Department of Education. He has served as a Principal Investigator for research grants funded by NIH and NASA.

KATIE GUHR, Medicare Advantage Executive, UNITED HEALTHCARE



Katie Guhr has spent the last twelve years with Medicare Advantage. She has overseen 13 years of Medicare Advantage bid filings, fulfillment of CMS required documentation, member websites, and member/associate engagement programs. She has created and run retention programs, sales and marketing campaigns, overseen broker relationships and commission payments. Katie has been involved in contract negotiation and account management including the creation and management of ACO and High Performance Networks.

Speaker Biographies

DEEPAK GUPTA, Managing Director, **BLUE BEAR VENTURES**



Deepak Gupta advises entrepreneurs at the UC Berkeley Haas Business school and is a mentor at various accelerators in Silicon Valley. He has 10 years of venture investing

experience across 3 institutional funds. Prior to investing, he was part of 4 medical startups as either an entrepreneur or in management roles, having an exit with Cepheid (NASDAQ:CHPD), a molecular diagnostic company.

MAHER HAKIM, Executive Director, **CITRIS FOUNDRY - UNIVERSITY OF CALIFORNIA'S DEEP TECH INNOVATION HUB**



Dr. Hakim is a sought-out expert and educator in technology innovation and entrepreneurship, entrepreneurship financing, venture capital, and M&A in the tech industry. In addition to his role at the CITRIS Foundry, Dr Hakim is the Chief Innovation Advisor at the Qatar Research, Development and Innovation Council, and a partner at 212 Venture Capital Fund

JULIE HALPERT, Author and Journalist



Julie Halpert has been a freelance journalist for over two decades, writing for many national publications, including *The New York Times*, *The Wall Street Journal*, *CNBC* and

AARP. She is the co-author of *Making Up With Mom*, which focuses on generational differences between women and their mothers. Website: <http://juliehalpert.com/>

KATYA HANCOCK, Partner, **StartUp Health**, and Director, **STARTUP HEALTH NETWORK**



Katya Hancock is a Partner at StartUp Health, which is on a mission to transform global health by investing in and supporting an army of Healthcare Transformers, with a portfolio of 285+ companies in 23 countries.

KRIS HANSEN, CEO, **WESTERN HOME SERVICES**



Kris Hansen has received several leadership awards from LeadingAge Iowa and Iowa Health Care Association, including the Francis Lackner Award, which is the highest honor LeadingAge Iowa bestows. Currently, he serves on the Not-for-Profit Council with the American Health Care Association and is chair of Legislative Policy and Medicaid Reimbursement for IHCA. Kris helped assemble and serves as board chair of the Innovators Alliance. He has also provided consult to many companies including Amazon, Apple, CDW, Samsung, and the Thrive Center (Louisville, KY). In 2019, Kris was awarded the Legacy Award by Grow Cedar Valley.

MARY HAYNES, Chief Executive Officer, **NAZARETH HOMES IN KENTUCKY**



As CEO of the Nazareth Home in Louisville, Kentucky, since 2001, Ms. Haynes is an active advocate for innovation in long term care. Haynes was voted Administrator of the Year by her peers in 2003 and is past chairman of the American College of Healthcare Administrators, Kentucky chapter. Haynes received the prestigious Ira O. Wallace Award in 2009 from the Kentucky Association of Healthcare Facilities. With her leadership, Nazareth Home received Kentucky's designation as Facility of the Year in 2011.

AMY HEDRICK, CEO and Co-Founder, **CLEANBOX TECHNOLOGY**



Amy Hedrick is CEO and Co-Founder of Cleanbox Technology. As a thought leader providing insights into the next best thing for high tech, she brings solutions and innovation in clean technology for the next century. Having led multiple teams from project inception and execution through profitable completion, she has proven herself an effective leader in diverse venues over the past decade.

DAN HERMANN, President and CEO, Head of Investment Banking, **ZIEGLER LINK•AGE LONGEVITY FUND**



Dan Hermann is directly responsible for managing Ziegler's senior living finance offices nationwide. In his 25 years with Ziegler, Dan has structured and managed more than 185 senior living financings exceeding \$5.0 billion. Prior to joining Ziegler, he worked for a "Big Four" public accounting firm. He is a Certified Public Accountant and frequent lecturer. In October 2005, Dan was named to the Contemporary Long Term Care 2005 CLTC Power and Influence Top 25 listing, the magazine's selection of today's top decision makers for senior living.

PAULA HERTEL, Board Member and Education Co-Chair, **CALIFORNIA ASSISTED LIVING ASSOCIATION**



Paula Hertel has spent close to 30 years focusing on improving the service delivery and systems for elders through executive management positions and consulting projects throughout the country. She has in-depth experience and a proven track record in senior housing and assisted living operations, staff training, regulatory compliance and new program development. Paula is a board member of California Assisted Living Association (CALA) and its co-chair of CALA Education Committee.

SUSAN HOFFMAN, Director, Osher Lifelong Learning Institute (OLLI), **UC BERKELEY**



Susan Hoffman builds innovative educational programs for older adults and conducts interdisciplinary research projects on learning across the lifespan, inter-generational dialogues and co-designing. At Berkeley since 2007, Hoffman heads the Osher Lifelong Learning Institute of 3000 members with 70 faculty teaching 110 courses annually in two locations, Berkeley and Lafayette. As a poet and an AFI trained filmmaker, her focus is on the older protagonist.

ERNIE IANACE, Senior Vice President Sales and Marketing, **VITALTECH INNOVATIONS**



Ernie Ianace has over 30 years of extensive sales, marketing, and management experience. He has held executive positions at Siemens, Efficient Networks, Tipping Point, 3Com Corp, NoMagic, and Sensogram. Mr. Ianace has spent the last five years helping to develop a senior health and safety smart watch and a comprehensive senior care platform called VitalCare.

MATT ISOLA, Co-Founder, **LONGEVITY**, FOUNDER, **GENERATION EXCHANGE**



Matt Isola is the Co-Founder of Longevity Labs. During the completion of a Masters Degree in August, Matt founded a non-profit called the Generation Exchange that empowers adults through one-on-one technology mentoring with college students.

LINDA JACOBSON, Eldercare Consumer Advocate + Technology Consultant, **ELDERS TOGETHER**



Linda Jacobson currently works with KasanaCare, educating caregivers about cannabis. Since 1990 Linda has taught professionals about emerging tech in healthcare and education.

MARK JOHNSTON, Founder, **AGENUITY**



Mark Johnston launched AGENCY, which assists aging innovation-focused companies achieve success, in April 2019. Prior to founding AGENCY, Mark was SVP Marketing Innovation at GlynnDevins, the largest marketing services agency in senior living. He also has a background in hospitality marketing and spent the first 15 years of his career in information technology across multiple industries. Mark is also the ambassador for the Aging2.0 chapter in Kansas City where he founded the chapter in November 2017.

Speaker Biographies

STEPHEN JOHNSTON, Co-Founder, AGING2.0



Stephen Johnston is co-founder of Aging2.0, a global network for innovation in aging, with 30,000 members across 85 volunteer-run local chapters in 24 countries. He is also Founder of Fordcastle, an innovation consultancy and the co-author of *Growth Champions* (Wiley, 2012). Stephen studied Economics at Cambridge University and has an MBA from Harvard Business School, where he was a Fulbright Scholar.

JEH KAZIMI, Founder, Breezie



Jeh Kazimi, founded Breezie more than seven years ago. Since it's founding, Breezie has expanded from the UK to US, Australia and now Canada and is used across the care continuum from home care and IL/AL to memory care and skilled nursing. These smart interfaces can be created and managed by family or care givers remotely and can integrate with a wide range of solutions ranging from smart home/IOT sensors, biometric devices and healthcare systems.

PAUL KLEYMAN, National Coordinator, JOURNALIST NETWORK ON GENERATIONS



Paul Kleyman is National Coordinator of the Journalists Network on Generations, which he co-founded in 1993. He edits its e-newsletter, *Generations Beat Online* (GBONews.org). Kleyman directed the *Elders Newsbeat* at *New America Media* and previously edited the *American Society on Aging's Aging Today*. Among his honors, he was a 2016 PBS Next Avenue "Influencer in Aging."

OZ KRAKOWSKI, Co-founder and CMO, KYTERA



Oz Krakowski is the co-founder and CMO of Kytera. Oz oversees business development, marketing and sales and is responsible for Kytera's U.S. operations. Oz brings business acumen with extensive experience working with customers worldwide, and growing sales accounts to \$10Ms

SUPRIYA LAKNIDHI, Member Analytics Lead, AETNA



Prior to her current role as Member Analytics Lead at Aetna, Supriya Laknidhi was in the Enterprise Strategy team, which she joined in March 2015. In that role, Supriya managed a variety of strategic projects and worked with business leaders to facilitate strategic planning across the company. Prior to joining Aetna, Supriya was at Prophet Brand Strategy, where she was a member of the healthcare management team. Supriya has also led strategy and marketing at a care management startup, worked in Optum Payer Strategy, was a consultant at The Boston Consulting Group in the healthcare practice and more.

YUE LENG, MD, PhD, Founding Partner, YUZHANG CAPITAL



Dr. Yue Leng is Founding Partner at Yuhang Capital, Atlantic Fellow at the Global Brain Health Institute and Principle Investigator at UCSF. Dr. Leng obtained a PhD in public health (aging) from the University of Cambridge and an MD from Sun-Yat Sen University. Dr. Leng oversees the healthcare practice at Yuhang Capital.

JUSTIN LIN, Founder and CEO, Envoy



Justin Lin is Founder/CEO of Envoy (helloenvoy.com), the tech-enabled elder concierge platform empowering older adults to maintain independence at home while bringing relief and peace of mind to family caregivers who are balancing career, kids, and caring for elder loved ones. Envoy is a venture-backed startup based in San Francisco. Justin is a serial entrepreneur with 15 years experience in consumer internet and healthcare startups including Mamapedia, TeamSphere Interactive, and Athenahealth. He holds a Computer Science degree from Harvard University.

DAVID LINDEMAN, Director of Health, CITRIS



David Lindeman, PhD, is Director Health, Center for Information Technology Research in the Interest of Society and the Banatao Institute (CITRIS) at UC Berkeley, and Director, Center for Technology and Aging (CTA) and has worked in the field of aging for nearly 40 years as a health services researcher, gerontologist, and technologist.

MANISH MEHTA, Technical Director of Innovation, STANLEY BLACK AND DECKER



Dr. Manish Mehta is responsible for identifying high growth opportunities in AI, robotics and other key areas across Security, Healthcare & Tools businesses at Stanley Black and Decker. Before that, Dr. Mehta drove Industry 4.0 and crowdsourcing innovation at Accenture and designed next generation of Disneyland park attraction.

ASHLEY MERCIER, Media Solutions Manager, LINKEDIN



Ashley Mercier is a 4th generation advertising/marketing professional, with 16+ years of experience in media and advertising roles at various companies including BabyCenter.com (a Johnson & Johnson Company), Pandora and LinkedIn. In her current role as a Media Solutions Manager at LinkedIn, she works with Talent Acquisition professionals to develop employer brand awareness strategies and implement talent attraction campaigns utilizing LinkedIn's media products.

STEVE MORAN, Founder, SENIOR HOUSING FORUM



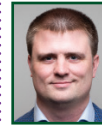
Steve Moran is a celebrated publisher, writer, and speaker who is known for his passion and commitment to the field of senior living. Through Senior Housing Forum, one of the most read blogs in our field, he takes on the tough topics that others won't. More importantly, he elevates our field by talking about the positive contributions individuals and organizations are making to improve the lives of elders and team members. Formerly, he has developed, operated and marketed senior living communities. He gives back to his community and our field in a multitude of ways including extensive volunteer work at his church and sitting on the board of Abe's Garden in Nashville.

MARTIN NG, Global Chief Information Officer, SODEXO HOME CARE



Martin Ng became Global Chief Information Officer (CIO) of Home Care Domain in February 2016. He has provided strategic direction and leadership to the Information Systems and Technology (IS&T) team. Known for his strong people development skills, Martin has been a valued employee of Sodexo since 2001, working in variety of IS&T, Finance, and Operational roles. In these roles, he has accumulated a wide knowledge of design/development, and deployment of operation optimization systems and customer-facing technology.

JAKE NICE, Principal, NATIONWIDE VENTURES



Jake Nice is a Senior Associate at Nationwide Ventures. Prior to joining Nationwide Ventures, Jake was an early employee at Avant, a leading FinTech consumer lending platform. While at Avant, Jake led the early development of multiple customer acquisition channels and later helped to launch the Powered by Avant product. Jake began his career as an investment banking analyst in New York City at BMO Capital Markets in the US Debt Capital Markets group. Jake received his BBA in Finance from Villanova University.

MILES ORKIN, Cloud UX Vision and Culture Lead, GOOGLE



Miles Orkin has been with Google for almost four years. Throughout his career, Miles has focused on engaging people's passion and fostering new ideas that create cultural impact. In previous roles, he was National Director for Web and Mobile at the American Cancer Society; built and launched a social enterprise program for the McKesson Foundation; led a cross-functional innovation program at Wells Fargo; and was Staff Writer at *Thrasher Skateboard Magazine*.

Speaker Biographies

LAURIE ORLOV, CEO, AGING IN PLACE TECHNOLOGY WATCH



Aging in Place Technology Watch conducts market research, trends, blogs and reports that provide thought leadership, analysis and guidance about technologies and services that enable boomers and seniors to remain longer in their home of choice. Laurie Orlov has consulted to AARP, Microsoft, Yahoo, Cox Communications, Philips, and many others. In her previous career, Laurie spent nine years as an analyst at Forrester Research.

STUART PATTERSON, CEO, LifePod



Stuart Patterson is CEO of LifePod Solutions. Stuart has successfully led high-tech ventures in a variety of markets including: virtual assistants, mobile/online/telephony services, and speech recognition/synthesis.

SCOTT PEIFER, Founder and Principal, CHANGEAGENTS



Scott Peifer is Founder & Principal of changeAGENTS, an innovation and partnership strategy consulting firm helping public, nonprofit, and private organizations successfully innovate to improve aging services. Scott was Vice President of Corporate Relations at Aging2.0. Scott developed and led the Aging2.0 Alliance. Scott has nearly 20 years of experience in aging. Scott serves on the boards of the Family Caregiver Alliance and the American Society on Aging.

JOHN POLATZ, CEO, PS SALON & SPA



As CEO of PS Lifestyle, parent company to PS Salon & Spa and PS Design & Procurement, John Polatz has run the organization since its inception in 2008. PS was founded with the simple goal of transforming senior community "beauty shops" into professional salons and spas. Now the organization has 900 salon locations in 37 states and has performed over four million services. Prior to PS, Polatz worked in corporate finance and administration leading financing initiatives and restructure efforts.

MARY JO POTTER, Chief Executive Officer and Managing Director, HEALTHCARE ANGELS



Mary Jo Potter has been an active entrepreneur and investor for 30 years. Having sold a business to McGraw Hill, she became active in angel investing in Chicago, and upon moving to the Bay Area, she joined Keiretsu Forum. She has invested in a variety of entities, but is now focused on the healthcare sector. Mary Jo is now Managing Partner of Healthcare Angels, a GP in Keiretsu Capital, an LP in Purple Arch Ventures (Northwestern University's venture fund), and a member of HealthTech Capital.

KEVIN QIAN, Managing Partner, MWE CHINA LAW OFFICES



Kevin Y. Qian, a partner of MWE China Law Offices, advises companies on their direct investments in China. Kevin has represented hundreds of multinationals and Fortune 500 companies on matters that include investments into a joint venture company or establishing a wholly owned company, cross-border mergers and acquisitions, venture capital and private equity investments, and strategic alliances. He has experience in a wide range of industries and areas, from manufacturing, energy and chemicals, to health care, pharmaceuticals, food and beverages, and commercial retail.

ROBIN RAFF, Founder/CEO, BOOMER BUSINESS AND BEYOND, INC



Robin Raff was Vice President, Director of Client Services at Age Wave Interactive where she led strategy on a range of products and services targeted to the 50+ audience. As Director of National Medicare Marketing at Kaiser Permanente for five years, Robin leveraged her mature market insights and brought unique channel and creative marketing solutions that exceeded membership goals each year. Other clients targeting the mature segment served by Robin's strategic expertise over the years have included Oticon Hearing, Essilor Lenses, Charles Schwab, Levi's, UnitedHealthcare, AliveCor, and multiple BCBS plans nationally.

LOLA RAIN, Director of Digital Media, ESKATON



With two decades of marketing experience, Lola creates integrated branding campaigns using TV, radio, billboards, print and digital with measurable results. A passion for PR keeps her motivated to educate large populations through partnerships with local media, nonprofits and government agencies. Lola's favorite story telling medium is short format video. One award-winning video she produced received over 100,000 views across multiple platforms during a three month campaign.

JULIA RASOOLY, CEO and Founder, PURACATH



In addition to being a new Venture Associate at Al Hamra Group and focused on healthcare investments in the US, Julia is the founder and CEO of PuraCath Medical, a medical device company focused on improving efficacy of catheter connection to enhance the quality of life for both patients and healthcare providers. She has over twelve years of experience in R&D in medical device and biotech industries.

JOHN REINHART, Co-Founder, INNOVATORS ALLIANCE



John P. Reinhart, CPA, MBA, is co-founder of Thrive Center. He is President and co-founder of CNAonline that partners with the American Health Care Association to certify licensed caregivers. Currently he also serves as a strategic advisor for a Hemp CBD oil products company. He has held roles including CEO of a nurse practitioner medical group, Chief Innovation Officer for a multi-state senior living provider, and as President of an electronic health records software venture. In 2004, John received the Ernst & Young Entrepreneur of the Year Award. John has co-authored chapters in two books; *Accountable Care, Bridging The Health Information Technology Divide* and *Population Health: Policy, Management, & Technology*.

SHERI ROSE, Executive Director, THRIVE CENTER, INC



Sheri Rose started her second career after retiring from AT&T where she held positions in Regulatory and as Director of Sales for the Government, Education, and Medical markets. In addition, she served as a government lobbyist and received the 1999 Computerworld Smithsonian Award for her work on the Kentucky Information Highway, a public-private partnership project. Sheri then became a partner at Commonwealth Leverage, a consulting firm. In 2014 she was recruited to join InnovateLTC as COO and left in November 2015 to establish the not for profit innovation center focused on wellness and aging, known as the Thrive Center.

SHANA SCHLOSSBERG, Founder and CEO, UPWARD



With a mission to break barriers between corporate powerhouses, reputable educational institutions, and resource-hungry entrepreneurs, Shana founded Upward Hartford as a centralized ecosystem for technology, art, and community ventures to transpire. Shana's latest ventures, Upward Labs and Upward Living, further Connecticut's position as a Proprietary technology hub through localized collaboration between startups, corporates, and the city of Hartford.

ALLISON SEKULAR, Managing Director, CABHI



Allison is also Vice-President, Research & Sandra Rotman Chair in Cognitive Neuroscience at Baycrest Health Sciences. Dr. Sekular joined Baycrest after a career as a Professor in the Department of Psychology, Neuroscience & Behaviour at McMaster University, where she was the first Canada Research Chair in Cognitive Neuroscience (2001-2011). She is also the Chair of the Natural Sciences and Engineering Research Council of Canada's (NSERC) Scholarships &

Speaker Biographies

Fellowships group along with being a member of NSERC's Committee for Discovery Research.

CARRIE SHAW, CEO and Founder, EMBODIED LABS



Carrie Shaw is the CEO and founder of Embodied Labs, an immersive education and wellness platform for professional and family caregivers and the elders they serve. Soon after graduating, Carrie worked concurrently as her mother's primary caregiver, a medical visualization research assistant and a teaching assistant. Her mother's diagnosis of Alzheimer's disease opened Carrie's eyes to the needs of caregivers and leading her to found her company. In July 2018, Embodied Labs won Grand Prize and a \$250K award from The Bill & Melinda Gates Foundation's XR in Education Prize Challenge.

SHERWIN SHEIK, President and CEO, CARELINX



CareLinx is a nationwide professional caregiver marketplace, empowering families to easily find, hire, manage and pay caregivers. CareLinx is specifically designed for helping patients with chronic conditions and the elderly in need of caregiving services. CareLinx is currently operating in the top 50 metro's (over 3,000 cities) with over active 95,000 professional caregivers. CareLinx won the AARP consumer vote at their national conference. Prior to starting CareLinx, Sherwin Sheik worked for over 15 years within healthcare, including biotechnology, healthcare investment banking and a healthcare investor at a \$900 million dollar hedge fund.

MICHAEL SKAFF, Chief Operating Officer, JEWISH SENIOR LIVING GROUP



Previously, Michael served as the COO for the Masons of California, which runs state-wide membership programs and long-term and post-acute care, integrated mental health and in-home services around California. Earlier in his career, Michael was the CIO of LesConcierges, and CIO of the venerable San Francisco Symphony. Michael serves as an advisor to technology, media, and venture capital firms.

SHERRI SNELLING, CEO, CAREGIVING CLUB



Sherri Snelling is founder/CEO of Caregiving Club, a consulting company focused on supporting the nation's caregivers. She is the author of *A Cast of Caregivers — Celebrity Stories to Help You Prepare to Care* and is a contributing columnist on caregiving. Sherri has done work for AARP, Keck Medicine of USC, UnitedHealthcare, LifeCare, CareLinx, First Republic and QVC. Sherri was the chairman of the National Alliance for Caregiving and is currently a board member of the Alzheimer's Association - Orange County chapter. She also

serves as ambassador for the Caregiver Monday campaign and is a nationally sought speaker.

VEENA SOMAREDDY, Co-founder and Chief Technology Officer, NEURO REHAB VR



Veena Somareddy is a virtual and augmented reality software developer creating games and experiences for medical training and simulation. She has a BS in Computer Science and a Masters in Game Design and Development from UTDallas. She has many years of industry experience working for large and small start ups creating VR experiences. While leading the creation of therapy tools at Neuro Rehab VR full time, she is also pursuing her PhD with her research work concentrated in applications of VR in the medical domain.

PAUL STICH, Chief Operating Officer, COUNTABLE



Paul Stich is the COO of Countable, the leading platform, and newsroom that empowers audiences to engage deeply and drive action. He has been CEO of several successful cybersecurity companies, Counterpane (acquired by British Telecom), Dasient (acquired by Twitter), and Appthority (acquired by Symantec) and is also a member of the faculty at Saint Mary's College where he teaches Entrepreneurship.

TOM STROEBEL, Founder, AUXILEUM



Tom Stroebel (auxileum) is pursuing a unifying platform and solutions for enabling happy and purposeful living at home by persons as they age. He believes the execution must consider the Senior Experience, services/care-giver, and developer ecosystem. His career includes research and product development in Digital Health, IoT and Wearable Computing.

JONATHAN SUCKLING, Portfolio Manager, CABHI



Jonathan Suckling is a Portfolio Manager at the Centre for Aging and Brain Health Innovation (CABHI). He is responsible for overseeing the selection and performance of funded projects in CABHI's innovation pipeline which has expanded to over 200 projects in the past 3 years. Jonathan previously worked in healthcare innovation research at the World Health Innovation Network and the Ivey International Centre for Health Innovation.

LISA TAYLOR, Chief Executive Officer, It's NEVER 2 LATE (iN2L)



Lisa Taylor is the Chief Executive Officer of It's Never 2 Late (iN2L), the leading provider of engagement technology for senior living. With more than 20 years' experience as an executive leader in the healthcare IT space, Lisa is known for her ability to drive growth through cutting-edge solution development, unwavering focus on client experience and a passion for

organizational health. Lisa regularly advocates for the need to engage the senior population to improve quality of life, with a particular focus on how technology specially designed for this purpose and group delivers impactful results.

JON TEREZETTI, Area Vice President, Strategy and Analytics, CARECENTRIX



CareCentrix is a post-acute care coordination company that partners with payors and providers to shift healthcare from hospitals and nursing facilities back to the patient's home, delivering lower-cost care with improved clinical outcomes. Jon oversees the team responsible for next-generation technology assets that assist in the delivery of higher-quality healthcare. Jon spent years working at CVS Health, overseeing a range of initiatives, including the redesign of the pharmacy ExtraCare rewards program and the launch of CVS's healthy living formats. Before CVS, Jon worked at Target Corporation in financial forecasting and planning.

CARRIE WILLIAMS, Principal, McKesson VENTURES



Carrie Williams brings over 15 years of healthcare experience from several vantage points within the healthcare industry. Prior to joining McKesson Ventures, she served as Vice President, Strategy and Business Development for San Francisco-based digital therapeutics pioneer Omada Health, whose mission is tied to reducing the risk for obesity related chronic disease.

JILLIAN WILLIAMS, Investment Principal, ANTHEMIS



Jillian Williams has played an active role in growing the firm's footprint across North America. She is responsible for sourcing new companies, conducting due diligence on potential investments, connecting with potential co-investors and later stage investors and acting as a spokesperson for Anthemis in the media and at industry events. Jillian currently serves as a board observer for seven companies across the Anthemis portfolio. Jillian is a mentor for The Barclays Accelerator Powered by Techstars, Startupbootcamp, and Village Capital. In 2018, Jillian was also listed among Business Insider's 30 And Under list of Rising Stars in New York Tech.

JERRY WILMINK, Chief Business Officer, CARE PREDICT



Jerry Wilmink previously founded WiseWear in 2013. WiseWear, like CarePredict, was a senior health technology company that developed B2C IoT products to keep help seniors. Jerry's experience also includes founding and growing the first Terahertz biosensing laboratory in the Department of Defense (DoD), operating as a startup director and consultant for

Speaker Biographies

VC firms and TechStars program, and serving as a program manager for United States' \$3 Billion SBIR/STTR product commercialization program. Jerry has penned several patents and published over 50 technical manuscripts, book chapters. He is also an advisor for United States' National Academy of Sciences NRC, SMART, and NDSEG.

COLLEEN WILSON, VP of Digital Publishing,
NEXT AVENUE



Carrie Wilson brings over 15 years of healthcare experience from several vantage points within the healthcare industry. Prior to joining McKesson Ventures, she served as Vice President, Strategy and Business Development for San Francisco-based digital therapeutics pioneer Omada Health, whose mission is tied to reducing the risk for obesity related chronic disease.

DENISE YARMLAK, Principal Consultant,
MEDTECH BizDEV



Denise Yarmalak has 20 years' experience as a marketing executive and consultant for innovative Silicon Valley companies developing and commercializing new medical devices and senior care products for industry leading corporations and startups. She directed the initial product launch at three venture-backed technology startups, one leading to an IPO.

JACK YORK, President and Co-Founder,
IT'S NEVER 2 LATE



It's Never 2 Late (iN2L) is a company dedicated to helping older adults realize the full benefits of adaptive technology. In 1999, Jack York retired as vice president of strategic sales for Vishay Intertechnology and started what has become a successful gerontechnology company. As of 2015, the company has a customer base of over 2000 communities spread out across all 50 states. iN2L's work has been recognized by the *Wall Street Journal*, NPR, and dozens of senior living publications.

JEFF ZIMMAN, Co-Founder and Chairman,
POSIT SCIENCE



Jeff Zimman is the Co-Founder and Chief Dealmaker of Posit Science. The exercises in its flagship online product, BrainHQ, are the only commercially available brain exercises shown to improve standard cognitive measures, affective measures and functional measures. From 2003 to 2008, Jeff served as Chairman and CEO. Jeff is a former Venture Partner of VSP Capital, a former Managing Director of Lazard, and a former partner of Cooley. Earlier in his career, Jeff was an award-winning newspaper reporter, covering business and technology.

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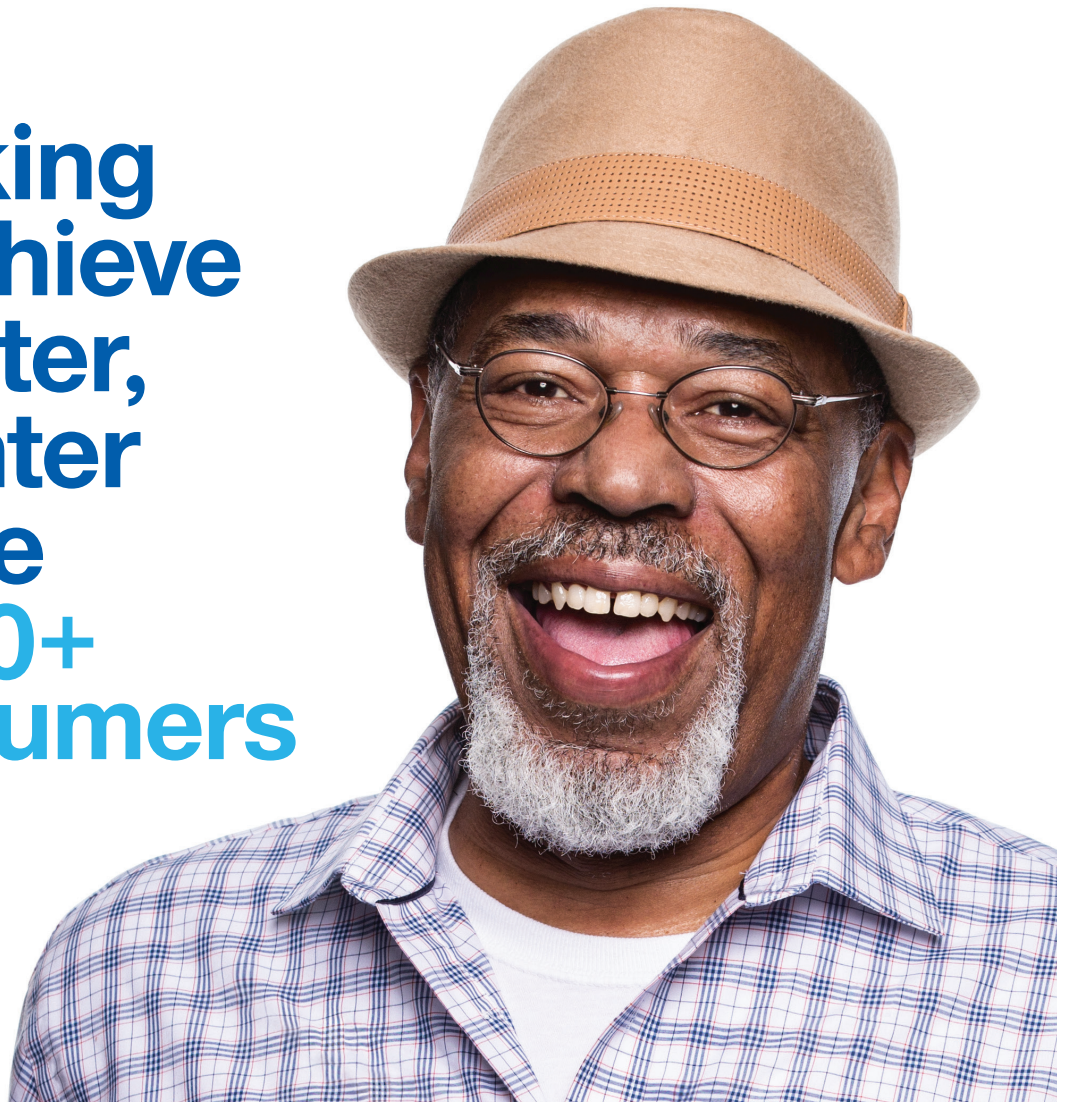
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