

The AgeTech Digest

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

📖 Tech That Cares: From Robot Pets to Financial Longevity

As the year winds down, innovation in aging is showing no signs of slowing. This month's lineup explores how **tech and empathy** are redefining both caregiving and the aging experience.

From a webinar to celebrate **family caregivers month** to a must-read founder guide and a **startup pitch competition** with applications closing today, there's plenty to explore.

Let's dive in 📌



🚀 Startup Founder Insight

In AgeTech, Users ≠ Buyers - Don't Confuse Them.

Success often depends on understanding two different realities - the user's daily experience and the buyer's priorities.

This article offers a clear framework to help you bridge that gap, validate both sides, and make better product decisions that lead to traction.

 [Read the full article](#) (free template for buyer and user discovery inside)

Read the full article

Final Workshop of 2025 - Seats Are Running Out!

The AgeTech Startup Blueprint Workshop (Application Only)

You have a great idea - maybe it came from watching a parent or grandparent struggle. You built an MVP, maybe even a second version. But you're still not getting traction, and you're wondering why.

Here's the truth: if you haven't laid the right foundations by talking to users AND buyers - you're still guessing.

This hands-on, application-only workshop is your chance to change that.

You'll learn how to uncover what users really need, what buyers will actually pay for, and how to use those insights to guide your product and your pitch.

You'll leave with:

- A structured discovery process you can use right away
- A clear roadmap to move from "gut feel" to evidence-based clarity
- The skills to communicate to your team what users and buyers actually care about

 **Seats are limited for this final 2025 cohort, and only about 30% of applicants are accepted.**

[Apply now to schedule your interview](#)

Apply Now

New AgeTech Podcast Episodes

- **From Hasbro to AgeTech: Ageless Innovation's Ted Fischer on Robotic Pets** - How playful design became a powerful tool for connection and care.
[!\[\]\(0551a83d441798e532995956b603f604_img.jpg\) Listen here](#)
 - **From Hedge Funds to Home Care: CareYaya's Neal K. Shah** - Redefining caregiving - and why caregivers should capture more of the value they create.
[!\[\]\(54ee180c0037b66a36ce2219a481afde_img.jpg\) Listen here](#)
 - **Why Longevity Planning Is the Future**- Dr. Ira Sobel explains how financial advisors can prepare for the 100-year life.
[!\[\]\(73ae654e8897db9b21f1bf9d9efc07ef_img.jpg\) Listen here](#)
 - **Where Older Adults Really Spend Time Online** - Jeff Weiss from Age of Majority debunks stereotypes with data on older adults' digital habits.
[!\[\]\(278ecf8622de254ce2917d264729f4b0_img.jpg\) Listen here](#)
 - **How to Launch Your AgeTech Startup in Japan**- Dominic Carter from Carter JMRN on entering Japan's rapidly aging market.
[!\[\]\(3b5d74d5eba68301b1a5c22417b6b52c_img.jpg\) Listen here](#)
-

TECH THAT CARES – PRACTICAL TECH SOLUTIONS TO SUPPORT FAMILY CAREGIVING

Sponsored by **The Oak**

Special Webinar for Family Caregivers Month - Tech that Cares

Caring for an aging loved one can be one of life's most meaningful - and most demanding - roles. In this special **Family Caregivers Month** webinar, Keren will share *practical tech solutions* that help families support aging loved ones - including some that may even be covered by **Medicare**.

You'll also learn Keren's **EASY Method** - a simple framework for figuring out which technologies are right for you and your family.

This session is perfect for **family caregivers** and **elder care professionals** who support families navigating the challenges of care.

 **November 25, 2025 | 12 PM EST**

Sign up to save your spot - and receive the recording after the session.

[Sign Up Here](#)

 **3 New Reports + 1 Startup Pitch
Competition with Applications
Closing TODAY**

- **Longevity Preparedness Index (MIT AgeLab x John Hancock)**

How prepared are Americans are for longer lives? The Longevity Preparedness Index offers a broader view - measuring how ready US adults are to thrive in older age across eight key areas: social connection, finance, daily activities, care, home, community, health, and life transitions.

 [Read the report](#)

- **2025: The State of AI in Healthcare (Menlo Ventures)**

The **\$4.9 trillion** industry, which represents **one-fifth** of the U.S. economy but accounts for only **12%** of software spend, is now deploying AI at more than twice the rate (**2.2x**) of the broader economy.

 [Explore the findings](#)

- **Overview of Carers in Europe**

Fresh insights into Europe's informal care landscape - needs, gaps, and opportunities for innovation.

 [Read the report](#)

- **CTA Foundation Innovation Challenge: Digital Health for All**

 *Applications close today (Nov 6)* - for innovators advancing accessibility, independence, or connection through digital health.

 [Apply now](#)

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



Was this email forwarded to you? Sign up [here](#).

[View email in browser](#)

[update your preferences](#) or [unsubscribe](#)