

The AgeTech Digest

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

Coming up September 16 - “Lessons from the Trenches” Webinar: Real Talk with AgeTech Founders

What does it *really* take to build an AgeTech startup?

We’re bringing together three founders who are in the trenches right now - launching, pivoting, and navigating everything this industry throws at them.

Join us on **Tuesday, September 16** for a no-fluff, no-PR webinar where they’ll share what’s worked, what flopped, and the advice they wish they had when starting out. If you’re building in this space (or thinking about it), you don’t want to miss this.

[👉 Sign up now](#)

TheGerontechnologist presents:
Lessons from the Trenches
Real talk with AgeTech founders on what it really takes to build in this space.

Co-Founder VivaValet: Jennifer Cain Birkmose
Founder ONSCREEN: Costin Tuculescu
Founder Unaliwear: Jean Anne Booth
Moderator: Keren Etkin

September 16 | 9am PST, 12pm EST, 6pm CEST | [Sign Up Now](#)

🎙️ What VCs Really Want from AgeTech Startups

Tracy Chadwell, Founding Partner at 1843 Capital, has been investing in AgeTech for nearly a decade - and she’s not here to sugarcoat anything. In this episode, we talk about:

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

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ICYMI: Recent Podcast Episodes

🇨🇦 Why AgeTech Matters More Than Ever in Canada

Dr. Alex Mihailidis from AGE-WELL talks ecosystem building, funding, and why Canada's leadership in AgeTech is no accident.

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👤 Purpose-Driven Work After Retirement

Neeraj Sagar shares how WisdomCircle is helping older adults transition into flexible, fulfilling second careers.

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🤖 Is AI the Magic Bullet for Senior Living?

Steve Moran from Senior Living Foresight breaks down what AI *can* (and can't) fix in the world of senior care.

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

📊 Reports Worth Reading

🇨🇦 CABHI's AgeTech Insights Report

The Centre for Aging and Brain Health Innovation (CABHI) published their AgeTech Insights Report, capturing the lived experience of 1,947 Canadians aged 50+ across 10 provinces. 📄 [Read the full report](#)

🇺🇸 AARP's Caregiving in the U.S. 2025

AARP Released their much anticipated Caregiving in the U.S. report, providing insight into the lives of 63 million caregivers in America. 📄 [Read the full report](#)

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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