

# Research: Elder Tech

## Underlying Trends

### Overview

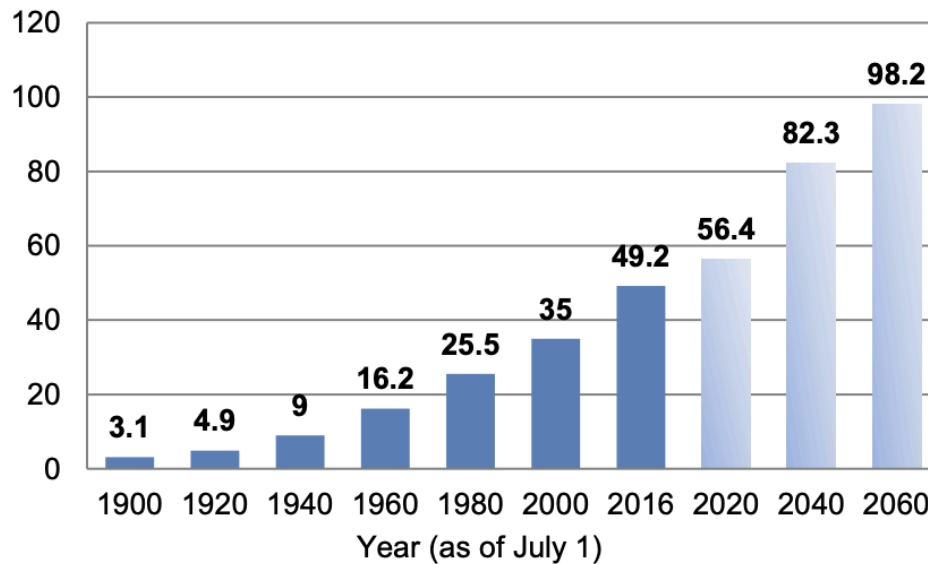
There is a growing number of boomers retiring every single day, both in the United States and across the world. As this growing population becomes more tech-literate, new products and services will emerge to support this group. The products that will survive will target specific pain-points that elders are facing across areas including financial services, digital wills, and increased loneliness, but also support the growing population who are preparing for retirement. Most of the solutions will rely heavily on technology.

*“Products by millennials, for boomers. Growing population who have the dollars to spend, who are now tech-literate enough.”*

### Trend 1: Growing Number of Boomers

- In 2018, there is an [estimated 635M elders](#) above the age of 65.
  - There is a large swath of baby boomers retiring ([~10000 per day in the US](#))
  - From 2010 where just [13% of Americans were 65+, we'll be at 18% by 2030](#). That's only a decade away.
  - According to the [US Department of Health and Human Services](#), the population aged 65+ increased from 37.2M (2006) to 49.2M (2016) and is projected to be 98M by 2060.
    - [2.1B globally by 2060](#)
  - This also means that more people will be passing away. (See healthcare, wills, funerals section)

**Figure 1: Number of Persons Age 65 and Over, 1900 to 2060 (numbers in millions)**



#### **Trend 2: Market Size**

- By the end of the next decade, the [50+ market is expected to spend \\$84B on tech products](#).
- However, [startups targeting the 65+ market are only receiving 0.7% of VC money](#).

#### **Trend 3: Tech Literacy**

- People aged 50-64 are just as likely as the average American to use smartphones.
- [59% of American's 65+ use the internet](#) (and this is increasing daily). 77% use a cell phone. Unsurprisingly, the highest adoption is from the youngest cohort (65-69). Among wealthy seniors, adoption is even higher (90% go online).
  - Restrictions include physical challenges, skeptical attitudes toward technology, and difficulty picking up the learning curve.

#### **Trend 4: Spending Power**

- Retirees will fall into multiple categories:
  - The disparity of those [“retiring poor” and “retiring rich” has increased](#).
  - Others have saved up very little in preparation for retirement. According to the IRI, [45% of boomers have no retirement savings](#). Of the 55% who have saved something, 28% have less than \$100k.
  - Around half will be living off of social security benefits completely. 90% of retirees receive SSI, versus 69% in 1962.
  - Many boomers lack savings due to the stock market crash of '08.

## Key Incumbents

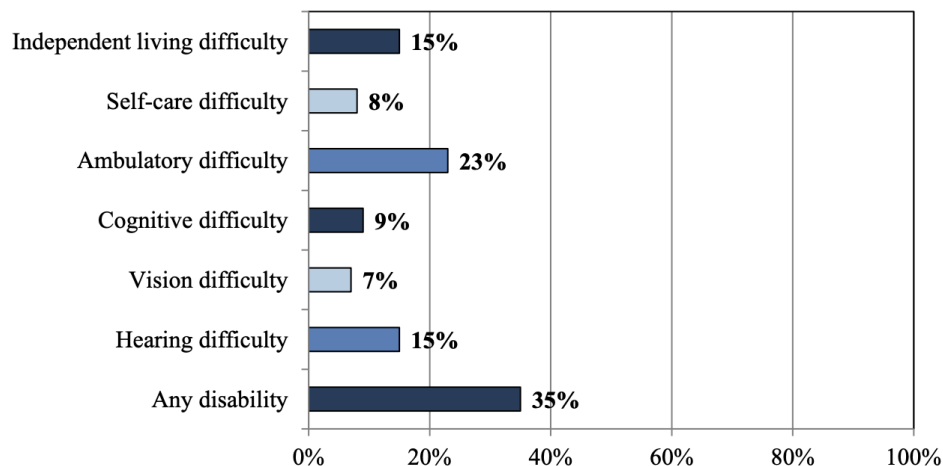
- Traditional caregiving businesses
- Traditional healthcare and legal options

## Painpoints

### Current Elders Needs

- Painpoint 1: Mental Health
  - Keeping cognitive function high
  - Access to community and entertainment (Ex: [video game project helping wheelchair users](#))
  - Combating loneliness
    - [Loneliness puts them at a higher risk](#) of cognitive decline, depression, stroke, and multiple other problems; even the symptoms of the common cold are more severe when someone is lonely
- Painpoint 2: Accessibility
  - Driving or getting places (ex: [Calling ubers](#))
  - Easy and dependable access to caregivers
  - Access to potential periodic work
- Painpoint 3: Physical Health
  - Monitoring health signals and incidents like falls
  - Optimal medical care
  - Support for physical disabilities

**Figure 9: Percentage of Persons age 65 and Over with a Disability, 2016**



- Painpoint 4: Finances
  - Ensuring optimal healthcare, pension, etc. plans

- Ensuring healthy finances
- Painpoint 5: Legal
  - “End of Life Planning”: Funeral or other legal support (ex: writing a will, selling an estate, etc.)

## Future Elders Needs

- Financial preparation for retirement
- Access to potential periodic work

## Opportunities

- CrunchBase lists [357 companies](#) under Elder Care, [131 companies](#) under Elderly. [157 companies](#) under Funerals, and [163 companies](#) under retirement.

## Fintech For Seniors

### Financial Services



### Fraud Prevention



### Shared Finances



### Reverse Mortgage



### Home Sharing



### Health Insurance



### Estate Planning



### General Planning & Info



## Initialized Capital

It might be worth profiling [Initialized Capital](#) specifically as they're a VC firm that specifically [targets the ElderTech space](#), with Alexis Ohanian (cofounder of Reddit) specifically trying to get [#ElderTech](#) to "be a thing". They have a portfolio of over [\\$500M invested](#) in total. Here are some of their ElderTech investments:

- [True Link \(Raised \\$15M\)](#)
  - [Financial services company that helps kids of the elderly](#) to flag suspicious behavior
- [Papa \(Raised \\$3.2M\)](#)
  - ["Grandkids on demand"](#); "companionship on demand"
- Connects college students (who have a background check performed) with elders over 60. Seniors pay \$20/hour for tasks like grocery shopping and medical appointments.
  - They recognized gap in the market for those who didn't need a full-time caregiver, but needed help from a trustworthy person
  - [Raised \\$2.4M with Initialized Capital](#)
  - [Recent graduate of YC](#)
- [Voyage \(Raised \\$20.2M\)](#)
  - Autonomous vehicles company
  - [Testing its vehicles in a retirement community of 125k people](#)
  - Retirement communities are ideal for AVS because:
    - Easier to navigate
    - Lower speeds
    - Strong mobility demand
- [Roman, rebranded to Ro \(\\$176.1M funding\)](#). Now parent company to:
  - [Roman](#): Digital health clinic for men to get can access licensed physicians, personalized treatment, and ongoing care from the privacy of home
  - [HelloRory](#): Accessible and personalized women's healthcare all from the comfort of your home
  - [Quit with Zero](#): Treatment plans to quit smoking

## Caregiving

It's no surprise that elders require caregivers as they age. Since there is a decreasing ratio of young people: the older population, in addition to a [shortage of health workers](#), there has been an increasing disparity in the availability of caregiving. However, new models are emerging that disrupt the need for full-time caregivers, in addition to new marketplaces which help connect the patient and the caregiver.

1. ["Twenty-five percent of millennials and 50% of Generation X members are caregivers for older family members"](#)
2. [Care \(\\$156.9M\)](#): Online web portal for finding suitable caregiver services
3. [Honor \(Raised \\$115M\)](#): Caregiving network providing custom homecare
4. [Renew \(Raised \\$3M\)](#): Modern technology-based prescription management platform

- “The idea for Renew came from his own parents’ frustration with planning for retirement. The task is often bogged down in bureaucratic, antiquated systems, and Nazemi knew an answer to the convolution was building an intuitive software platform to help the aging users navigate this space”
- 5. [Homage](#) ([Raised \\$4.2M](#))
  - “Combines technology and the best care professionals to enable seniors to age at home with dignity”
- 6. [HomeTeam health](#) ([Raised \\$10M](#))
- 7. [Umbrella](#) ([Raised \\$5M](#))
  - Task management platform intended to connect senior citizens with workers
- 8. [SilverNest](#) ([Raised \\$6.5M](#))
  - Room-matching service that pairs aging homeowners with roommates and tools for long-term home sharing

## Technology-Enabled Monitoring Systems

There are a number of things that need increased attention for seniors, including monitoring for vitals, preventing falls, or simply an additional household companion to combat isolation ([29% of the elderly live alone](#)). When designing products for the future, we need to make sure that people are producing products that [seniors will actually engage with](#) and deeply consider their user experiences. [Voice technology is promising](#) for this very reason, particularly for those who struggle with touch/graphical interfaces.

### Voice Assistants/Remote Care Assistants

9. [Ask My Buddy](#): Amazon voice-enabled assistance
10. [Life Pod](#): Proactive caregiving device
11. [Totemic Labs](#) ([Raised \\$5.3M](#), YCombinator): Virtual caregiver; predicts accidents based on behavioral patterns
12. [Marvee](#): Elderly voice companion partnering with FrontPorch (retirement living communities in California)
13. [Nectarine Health](#) ([Raised \\$12.6M](#)): Artificial intelligence remote care solution
14. [Abeye](#): Eyeglasses for seniors
15. [Luna Lights](#) ([Raised \\$657k](#)): An automated lighting system that utilizes behavioral analysis to help older adults stay safer at night
16. [Samsung Bot Care revealed at CES 2019](#): watches you sleep and monitors
  - [10 other technologies at CES 2019](#) focused on Elder Tech
17. [D-Free](#) ([Raised \\$1B ¥](#))
  - A Japanese toilet device which predicts and tracks bladder movement.

## Healthcare

As elders age, they need access to optimal healthcare solutions. In order to achieve this, new business models have developed online, like service-based pill delivery or platforms which help to compare healthcare options.

18. [Pill Pack](#): Amazon's "better, simpler" pharmacy
19. [Trusty.care](#) ([Raised \\$800k](#)): Benefits management tool for retired boomers
  - "No American should go through bankruptcy because of healthcare costs"
20. [Devoted Health](#) ([Raised \\$362M](#)): a new healthcare company serving seniors, helping them navigate the healthcare system with personal guides, by utilizing world-class technology to enable a simplified experience
21. [Age Well Network](#) - "unites more than 250 researchers and over 400 partners, focuses on the creation of technologies and services that support healthy aging", funded by the Canadian government
22. Thomas Hadjistavropoulos, director of the Centre on Aging and Health at the University of Regina, said [he believes the solutions to diseases of old age, such as dementia, are more likely to come from engineering and technology development than from the health sciences](#).
  - *"Right now I don't believe we're anywhere close to finding a cure for dementia and Alzheimer's disease but we have technologies that can help people extend the years of their life that are good quality years"*
23. Researchers are looking for ways to detect Parkinson's or heart disease from vocal patterns. He believes new technology can also help caregivers know when their patients are in pain through the analysis of facial expressions.

## Financial Services

Companies are developing financial solutions to the elderly by providing retirement planning services or by providing solutions to monitor exploitative transactions.

24. [Pefin](#): World's first AI financial advisor
25. [Eversafe](#) ([Raised \\$1.8M](#)): Monitors clients' credit card and banking transactions, utilizing machine learning, for signs of exploitation or bad habit

## Preparing for Retirement

These companies are providing new options to boomers who are looking to embrace retirement.

26. [BluePrint Income](#) ([Raised \\$2.8M](#)): A pension-like product for the modern world – a simple, pre-determined retirement paycheck backed by insurers
27. [Mason Finance](#) ([Acquired](#)): Enabling people to receive life settlements for their life insurance policies
28. [United Income](#) ([Raised \\$15.9M](#)): Offers individuals retirement planning solutions and advisory services

29. [Kindur \(\\$11.3M\)](#): Smart retirement planning; “a new-kind of financial company that helps baby boomers embrace modern retirement”
30. [Profile Pensions \(Raised £12.2M\)](#):
  - Online pension advisors

## Legal Services (Including Wills and Funerals)

### Wills/Estate Planning/End of Life Planning:

Many companies are taking lengthy legal processes—like setting up wills and funeral financing — online. These services are not only quicker, but in many cases much cheaper than their offline counterparts.

31. [Farewill \(Raised £8M\)](#)
  - “Protect your family in 30 minutes”
  - “Changing the way the world deals with death”
  - Digital will writing from 90 pounds, with over 2500 Trustpilot reviews at 9.6/10.
32. [Trust and Will \(Raised \\$2M\)](#)
  - “The most trusted name in online estate planning”
  - You’re only 10 minutes away from a customized, state-specific, and legally valid Estate Plan.”
33. [Willing \(Raised \\$7.1M\)](#)
  - “An online tool for your estate planning needs”
34. [Beyond \(£3M\)](#)
  - “Everything after life”
  - Write a will, find a funeral director, sell an estate, get funeral financing, arrange direct cremation, create an online obituary, etc
35. [Cake \(\\$1.6M\)](#)
  - End of life planning
36. [LifeSite \(Raised \\$5M\)](#)
  - Storing critical personal information related to family records and documents
37. [EverPlans \(Raised \\$15.6M\)](#)
  - A service that helps anyone gather, securely store and share all of the information, documentation and wishes that your family might need if something were to ever happen to you”
38. [Matic](#): Digital insurance agency that makes it easier to [buy home insurance](#)

### Funerals

According to Parting, the funeral industry is worth \$20B. Many companies are revolutionizing the process, whether it comes in the form of providing information-based resources or even live-streaming funerals.

39. [Funeral Guide \(Raised £3.1M\)](#)
  - Helps compare and find funeral directors



40. [Passare](#) ([Raised \\$6M](#))
  - Connects you with trusted End-of-Life experts and resources
41. [Everdays](#) ([Raised \\$17M](#))
  - free, simple app to notify important friends, family, and community when a loved one passes away.
42. [Parting](#) ([Raised \\$120k](#))
  - Software to transform the \$20B funeral industry
  - “The #1 Funeral Home Comparison Website for Price and Quality”
43. Funeral live-streaming
  - [20% of funeral homes in the US offer live-streaming](#)
  - [OneRoom](#)
    - “Bringing people together when it matters most.”
    - Giving people who are unable to attend to experience the event, but also for those who desire to rewatch the ceremony
44. [Eterneva](#) ([Raised \\$1.2M](#))
  - A company turning cremated ashes into diamonds

## Additional Opportunities

- Building communities (both in-person and digitally) connecting elders around the world
- Accessibility-focused products like [Breezie](#) ([Raised \\$7.6M](#)), help the less digitally-savvy get online. These products may have an even larger market
- Companion products like “digital pets” are taking off in certain markets, as elders look to combat loneliness
- Physical products like [adult diapers](#) ([Raised \\$2.5M](#) from Peter Thiel’s Founders Fund, FirstMark, among others)