

AARP INNOVATE@50+ LIVEPITCH CONFERENCE CASE STUDY



The Innovation@50+ initiative aims to spark entrepreneurial activity across public and private sectors. The event enlists the expertise of visionary thinkers, entrepreneurs, the investment community, industry and not-for-profits to spur innovation to meet the needs and wants of people over 50.

CULTIVATING INNOVATION FOR 50+

- Washington DC, Miami Beach, Las Vegas, San Jose, Boston, New Orleans
- 500+ attendees
- 10+ sessions
- 50+ speakers
- 20 startups

AARP.org/innovation-50-plus



““This unique caregiving tech event brings to life the trends and opportunities identified in our recently issued Caregiving Innovation Frontiers (CIF) study. The findings were, honestly, astounding and we knew our Innovation@50+ event had to focus on the growing needs of caregivers, the people they care for and the business opportunity this market presents for entrepreneurs. The companies and speakers who are part of our event will help seniors and their caregivers in immeasurable ways.””

Jody Holtzman

Senior Vice President, Enterprise and Innovation, AARP

OPPORTUNITY

On the ground, the initiative catalyzes research and helps shape a marketplace ethos by promoting core, unifying principles such as "design for all." It stimulates new business models that reflect the broad transformation in how the 50-plus life is being re-imagined. Lastly, the initiative prepares 50-plus people to communicate with, access, engage and thrive in a new "longevity economy."

SPECIALIZED TRACKS

- Caregiving and Health Technology
- Financial Technology

FEATURES & BENEFITS

Startup Success

Of the first 45 finalists, 23 raised over \$145 million in venture investment, and another four companies exited through acquisition.

Unique Dual Pitch Format

To emphasize the importance of reaching the AARP audience, members of the 50+ community were invited to attend the event and give real time feedback to the presenting startups. The startups pitched not only to our panel of judges and investors but to the AARP members toin a dual pitch format.

Category Expansion

In previous years, the focus on startups was only within the healthcare industry. Adeo InterActive's involvement helped shepherd a new category to the event: financial technology.

Venture Investment:
\$145M