

The AgeTech Digest

Stay Humble, Stay Curious:
Top AgeTech Picks from May 2025

Your monthly dose of macro trends, AgeTech startup news & bold ideas.

From Medicare bills backing AI to influencer marketing for the 55+ crowd, this month's mix is all about *scale* - whether that's Series A capital, social reach, or a new innovation studio.

Plus, we've got fresh videos for startups, podcast episodes with elder-care innovators and AgeTech investors, and yes, a retired engineer building DIY tech for aging-in-place!

Let's jump in. 📌



On the Podcast

Fresh insights from the frontlines of AgeTech

1. **Lyne Landry from AgeTech Capital** – About their \$100M AgeTech fund and what investors are looking for in today's AgeTech startups.
🎧 Tune in [on our website](#) or on [Youtube](#), [Spotify](#), [Apple Podcasts](#)
2. **Frank Engelman from Frank's Tech Corner** – A retired Intel engineer builds DIY tech to help older adults age at home.
🎧 Tune in [on our website](#) or on [Youtube](#), [Spotify](#), [Apple Podcasts](#)
3. **Mike Hughes & Linda Dailey from United Church Homes** – How they're embedding innovation into senior living through their Entrepreneur-in-

Residence program.


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4. **Dr. Brittne Kakulla from AARP** – Behind the scenes of “Tech Trends and the 50+” - one of the most important annual reports for the AgeTech industry, and what brands get wrong about this audience.

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For AgeTech Startup Founders

Quick, actionable videos to help you build smarter

 **How to Run a Competitive Market Analysis** - Step-by-step guide tailored for AgeTech startups (6 minutes watch time). [Watch now →](#)

 **One Thing Successful AgeTech Founders Always Do** - A simple mindset shift that can change your trajectory (watch time < 4 minutes). [Watch now →](#)



Insights & Opportunities

 **New Report - Influencer Marketing for the 55+**

Published by Age of Majority, this insightful report sheds a light on the social media habits of older adults, with a focus on influencer marketing for the 55+ demographic. [Read the report](#)

 **In the News**

- AGE-WELL has launched an innovation studio designed to allow startups to showcase their tech and tech adopters to experience it first-hand. [Read more here.](#)
- [Blooming Health closes \\$26 Million Series A 🍾.](#)
- A new bill suggests that Medicare should cover AI-based medical devices - this bipartisan bill is called the Health Tech Investment Act and would reimburse physicians for using artificial intelligence-based medical devices. [Read more.](#)

Startup Opportunities

- **Maude's Ventures Grant** - Is accepting applications from innovative solutions that improve the lives of those living with dementia - applications close on July 7th. [Apply here](#)



Event Worth Attending

What's Next Longevity Venture Summit - June 10-11, Berkeley, CA

The legendary AgeTech event is back. A who's-who of the longevity economy, focused on funding, scaling, and strategic partnerships.

💛 **Subscriber perk:** Use code **FOM25** to get a discount on your ticket!

[Check it out →](#)

Ready to deepen your AgeTech knowledge? [Join the 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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