

Technology for Aging: What Can We Do Better? A Primer For Entrepreneurs



Entrepreneurs passionate about making a difference are recognizing the burgeoning opportunities of the growing aging population.

If you are an innovator who wants to take on some of the large or small challenges and opportunities in aging, the Aging2.0 San Francisco chapter invites you to join us for a gentle introduction to help you better understand the needs, abilities and desires of older adults and caregivers. This session is appropriate for entrepreneurs with products in development, as well as if you only have an inkling of an idea about a product you want to create.

Mary Hulme, Geriatric Care Manager, Founder of Moonstone Geriatrics, will show examples of products she has seen and tell "tales from the trenches" to help entrepreneurs understand what worked, what didn't work...and what we need. She will describe some of the challenges and opportunities she sees for entrepreneurs interested in helping families and their aging relatives. Her intent is to help you be more sensitive to the "real world" of families who may not be adept with technology -- and who may not even own a smartphone or computer!

To provide the entrepreneur's perspective, **Tyler Wozny, former Director of Product Management at Lively**, will talk about how Lively engaged older adults while designing their products, as well as the challenges they faced to give you an insider's experience of what it is like developing products for older clientele.

An interactive audience discussion will follow. Bring your questions and your experiences to share to help other entrepreneurs. Working together we can make people's lives better as we grow up!

[Register now HERE](#) **NOTE: PRE-REGISTRATION IS REQUIRED by 10/23.** This is a secure building. The name you register with **MUST** match your ID or you will not be allowed past the security desk to attend event.

Date/Time: WED, October 25, 2017, 5:30-8:30 PM

Location: Hanson Bridgett LLP, [425 Market Street, 26th Floor, San Francisco, 94105](#). Public transportation recommended.

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