

[Test] 3 Quick Wins Every AgeTech Founder Should Know

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The AgeTech Digest

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

Hi << Test First Name >>

This edition of the AgeTech Digest is packed with insights to help you build smarter in AgeTech - from a founder story about a ring that gives users “superpowers” to free resources for startup validation. Let’s start with 3 quick wins you can implement right away 📌

3 Quick Wins + 2 Downloadable Cheat Sheets to Help You Validate Smarter

Validation is where most AgeTech startups lose time, money, and credibility.

These ≤3-minute videos show you how to skip the guesswork, stop chasing false signals, and find people who’ll actually pay - before you write a single line of code. And if you’ve already launched and things aren’t clicking, this is how you course-correct *before* burning more time and cash.

If you can’t get this right, nothing else matters.

3 Signs Your AgeTech Startup Needs Better Validation

- Why “this could be great for someone I know” is a red flag
- How to tell if providers see the problem you’re solving as a priority
- Why user pain ≠ buyer pain



How to Run User Interviews

- Screen by pain, not just by age
- Listen more than you talk (don’t pitch)
- Ask open-ended, unbiased questions
- 📎 **Free Resource:** [User Interview Questions Starter Pack](#)



How to Run Customer Discovery in AgeTech

- Come prepared: know the jargon, the KPIs, and any other important context
- Target budget owners, decision makers and other stakeholders
- How to frame your outreach without pitching
- 📄 **Free Resource:** [Customer Discovery Cheat Sheet](#)



Watch the Full Mini-Series

🚀 From Quick Wins to Strategic Clarity

Every founder feels the pressure to move fast, raise funding, and get their product out the door. It's tempting to skip research because it feels slow or unglamorous - but the truth is, skipping this phase is the fastest way to build something no one wants.

The resources above are a great starting point. But to move beyond guesswork, you need a repeatable system that turns anecdotes into evidence.

That's why we created the **AgeTech Startup Blueprint Workshop**: this is your chance to map your assumptions and set a clear roadmap for doing the work that will give you the clarity you need. You'll leave with a framework you can use again and again as your product evolves.

I've been in the trenches myself - as a gerontologist co-founding one successful AgeTech startup and serving as the first employee at another. Since then, I've helped founders sidestep the pitfalls of building on assumptions and move faster toward traction.

In this hands-on workshop, I'll share the exact system I've used to figure out:

- What to build
- Who exactly you're building it for
- How to validate willingness to pay

And while funding can never be guaranteed, here's the truth: investors pay attention when you can clearly show who your buyer is, what they care about, and why they'll pay. This workshop helps you build that evidence.

🕒 **Early bird pricing ends October 10.**

👉 [Apply now](#)





Podcast Spotlight - The Ring That Gives People Superpowers

Have you ever had one of those moments where a small frustration sparks a big idea? That's exactly how **Lotus** was born.

Dhaval Patel went from being an Apple engineer to creating a smart ring that helps people control their environment with a simple gesture - and users describe it as giving them *superpowers*.

In this episode, we talk about:

- How a late-night struggle with light switches inspired the idea for Lotus.
- The product design choices that make the ring intuitive for older adults and people with limited mobility.
- Why human-centered design and deep user listening shaped every step of development.

This one's about more than hardware - it's about the mindset shift that happens when you stop building features and start solving real human problems.

 Tune in on [our website](#) or on [Youtube](#), [Spotify](#), [Apple Podcasts](#).



ICYMI: What VCs Really Want from AgeTech Startups - with Tracy Chadwell from 1843 Capital.

In this episode on the podcast we covered:

- Why “patient-driven care” is reshaping go-to-market strategies
- Why targeting hospitals and senior living might be a dead end
- What she *actually* looks for in a founding team

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3 Reports and 1 Piece of Exciting News You Shouldn't Miss

OpenAI x AARP Partnership

Big news: Open AI and AARP have established a partnership with the purpose of helping older adults use AI confidently, safely, and securely.

As part of these new efforts, OpenAI and OATS collaborated on educational content designed to help older adults spot scams using ChatGPT.

 [Learn More](#)

CABHI Launches AgeTech Insights!

AgeTech Insights is a market intelligence series designed to help entrepreneurs, investors, innovators, ecosystem leaders, and policy makers navigate one of the world's fastest-growing and most investable sectors: AgeTech.

 [Check it out here.](#)

Caregiving in the US 2025

The 2025 edition of Caregiving in the US, released by AARP and the National Alliance for Caregiving, reveals a rapidly evolving caregiving landscape that now includes **63 million Americans**, a nearly 50% increase since 2015.

[Access the Report](#)

Standards-Based Innovation in AgeTech

The Canadian Standards Association, with support from AWE-WELL, published a report reviewing existing standards that apply to aging in place and mapped the gaps for what's still missing.

[Read the Report](#)

Want to go deeper?

Explore the AgeTech Academy to access courses, community, and curated insights, or get the book that started it all- *The AgeTech Revolution* - for yourself or a colleague.

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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