



@AgeingFit #AgeingFit2020

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**AGETECH  
accelerator**



**AgeingFit**

Accelerating innovation for the senior care market

28<sup>th</sup> & 29<sup>th</sup>  
**JANUARY**  
2020



**NICE,  
France**

**4th edition**

# AgeTech Accelerator



Cross-border innovation  
accelerator for goods and services

Support the development of innovations in Silver Economy on  
a cross-border scale

A Specialist network of parties and organisations  
connecting the supply side of the silver  
economy with its innovative goods and services  
with the demand side



Support entrepreneurs in the  
Silver Economy



Validate the idea and test the  
product with our international  
network of users and buyers



Help to access markets in  
different countries



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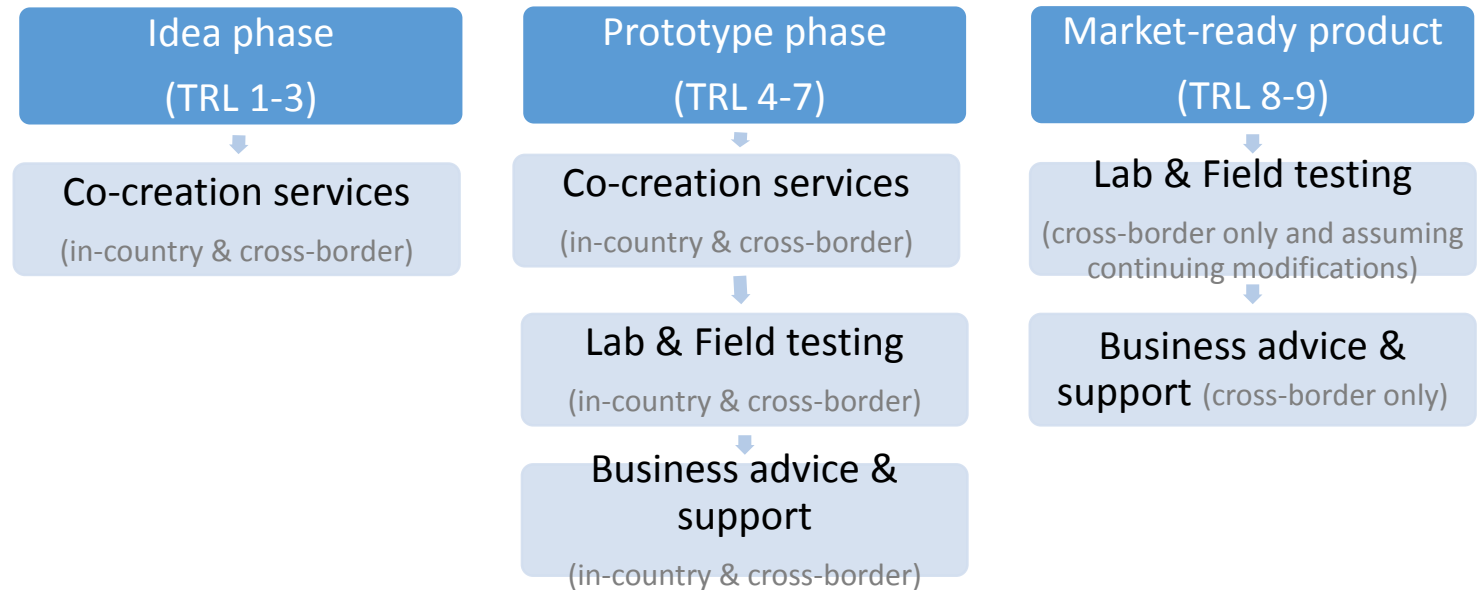


Methodology adapted to the company level of maturity

## Co-create and experiment innovations

Develop innovations alongside future users so that products meet a really identified need

Accompany companies in the co-creation and experimentation process



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## What are the conclusions ?

Relatively low market penetration for silver economy products, low consumer awareness and low adoption rates in Europe are restricting the potential of this market.

Solutions needs to be developed with end-users

+ 40 companies supported across the  
4 regions  
More than 170 company applications

**Wolk:** "It quickly links us to the right people in target organisations who have the authority and remit to work on an innovation such as ours. To do this on your own can take a long time. Getting access to a range of different organisations and people **helps stimulate discussions which can influence both our product and organisations** or people who might buy or use it. "

