

The AgeTech Digest

What You Need to Know About AgeTech Right Now

September 2024 Edition

Welcome to the September edition of *The AgeTech Digest*!

As we approach the final months of 2024, the AgeTech ecosystem is not just being shaped by direct innovations but also by broader trends in tech and aging. In this edition, we explore both the latest news and opportunities in AgeTech, as well as key macro trends like the rise of robotics and changing consumer attitudes toward AI that have a direct impact on the future of AgeTech.

Dive in for a comprehensive look at the forces driving change in this space and the opportunities they create for our industry.

The FDA Approves Apple AirPods as Hearing Aids

Big news in the world of hearing health! The FDA has officially approved Apple's AirPods as hearing aids, making this tech giant an even bigger player in senior care. [Read more.](#)

Startup Valuations Reach New Heights

After a long period of uncertainty, [startup valuations have quietly rebounded to all-time highs](#). Investors are optimistic, and it seems like the AgeTech space is benefiting from this trend. Recent funding rounds back this up, with [Vesta Healthcare raising \\$65M](#) and [Devoted Health securing \\$112M in a Series E to expand insurance markets](#)

The Robotic Revolution: A Game-Changer for AgeTech?

The future is here, and it's robotic. [China has announced its first full-sized humanoid robot with multi-modal mobility capabilities](#), while [Weave Robotics](#) is rolling out pre-orders for its butler robot. These developments are just the beginning of a broader trend. [McKinsey's](#)

[2024 Tech Trends report](#) highlights robotics as a key area of innovation, particularly as the aging population drives new sectors to adopt these technologies. The AgeTech industry stands to benefit greatly from this robotic revolution, which promises to reshape eldercare and beyond.

For more insights, check out [this piece from Senior Living Foresight](#) on why robotics matters for senior living.

Consumers Turn Away from AI Products

Despite the AI boom, a recent study found that many consumers are actively turned off by products that use the words "artificial intelligence" in their marketing materials. [Read more.](#)

Voice Assistants to Combat Loneliness

Researchers from UOC have been diving into how smart home devices like Alexa and Google Home might help reduce loneliness among older adults. [Learn more.](#)

Australia Commits \$900M to Aged Care

Australia's government just pledged \$900M to ensure older Australians can access safe, quality care, no matter where they live. [More details.](#)

Startup Opportunities

- [2025 NIA Start-Up Challenge and Accelerator](#) (apply through Dec 9)
- The [a2 Pilot Awards competition](#), open for applications Dec 2, 2024, to Jan 15, 2025

Reports Worth Reading

- [Better with Age: The Rising Importance of Older Workers](#) by Bain & Company
- [Digital Equity & Older Adults Playbook](#) by Aspen Digital
- [World Alzheimer Report 2024](#)
- [The State of AgeTech](#) by AARP

Events Worth Attending

- [HLTH Las Vegas](#) - October 20
- [Aging 2.0's Optimize in Louisville, KY](#) - October 24

ICYMI

Here are our latest posts from this summer on [TheGerontechnologist](#)



That's all for this month's *AgeTech Digest*. Keep innovating and pushing the boundaries of AgeTech.

Stay humble, stay curious,

Keren & *The AgeTech Digest* Team

Can you think of a colleague or a friend who might enjoy the *AgeTech Digest*? Click [this link](#) to forward it!



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