The AgeTech Market – an initial analysis of 1000 age tech innovations

AGETECH accelerator

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Tracking the development of the silver economy through data

- Which areas are maturing?
- Where is development focused now?
- Where are gaps and opportunities?

Which areas need:

- Consolidation
- Support
- Stimulation

Identifying 'best in class' products, services and technologies

Data collected by:

- Sector
- 31 thematic domains
- 18 target markets
- 5 dependency levels
- Product development stage
- Product description
- Date organisation established
- Organisation size
- HQ or business location
- Not for profit status
- Website address
- Contact details
- Investment history

What's included on the database

Product or services designed to help maintain health, lifestyle, self determination and freedom in later life or which offers a solution to challenges we see in our health and social care systems.
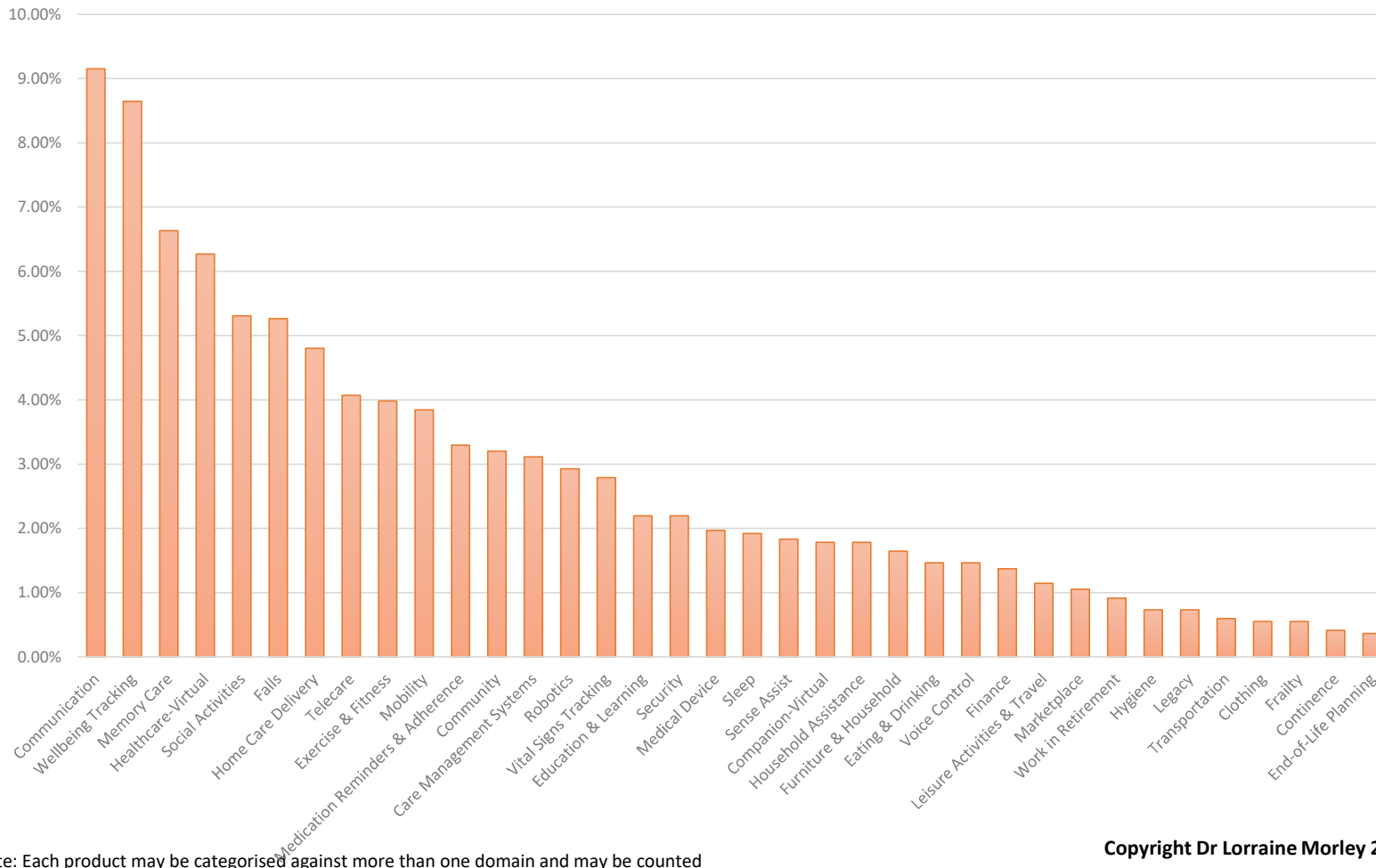
What's not included

Home adaptations products such as grab rails or ramps or assistive equipment such as hoists.

Products by base category

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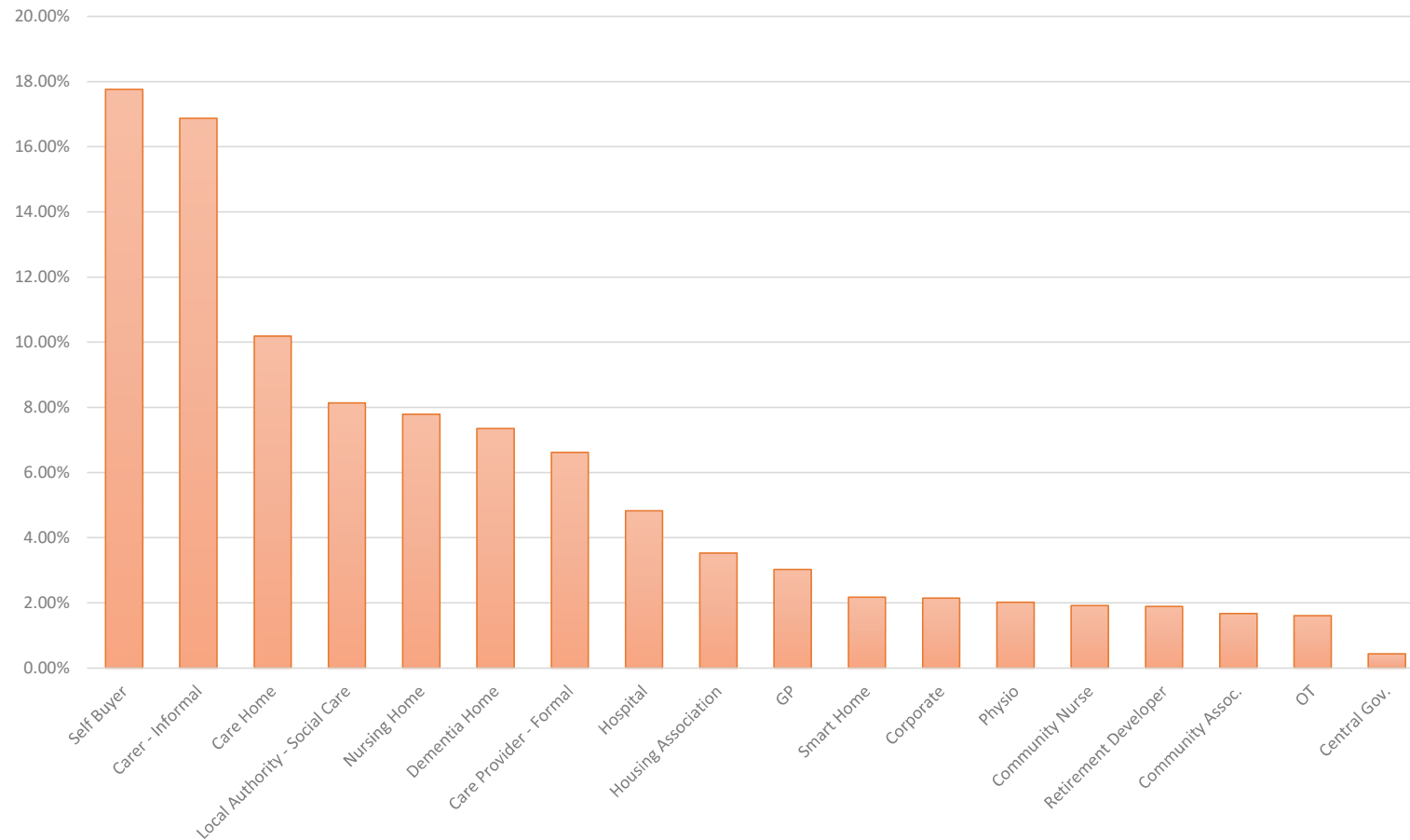Copyright Dr Lorraine Morley 2020
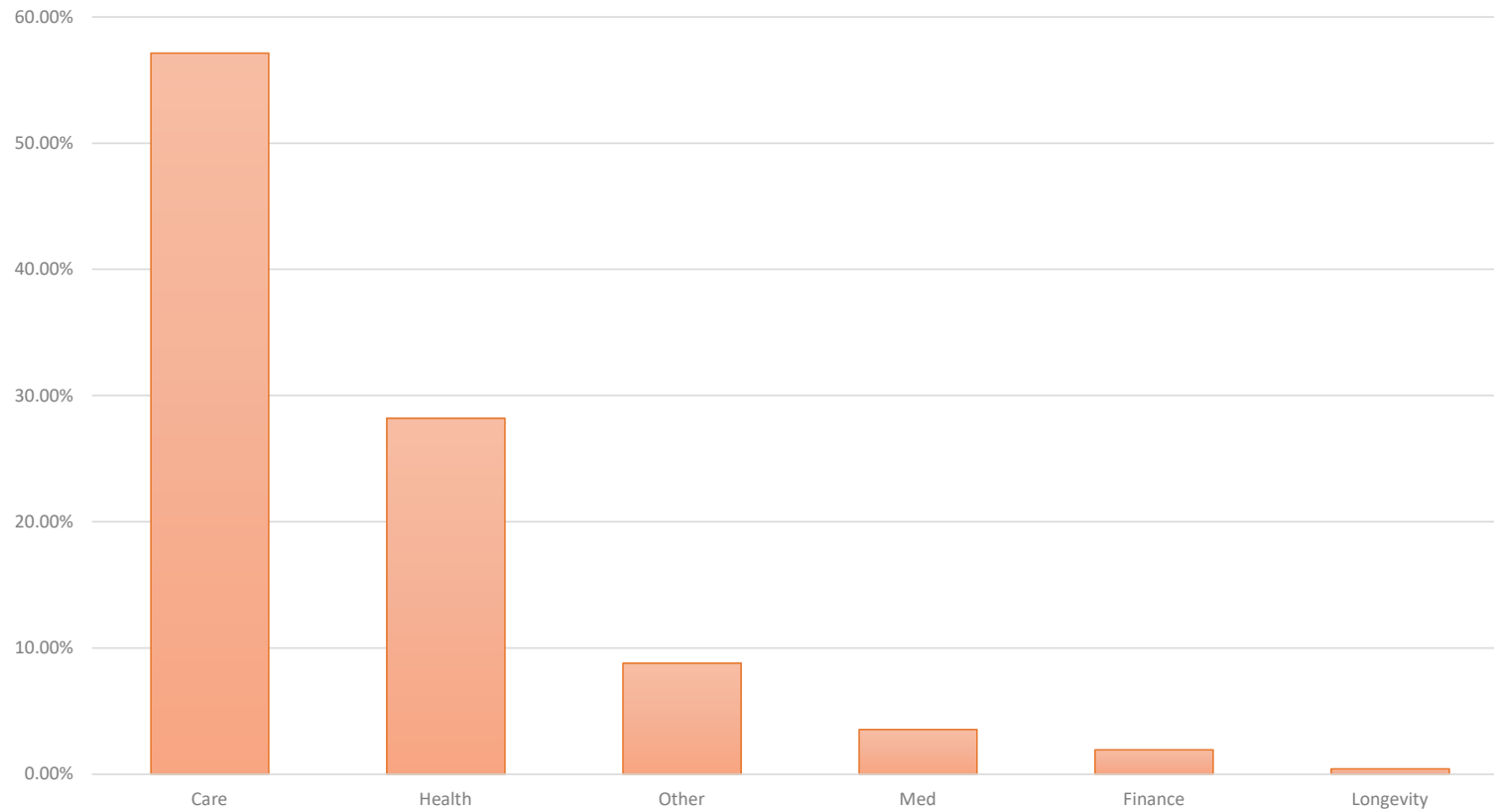
Products by support domain

Note: Each product may be categorised against more than one domain and may be counted more than once in this chart.

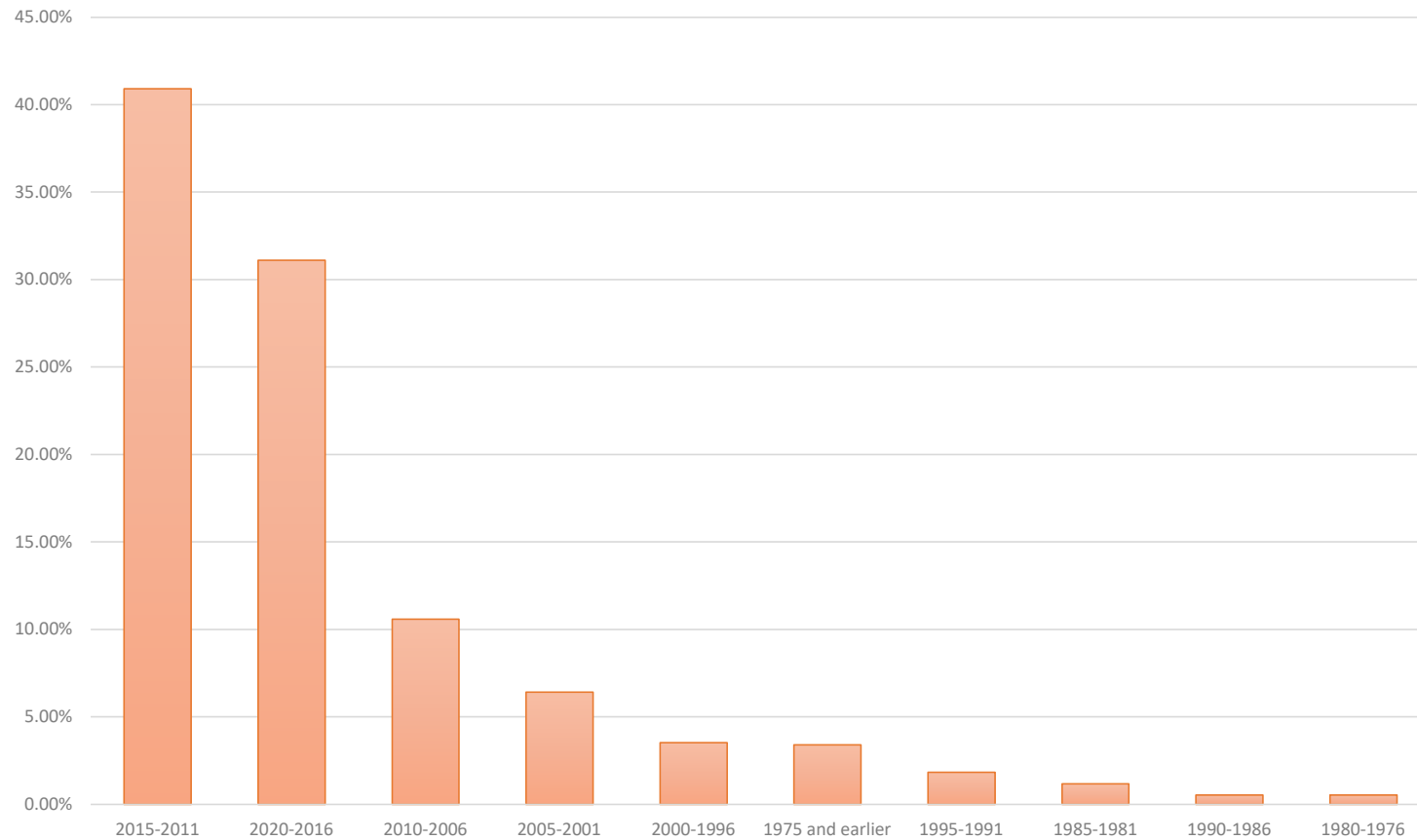**Copyright Dr Lorraine Morley 2020**

Products by target market

Note: Each product may be categorised against more than one target market and may be counted more than once in this chart.

Products by company foundation year — AGETECH accelerator. Bar chart showing percentage of products by company foundation year: 2015-2011 (~41%), 2020-2016 (~31%), 2010-2006 (~10.5%), 2005-2001 (~6.5%), 2000-1996 (~3.5%), 1975 and earlier (~3.4%), 1995-1991 (~1.8%), 1985-1981 (~1.2%), 1990-1986 (~0.5%), 1980-1976 (~0.5%).

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Products by size of organisation

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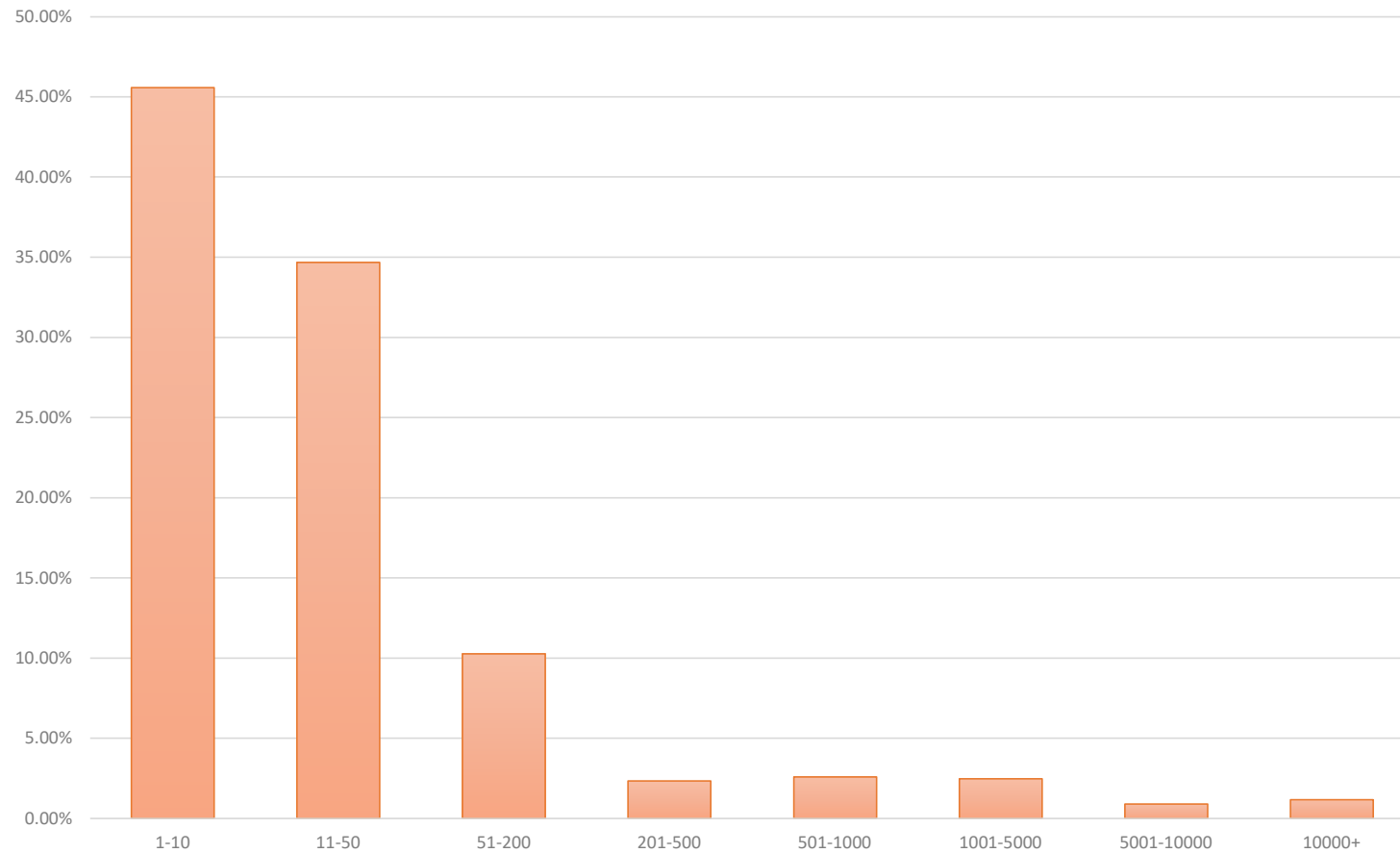
Products by company location

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HQ location & support domain – UK

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Legend: ROW, Canada, Israel, Europe, USA, UK

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HQ location & support domain – USA

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Legend:
- ROW (green)
- Canada (blue)
- Israel (yellow)
- Europe (grey)
- UK (blue)
- USA (orange)

Categories (x-axis): Legacy, Finance, End-of-Life Planning, Voice Control, Transportation, Companion-Virtual, Security, Hygiene, Communication, Household Assistance, Healthcare-Virtual, Leisure Activities & Travel, Education & Learning, Sense Assist, Medication Reminders & Adherence, Clothing, Vital Signs Tracking, Social Activities, Falls, Exercise & Fitness, Telecare, Wellbeing Tracking, Community, Sleep, Care Management Systems, Mobility, Memory Care, Medical Device, Work in Retirement, Robotics, Home Care Delivery, Continence, Eating & Drinking, Marketplace, Frailty, Furniture & Household

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Products by foundation year & support domain

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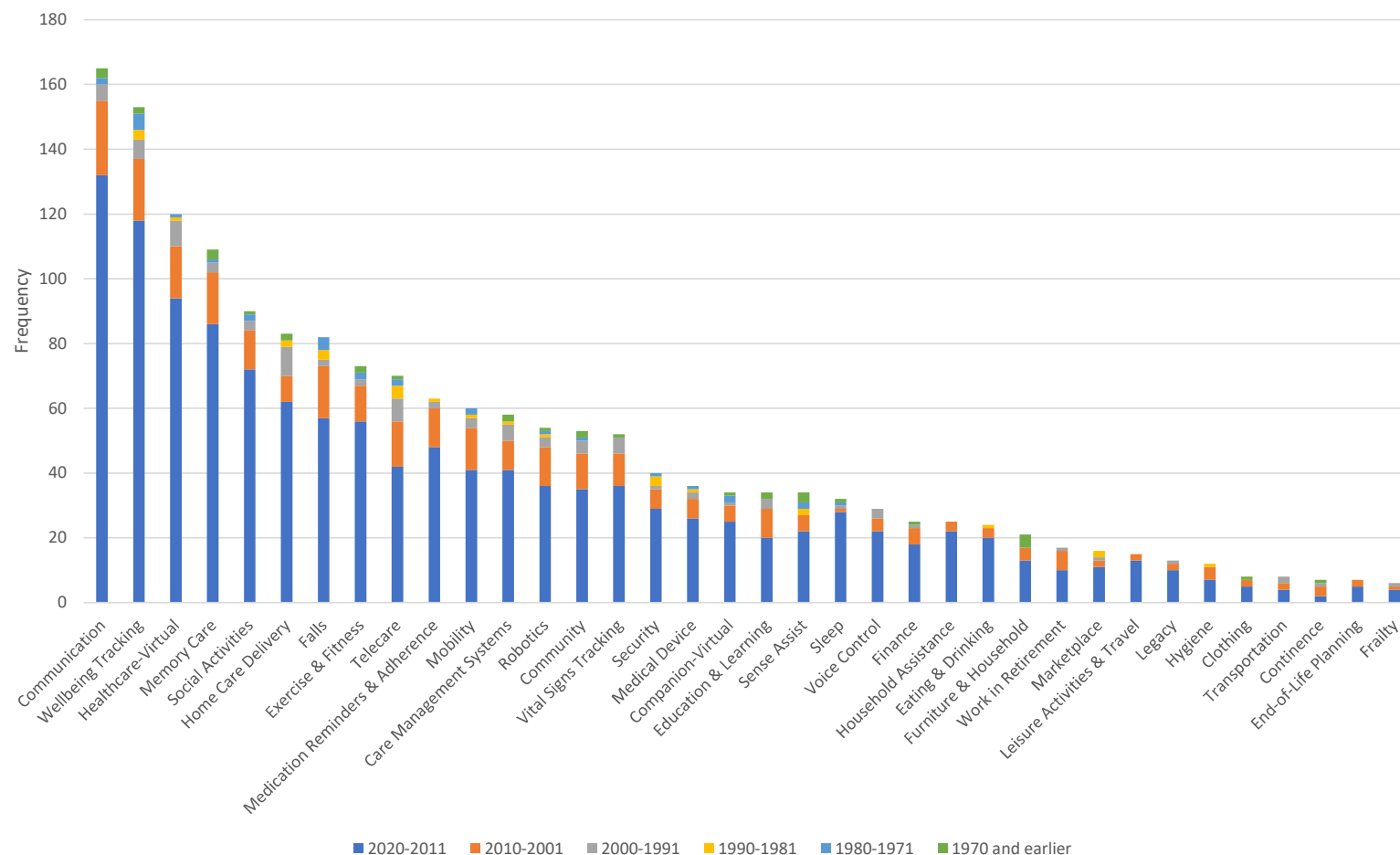
Note: Each product may be categorised against more than one domain and may therefore be counted more than once.
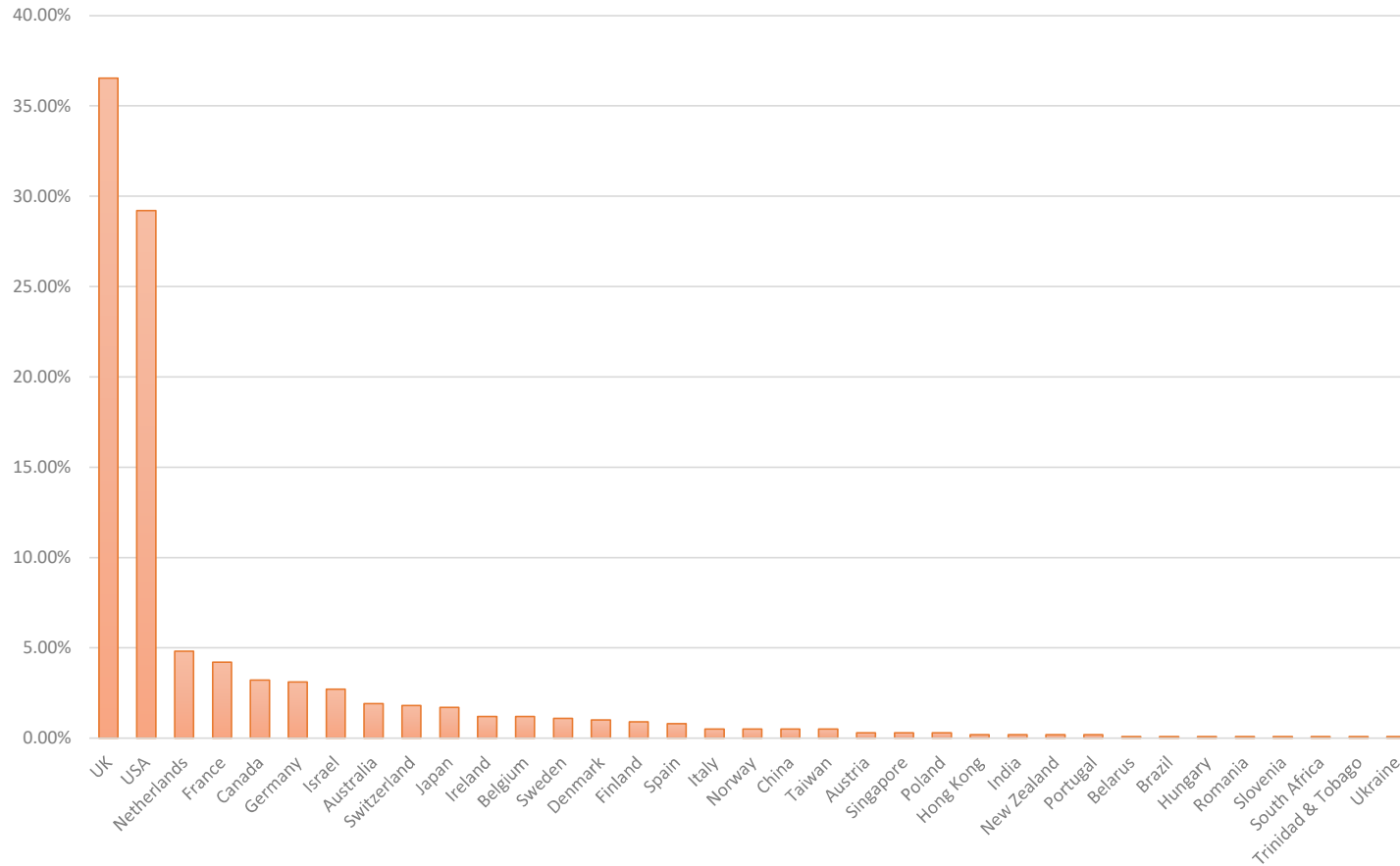
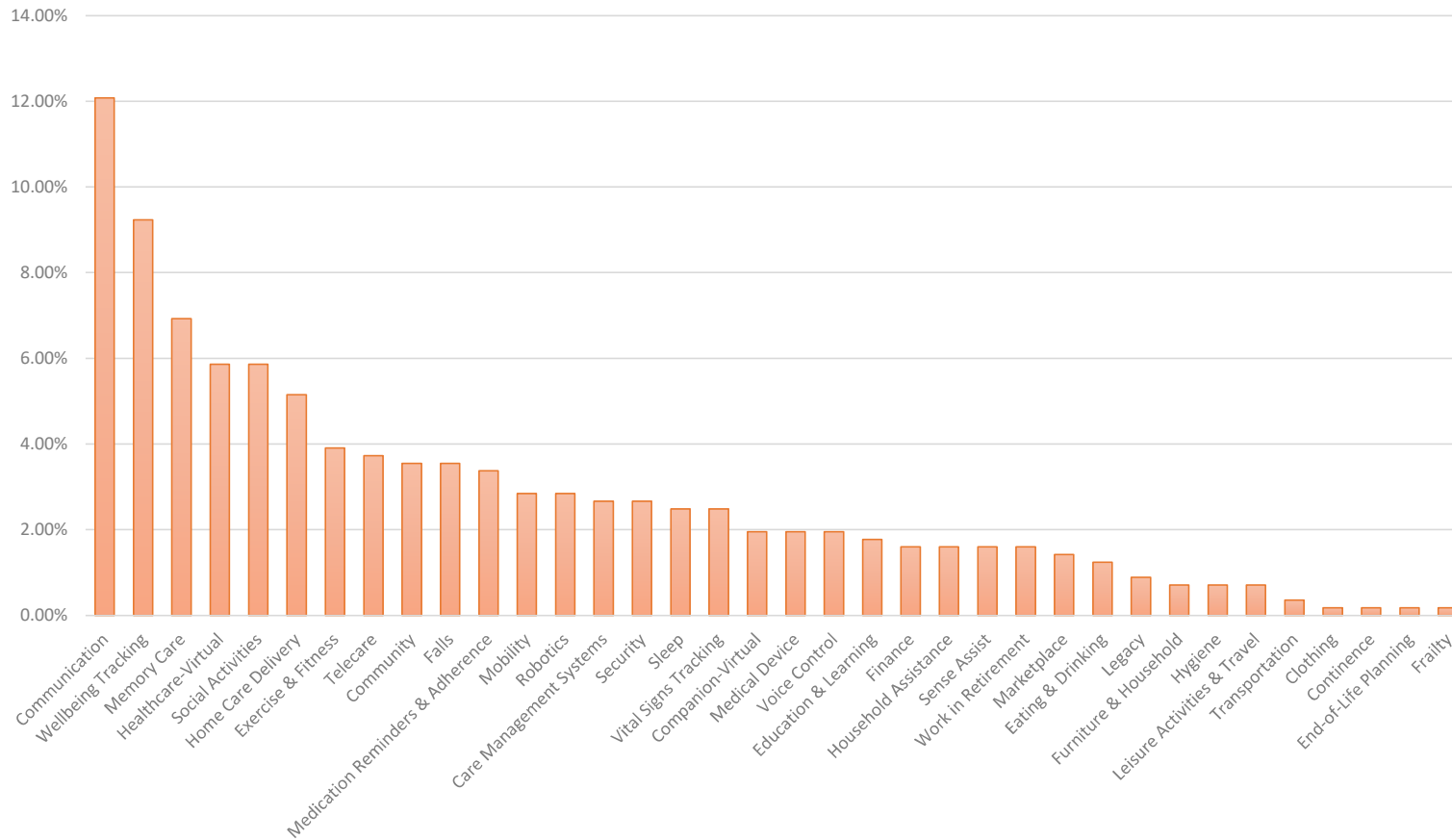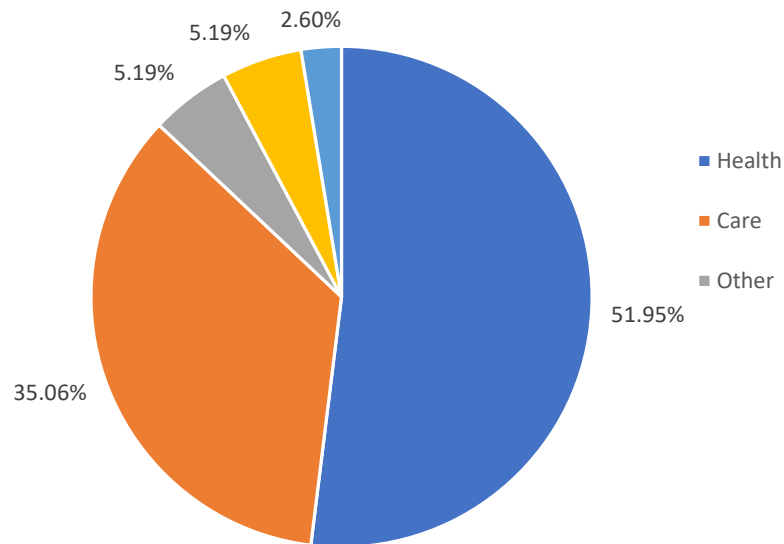**Copyright Dr Lorraine Morley 2020**
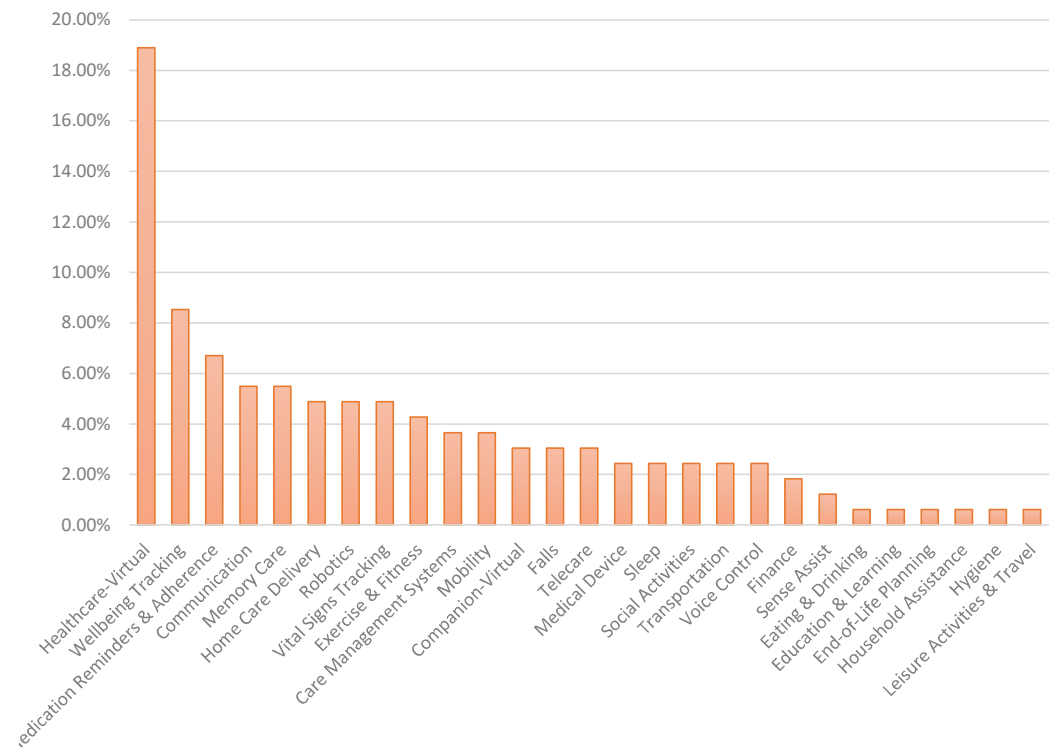
SE Database trends in companies formed 2016-2020

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Companies with investor funding in excess of £10m

SE Database companies with investor funding in excess of £10m by technology type

- Health: 51.95%
- Care: 35.06%
- Other: 5.19%
- 5.19%
- 2.60%

SE Database companies with investor funding in excess of £10m by support domain

Initial summary of the market

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Areas which are mature, lack traction or need consolidation	Where development is focusing now	Gaps in the market and future opportunities
• Social connection for friends, families and community • Memory Care apps and platforms • VR • Sensor systems for wellbeing monitoring • Care management platforms • Medication management	• Wellbeing tracking – trying to instil positive healthy ageing behaviours • Online healthcare access i.e. with GPs • Home healthcare kits • Smart wearables • Voice control conversion • Companion robots • Smart OS systems that allow different products to easily connect • Sanitation and disinfection	• Virtual home diagnostics • Sense assist – overcoming sight, hearing, taste loss • Enhanced food and drink • Mobility assistance • Transport • Robot assistants, wearable robots • Education – skills for new jobs and careers

Finally

Making Relational Care Work for Older People – Exploring innovation and best practice in everyday life by Jenny Kartupelis with guest chapter by Lorraine Morley on the role of technology in social and community care looking at forty different product examples.

Published by Routledge in Autumn 2020.

Link to publisher website with pre-order and discounted price of £23.99.

https://www.routledge.com/Making-Relational-Care-Work-for-Older-People-Exploring-Innovation-and-Best/Kartupelis/p/book/9780367408541