

The AgeTech Digest

Stay Humble, Stay Curious:
February 2025 Top AgeTech Picks

February's AgeTech Digest: Conferences, Live Podcast, and Must-Read Reports

This month's newsletter is packed with fresh insights, opportunities, and must-attend events for AgeTech professionals.

We're sharing:

 Our list of **top AgeTech conferences in 2025** to help you plan ahead.

 An **exclusive invite** to the live recording of the AgeTech podcast.

 **Four brand-new AgeTech Podcast episodes** featuring top experts.

Plus, in our **Insights & Opportunities** section, we're highlighting 2 reports worth reading and a \$35K pitch competition are open for registration!



LIVE PODCAST RECORDING:
MARKETING AGETECH TO
OLDER ADULTS

GUEST: JEFF WEISS **HOST: KEREN ETKIN**
AGE OF MAJORITY THEGERONTECHNOLOGIST.COM

Got Questions About Marketing to Older Adults? Join Our Live Podcast Recording!

Struggling to reach the 55+ market? Join the first-ever live recording of **The AgeTech Podcast** - an interview with **Jeff Weiss**, President & CEO of Age of Majority, a leading expert in marketing to older consumers.

💡 **Interactive Q&A:** Submit your questions via chat - **no one will see or hear you**, but your questions will help shape the discussion.

📅 March 25, 2025

🕒 1 PM PDT | 4 PM EDT | 9 PM CET | 8 AM (March 26) Sydney

📍 Virtual Event - Join from anywhere!

[Sign Up Now](#)

The Ultimate AgeTech Conference Guide for 2025

If you're in the AgeTech ecosystem, your calendar is probably filling up fast - with a serious case of **FOMO** about the events you will miss.

To help you plan your year (but definitely not cure your FOMO), we've compiled the **most comprehensive AgeTech event list we've ever put together**.

This guide spans **four continents** and covers everything from **aging and elder care innovation to healthcare and policy discussions**, highlighting the **must-attend events of 2025**. (CES & ViVE aren't included, since they've already happened!)

Want to make the most of 2025? [Check out the full list here!](#)

Check out the List




February's Podcast Episodes


- 1. Why Do Startups Fail? Industry Veteran Jon Warner's Insights and Predictions** – Jon Warner breaks down why so many AgeTech startups struggle to scale and what founders need to know to succeed.
 Tune in [on our website](#) or on [YouTube](#), [Spotify](#), [Apple Podcasts](#).
- 2. Inside the AgeTech Collaborative: How AARP is Fueling Innovation** – Sasha Spellman and Aurelie Cornett discuss how the AgeTech Collaborative is supporting startups, CES 2025 highlights, and ways non-startups can get involved.
 Tune in [on our website](#) or on [YouTube](#), [Spotify](#), [Apple Podcasts](#).
- 3. AI, Innovation, and Care: Transforming Senior Living with Tech** – Michael Skaff, CIO of Sequoia Living, shares how technology is tackling labor shortages, improving care coordination, and enhancing accessibility.
 Tune in [on our website](#) or on [YouTube](#), [Spotify](#), [Apple Podcasts](#).
- 4. The ROI of Tech Support: How Abbie Richie is Revolutionizing Digital Literacy** – Abbie Richie explains how professional tech support boosts senior living staff productivity and helps older adults embrace digital tools.
 Tune in [on our website](#) or on [YouTube](#), [Spotify](#), [Apple Podcasts](#).




Insights & Opportunities

We've rounded up this month's best resources and an exciting chance to level up:

 **McKinsey Global Institutes's New Report** exposes how dependency and depopulation are reshaping economies globally, signaling a critical need for innovative AgeTech solutions in various domains. [Read the report](#)

 **Research by Springbank & Cake VC** provides insight into decision making processes for caregivers and older adults, highlighting key takeaways for marketers in AgeTech. [Explore the findings](#)

 Attention all PA AgeTech Startups! Ben Franklin tech partners are looking for creative, innovative thinkers and entrepreneurs to share their big ideas in the AgeTech space to improve the lives of seniors. Enter this pitch competition for a chance to win \$35,000. [Click here to learn more.](#)

Ready to deepen your AgeTech knowledge? [Join our AgeTech Academy Membership!](#)

Thanks for tuning in, and for being a part of [The AgeTech Revolution.](#)

Until next time, stay humble, stay curious!

Keren & *The AgeTech Digest* Team



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