

The AgeTech Digest

Stay Humble, Stay Curious:
December's Top AgeTech Picks

AgeTech Unwrapped: What Mattered Most in 2024

As we wrap up 2024, it's the perfect time to pause and reflect on what truly mattered in our vibrant and ever-evolving AgeTech ecosystem. Whether you've been following along through [our newsletter](#), listening to [the AgeTech Podcast](#), or keeping tabs on the trends, it's been a year packed with breakthroughs, challenges, and opportunities. Let's dive into the highlights of AgeTech in 2024 - what happened, why it matters, and where we're headed.

 [Read the full article here](#)




December's Podcast Episodes

1. [Investing in the Future of AgeTech with Max Zamkow, founding partner at Third Act Ventures](#) - Max shares his journey from engineer to investor and dives into the innovations shaping aging - from AI-powered elder care to revolutionized death care. **Tune in on** [Apple Podcasts](#) | [Spotify](#) | [Youtube](#).
2. [Designing for Engagement with Dr. Michal Halperin Ben Zvi](#) - Discover how Simply Piano achieved a 75% conversion increase by embracing age-inclusive design. Dr. Halperin Ben Zvi breaks down the psychology behind engaging users over 50 and offers

practical, budget-friendly tips for startups. **Tune in on** [Apple Podcasts](#) | [Spotify](#) | [Youtube](#).

3. [Getting Your AgeTech Startup Noticed at CES with Steve Ewell, Executive Director of the CTA Foundation](#) - Learn how to get free exhibition opportunities, attract attention from 130,000+ attendees, and bridge the digital divide at the world's largest consumer electronics show. **Tune in on** [Spotify](#) | [Apple Podcasts](#) | [Youtube](#).
4. [Connecting AgeTech with Experts in Aging with Leanne Clark Shirley, President and CEO of the ASA](#) - Explore how ASA is fostering partnerships between tech innovators and nonprofits while unlocking opportunities for startups at the On Aging conference. **Tune in on** [Spotify](#) | [Apple Podcasts](#) | [Youtube](#).

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Age-Inclusive Product Creation Masterclass

**Special holiday \$100 discount - use code
HAPPYHOLIDAYS25 at checkout!**

CLICK TO LEARN MORE

Offer expires on December 31st at midnight

Discover. Design. Deliver: A Roadmap for Age-Friendly Product Creation

Online Masterclass by Dr. Michal Halperin Ben Zvi and Keren Etkin

 January 28, 2025 |  9:00 PST

 End of Year Sale Price: \$499 (Full Price: \$599).

Use code "HappyHolidays25" at checkout.

Offer expires December 31st at midnight.

Seats are limited, so grab yours now: [Reserve Your Spot](#)

Startup Opportunity

- **The a2 Pilot Awards** is accepting applications from innovators with solutions for healthcare and aging. It's a golden opportunity to gain traction with impactful support. open for applications Dec 2, 2024, to Jan 15, 2025. [More info here.](#)

Report Worth Reading

- [AARP's Tech Trends and the 50+ 2025 edition was released](#) - this much anticipated report sheds light on trends and opportunities for AgeTech startups and anyone building consumer tech.

Wishing you a joyful New Year filled with health, happiness, and innovation. Here's to shaping the future of AgeTech together in 2025! 🥂

Until next time, stay humble, stay curious!

Keren & TheGerontechnologist 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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