



Ministry of Social Justice
and Empowerment
Government of India

Promoting Startups in Eldercare

An idea whose time has come



SAGE

SENIORCARE AGEING GROWTH ENGINE

Empowered Expert Committees (EEC's) for implementing Action Plan for Senior Citizens 2021-22

Name	Role	Remarks	Email
Mr Mathew Cherian	Chairman	Global Ambassador for Ageing, HelpAge International	mathewcherian58@gmail.com
Dr Abhay Jere	Member	Chief Innovation Officer, Min of HRD	cio-mhrd@gov.in
Mr Saumyajit Roy	Member	Co-Founder & CEO Emoha Elder Care	saumyajit.roy@emoha.com
Dr K Elangovan	Member	Assistant Innovation Director, MHRD	elangovan.kariappan@gov.in
Dr HC Sridhara Reddy	NISD	Deputy Director (Senior Citizen Division) National Institute of Social Defence	hcscreddy@gmail.com
Pranjal Kothawade	NISD	State Coordinator in PMU, Ministry of Social Justice and Empowerment	pranjal.msje@gmail.com

Safe

Relevant

Cared



Healthy



Engaged

Active

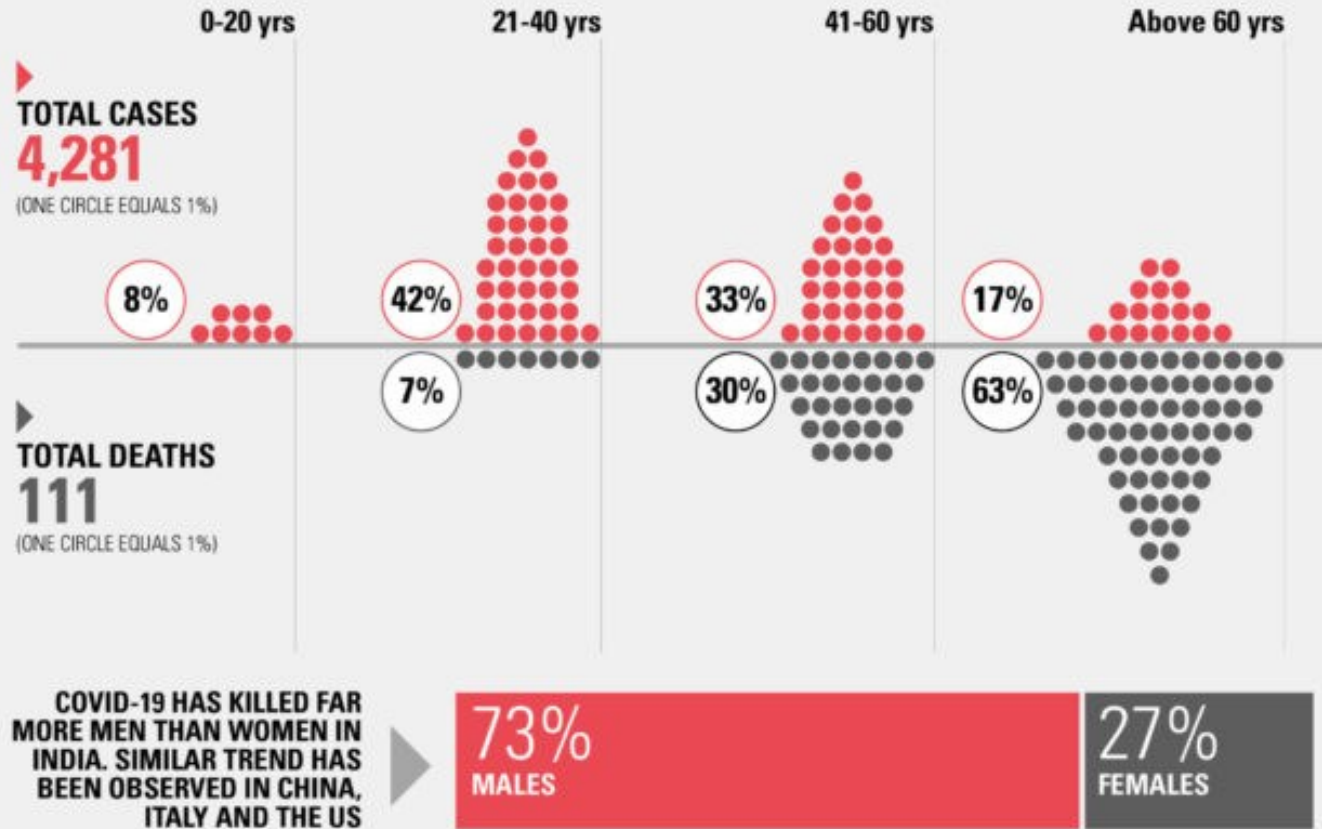
Secure

Happy

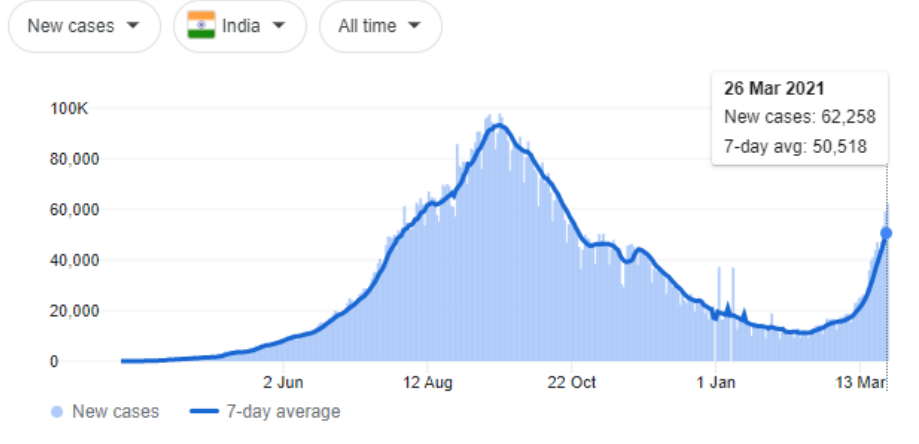
What do elders and their families want?

COVID-19 FATALITIES IN INDIA

While COVID-19 has killed more elderly people in India, it has infected far more people below the age of 60.



Source: Union Health Ministry, India. Data released on April 5.



Covid patients in their 60s account for two-thirds of toll

Of the 300 deaths in Gurugram so far, 193 were among people aged over 60 years, while 57 aged below 50 years have died

Archana Mishra
 archana.mishra@hindustantimes.com

GURUGRAM: Almost two-thirds of the patients who succumbed to the SARS-CoV-2 virus, which causes Covid-19, since the outbreak of the pandemic were aged above 60, according to the district health department data. A majority of them were on ventilator support at the time of death, the numbers show. The district added 437 new cases and 4 deaths to the tally on Thursday.

On December 2, the Covid-19 toll of Gurugram crossed 300, of which 193 were senior citizens. As per the data, 82 (27.3%) of the 193 were in their sixties, while 73 were in their seventies and 38 in their eighties. Also, 46 aged 51 to 60 succumbed to the disease. In comparison, 28 deaths occurred among the patients aged 21 to 40, while 29 aged 41 to 50 succumbed to the disease, as

a drastic spike of 21% from the share of 14% recorded in October. "In the miscellaneous category, other diseases like tuberculosis, pneumonia, septicemia, other auto-immune and influenza-like illness are counted," said Dr Virender Yadav, chief medical officer. "The death audit committee constituted at the district level keeps a record of these deaths to study the cause. Overall in Gurugram, death numbers are controlled due to early referrals and management of home isolated patients."

Dr. Rajesh Kumar, former head of community medicine and public health, PGIMER-Chandigarh, said that in the miscellaneous/other category, unclassified deaths are also included. "In many cases, it is difficult to ascertain the cause of death due to which it remains unclassified."

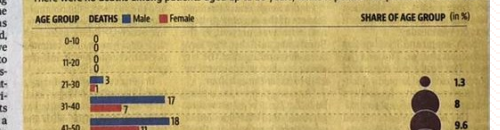
Deaths among patients having diabetes accounts for 10% of the total toll, the same as it was when 200 deaths were recorded, despite an increase in active cases. Likewise, deaths due to liver, kidney or neurological disorders stood at 1.5%-2%, accounting for a similar share previously. Deaths among patients with heart conditions showed a



A health worker in PPE kit collects a swab sample in Sector 46 on Thursday. PARVYEN KUMAR/HT

Gurugram deaths analysed

There were no deaths among patients aged up to 20 years, while it peaked for patients in their 60s



High vulnerability amongst elder population (15% of cases, and 53% of fatalities)

ELDER'S LIFE TODAY: DAILY HASSLES | DISCONNECTED LIFE

In India alone **110 million elders** are leading a **vulnerable & disconnected** life

EMERGENCY

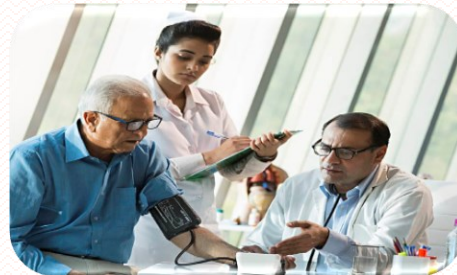
1 No Emergency Response System



No 911 emergency response system
No online medical records
Late detection due to elders staying alone

HEALTH

2 Poor Health Monitoring



Transactional approach to health monitoring
Multiple comorbidities
Rise of chronic conditions

SAFETY

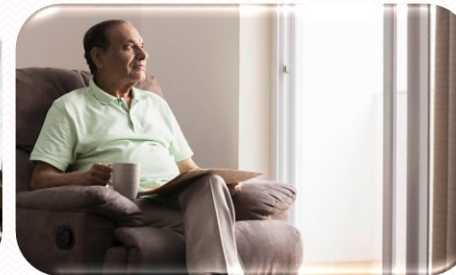
3 Concerns About Safety



High exposure to crime and hazards
Absence of home safety systems
Homes and cities not designed for elders

ENGAGEMENT

4 Loneliness Epidemic



Dwindling social support systems & nuclear families
Lack of elder friendly spaces
No support groups

HASSLES

5 No Trusted Support System



Increasingly complex hassles of daily life
Lack of trusted service providers
Fast changing technology

Urgent need to have an integrated elder care operating system enabling elders to age comfortably

**India Elder Population
(2019 – 2050)**

110 m - 320 m

% of population 8% - 19 %

56%

Pop
Gr Rate

326%

Gr Rate
60+

700%

Gr Rate
80+

Male / Female
Life Expectancy

66y/70y

Urban Elder
Population

36 m

Elders Living
Independently

15 m

Dementia
Cases

5 m

Elders needing
specialized care

27 m

Home Health
Market Size

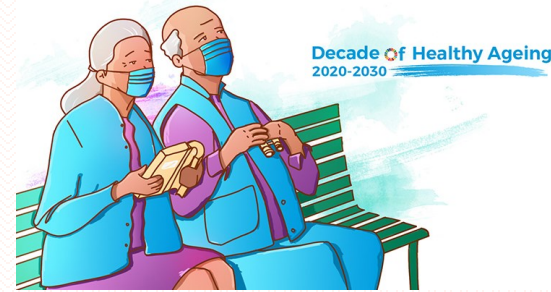
US\$6.2b

Massive “Underserved & Overlooked” Opportunity

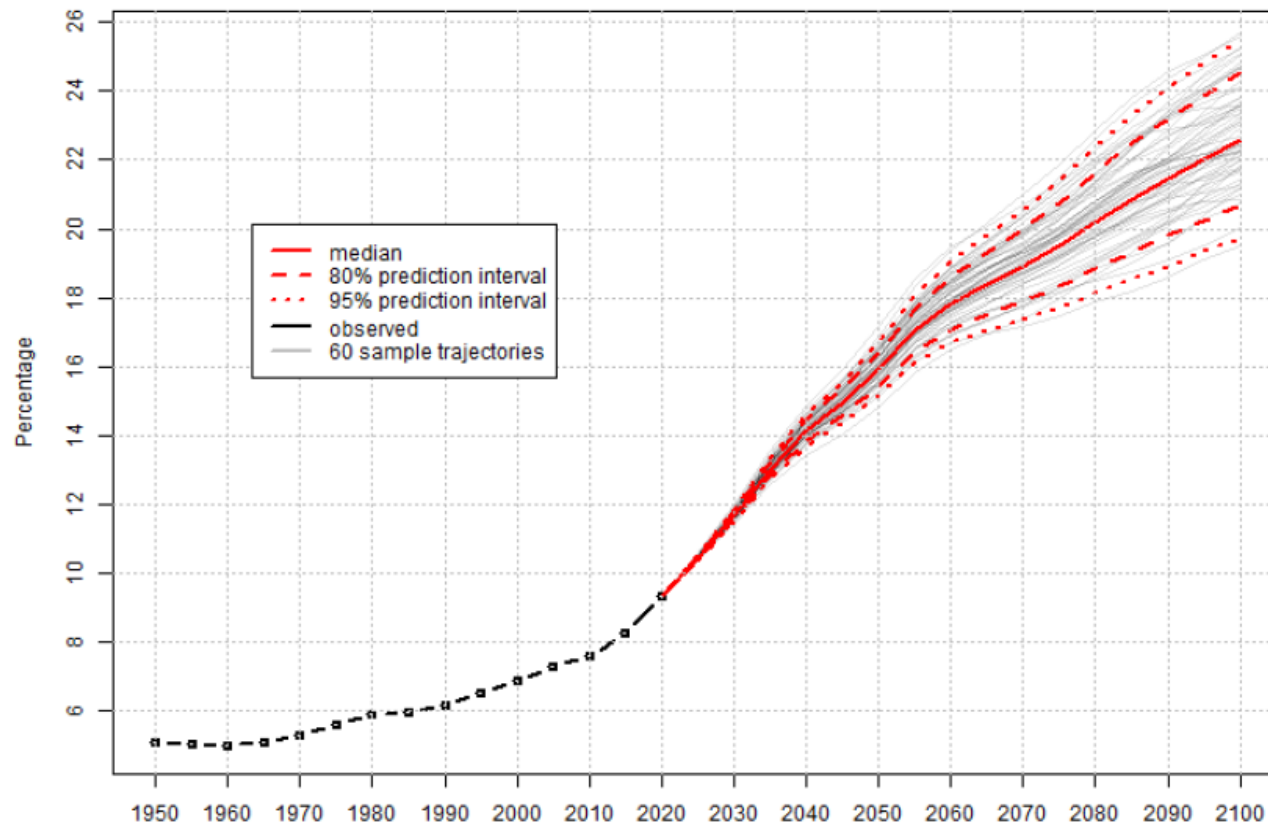


Massive opportunity to serve 110 million elders

Decade of Healthy Ageing 2020-2030



World: Percentage of population aged 65 years or over



Health Minister launches Decade of Healthy Ageing (2020-2030)

2020-10-02 76

NEW DELHI [Maha Media]: Union Minister for Health & Family Welfare, Dr. Harsh Vardhan restated commitment of the Government to healthy ageing today on the occasion of International Day for Older Persons. Every year 1st October is celebrated as the

International Day of Older Persons, as declared by United Nations, to recognize, enable and expand the contributions of older people in their families, communities and societies at large and to raise awareness towards issues of ageing.

Dr. Harsh Vardhan spoke of the National Programme for the Health Care for the Elderly (NPHCE) which is aimed to deliver comprehensive, affordable and quality geriatric care services at primary and secondary levels; "outpatient services from district hospital to health & wellness centres, minimum 10 bedded geriatric wards at all district hospitals, rehabilitation services down to CHC and HWC level and developing mechanisms for providing home based care to needy elderly." He elaborated how this would feed into secondary and tertiary institutions through a continuum of care approach. He stated that "19 Regional Geriatric Centres in medical colleges and two National Centres for Ageing are envisioned to render specialized geriatric care through strong cross

Union Minister launches Decade of Healthy Ageing (2020-2030) <https://www.medicallines.com/en/india-news/health-minister-launches-decade-of-healthy-ageing-2020-2030>

GLOBAL MARKET: TRENDS

Care.com
EV US\$415m
Series E: US\$50m

honor

US\$100m Revenue
US\$115m fund raise
US\$50m Series C (2018)



aPlaceforMom.
US\$55m Revenue

Caring.com
Rev: US\$15m

Lifesprk
Whole Person Senior Care
Rev: US\$15m

Right at Home
Rev: US\$20m

Home Instead
SENIOR CARE
To us, it's personal.
Over US\$1b Revenue

**SENIOR
Helpers**
US\$15m Revenue

USA

- Brookdale (1978) - \$4 Bn
- Amedisys (1982) - \$1.6 Bn
- Kindred (1985) - \$6 Bn
- Ensign Group (1999) - \$2 Bn

46
mn

Europe

- Sunrise (1989) - \$0.6 Bn
- Korian (2001) - \$2.6 Bn
- Attendo AB(1985) - \$1.1 Bn
- Orpea (1989) - \$3.7 Bn

176
mn

India

120
mn

Japan

- Benesse(1967) - \$5 Bn
- Tsukui (1969) - \$0.7 Bn
- Nichi Gakkan(1972) - \$4 Bn

126
mn

Decadal
growth rate
of 35% for
60+ Vs 17%
for the rest

■ Mature
■ Developing

Global Relevance

India presents one of the largest opportunities in elder care - Indian economics with global best practices

Global Elder Care Ecosystem

Independence

Help-Full papa

Sensory Aids

Audicus ORCAM Lively
TuneFork NUHEARA

Mobility

movinglife se/sm/c nino

Transportation

HopSkipDrive GO GO Onward

Finance

True Link EVERSAFE kindur

ADL

STEADIWEAR

Wellness

Smart Home

alcove Sofi billy howz
Domitys essence TechTech Technologies

caru ALOE CARE HEALTH
sensorscall Cherry Home

Wearables

UnaliWear CarePredict careband
Zanthon buddi biobeat

Fall Prevention & Detection

ZIBRIO activeprotective SafelyYou WELT
istand Nymbly vayar Xenoma

Fitness

MOTITECH BOLD

Health

Toi Labs

Rehabilitation

XRHealth Selfit
RESTORE.yeti wizecare

PERS

ConnectAmerica Life Alert
FallCall Alert

Medication Management

AdhereTech Medisafe
AceAge evondos pillio

For Healthcare Providers

Catala Health Tembo.Health
OWAL TeiaCare CU CONTINUE BIOMETRICS
sensara EarlySense somatix

Cognitive Care

brainHQ CogniFit SingFit
2gether MyndYou mentia
WINTERLIGHT BrainCheck
RemindMe care SAVONIX

Retirement 2.0

WisR seniors @work

For Home Care Providers

CareAcademy CareZapp birdie AlayaCare
Clever.Care OSCAR SENIOR ONCARE ClearCare
SWIFT SHIFT CareSwitch Vesta Clanz
grandPad nourish

Tech-Enabled Home Care

lifted Cera HOMAGE
SuperCarers The Helper Bees
careship honor

InsureTech

assuredallies
DevotedHealth

For Senior Living Communities

eversound caremerge It's Never 2 Late
CONNECT roobrik LifeLoop Sagely
oneday RetroBrain OUTPATIENT
LUNA LIGHTS Storii cubigo Conpojo ZES
RENDEREVER igt nevisCura touchtown
grandCARE soundmind MyndVR

Social & Communication

Kroydel greatcall INDEPENDA No Isolation
silvernest teleCalm UNIPER Cutii
Nesterly Stitch intuition robotics

End of Life Planning

Farewill CAKE VYNCA everplans irisPlans

For Caregivers

agilecare Carely Wellthy WeCare
RC REVERCARE LIFEPOD SENIORLINK
torchlight Tcare

Legacy

KINECHO megilla
LifeBio

2020

Age Tech

Market Landscape

TheGerontechnologist.com

Sectoral Tailwinds

Fastest Demographic Cohort

Nuclear Families & Mobility

Chronic Health & Co-Morbidities

Longer Lives | Lonely Lives

Rise in technology adoption

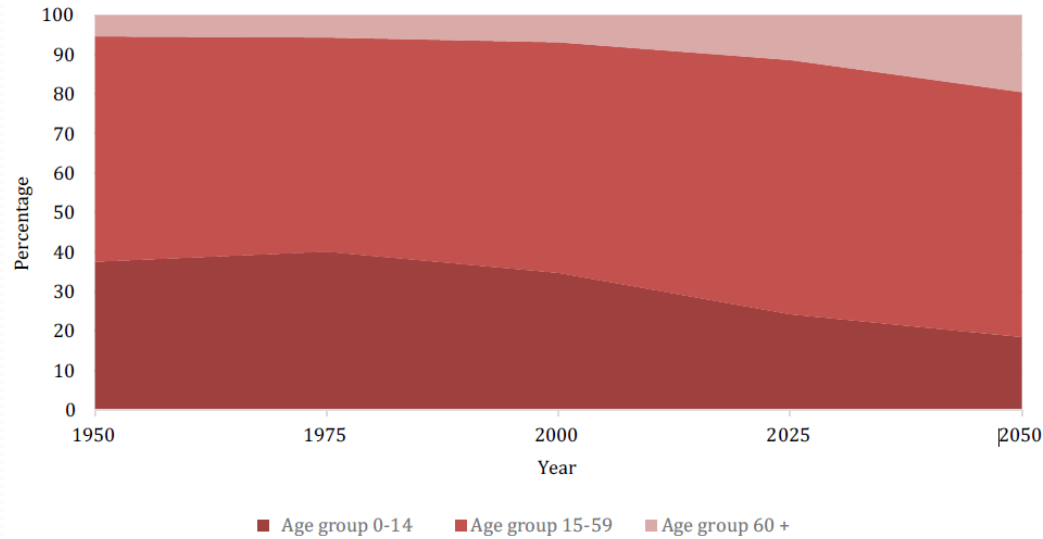
High Affordability & Assets

Millennial | NRI Tailwinds

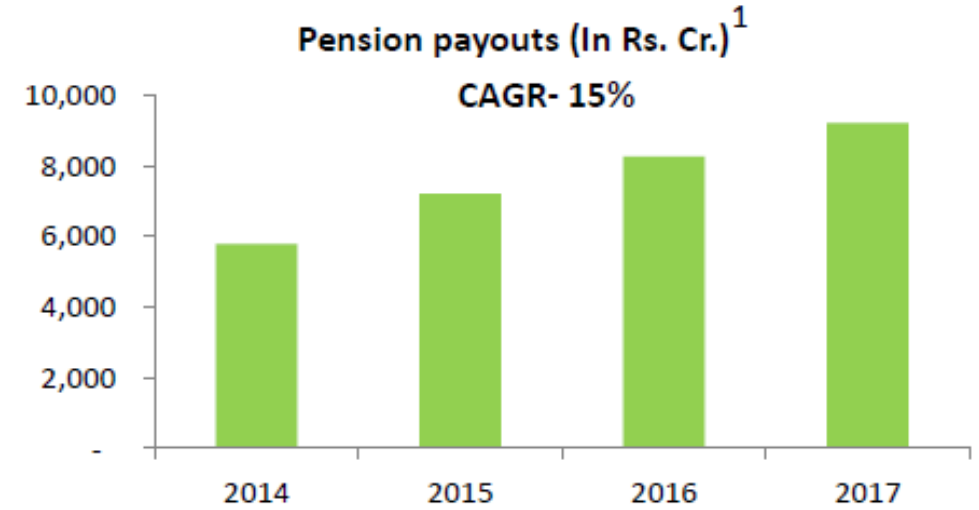
New Players | Innovation | Supply



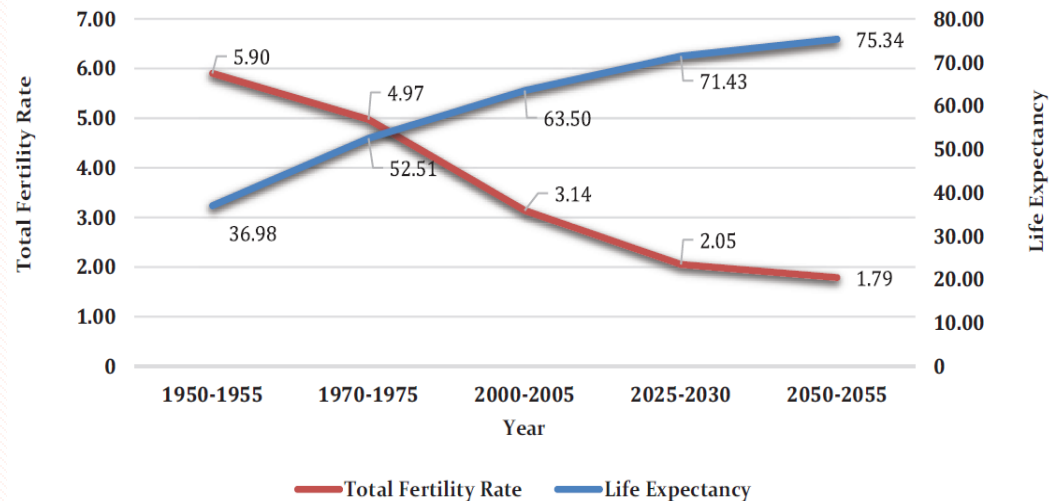
Fastest Demographic Cohort



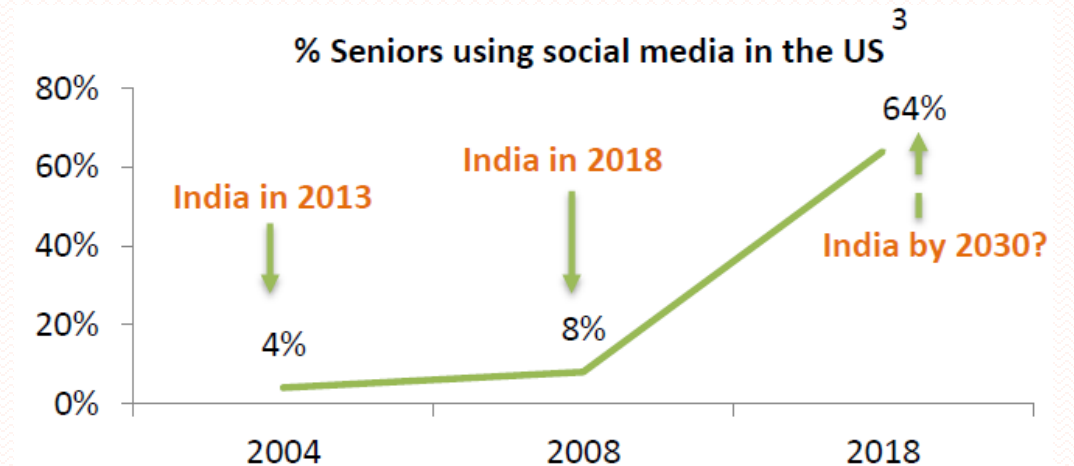
High Affordability & Assets



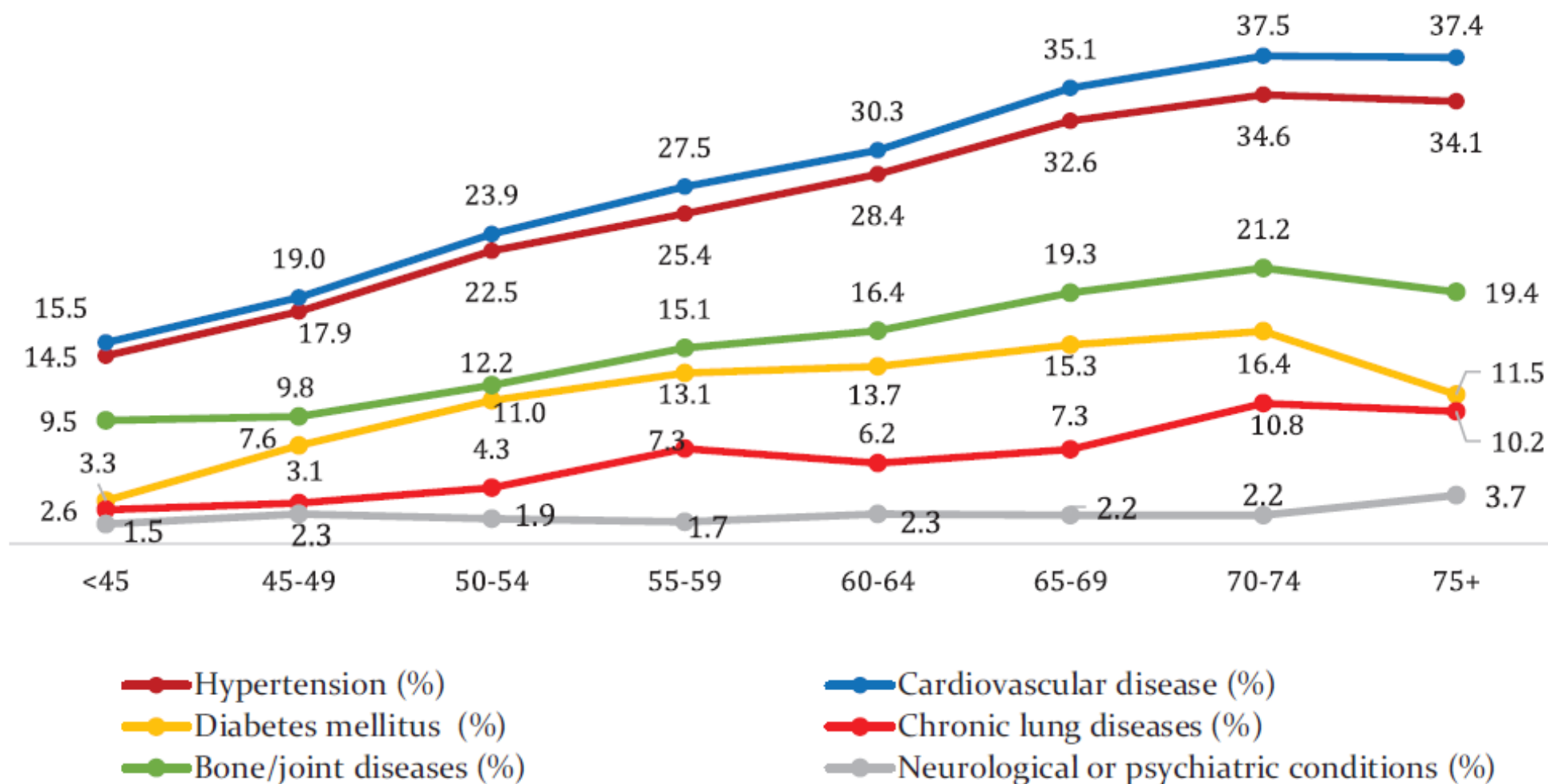
Longer Lives | Lonely Lives



Rise in technology adoption

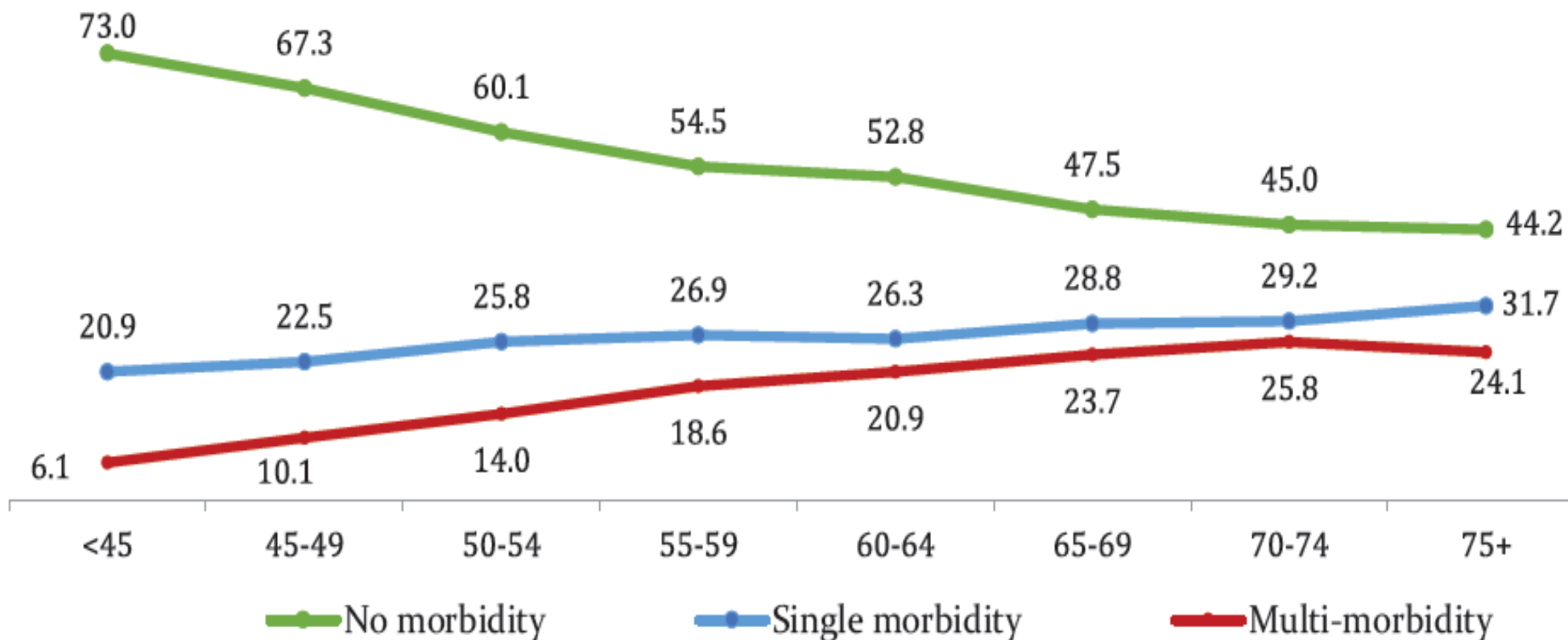


Chronic Health Conditions



Chronic Health & Co-Morbidities

Figure 7.18 Multi-morbidity conditions (%) among older adults by age, India, LASI Wave 1, 2017-18



Loneliness – the world's biggest pandemic

JO COX
LONELINESS
start a conversation



Over
9 million
adults are often
or always lonely.

(British Red Cross
and Co-op)

43%

of 17 – 25 year olds
using Action for Children
services experienced
problems with loneliness.

(Action for Children)



50%
of disabled
people will be
lonely on any
given day.

(Sense)



Over half
of parents (52%)
have had a problem
with loneliness
with **21%**
feeling lonely
in the last week.

(Action for Children)



For **3.6 million** people aged 65
television is the main form of company.

(Age UK)

38%

of people with
dementia said that
they had lost friends
after their diagnosis.

(Alzheimer's
Society)



58%

of migrants and refugees
in London described
loneliness and isolation as
their biggest challenge.

(The Forum)

More than **1** in **3** people
aged 75 and over say that
feelings of loneliness are
out of their control.

(Independent Age)



8 out of **10**
carers have felt lonely
or isolated as a result of
looking after a loved one.

(Carers UK)

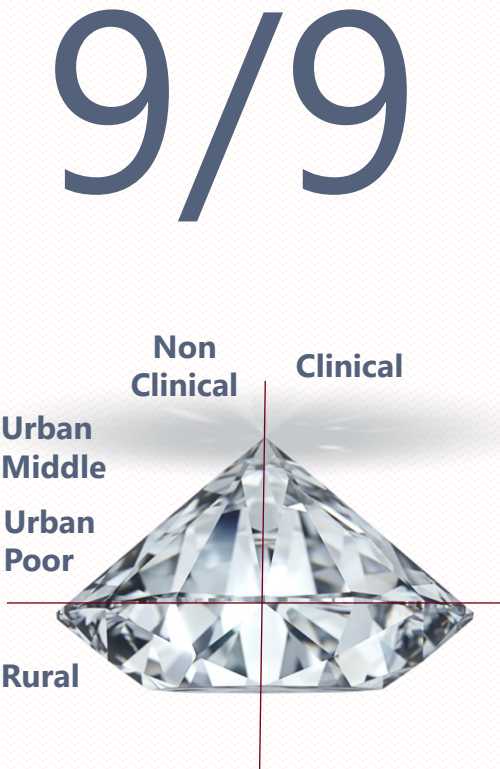


More than **1** in **10** men
say they are lonely, but
would not admit it to anyone.

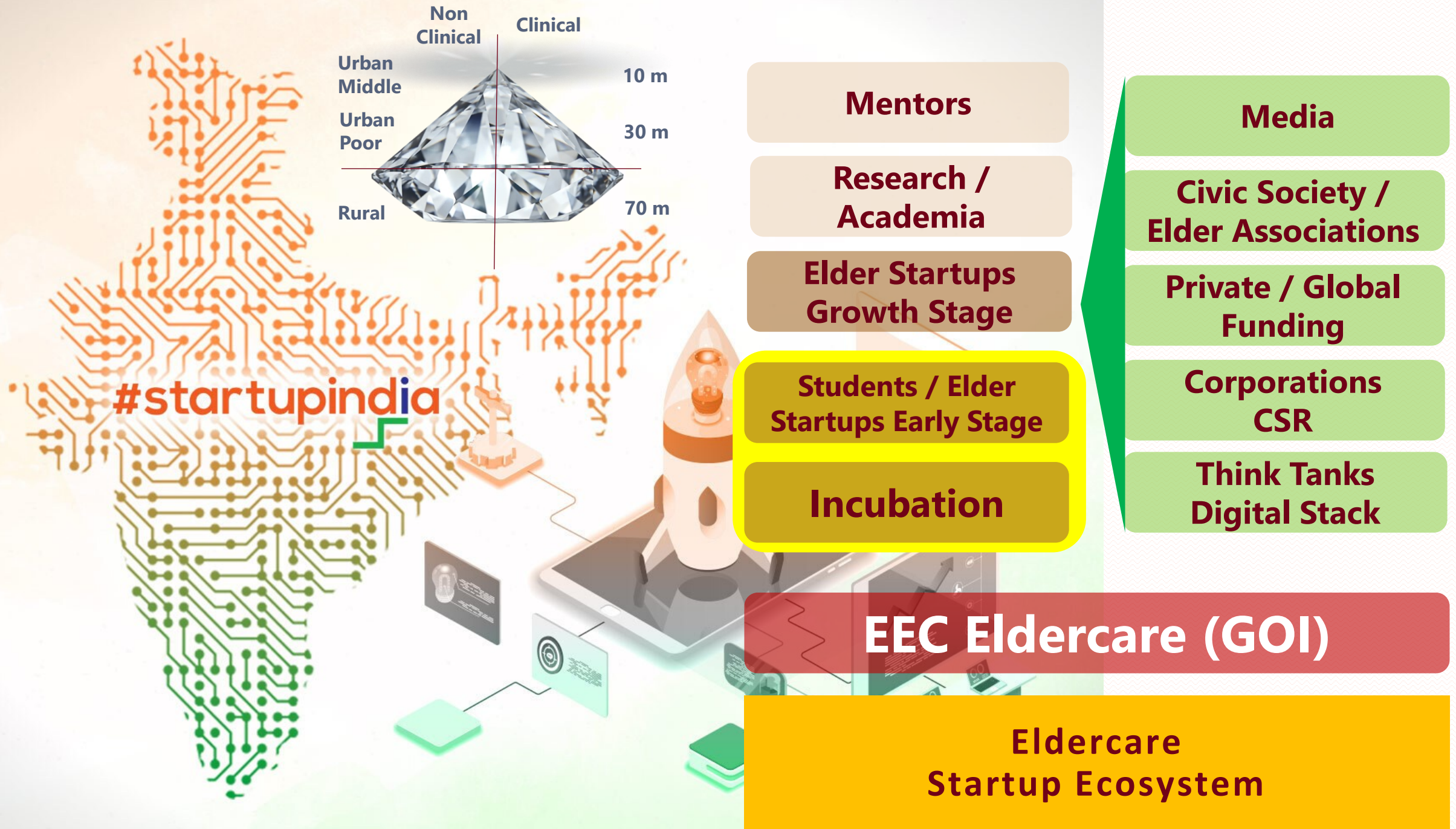
(Royal Voluntary Service)



Elder Care Startup Focus areas



IMPACT BASED (SOCIAL NON-PROFIT INFORMAL)	ELDER TECH (Health Tech Sensors, Community, Software	ELDER INFRA IL AL CCRC HC MC PWDC SNL SDC PC	Independent Living (IL)	Continuing Care Retirement Community (CCRC)	Home Care (HC)
CONSUMER PRODUCTS Ayurveda Health Herbal Remedies	ELDER NON HEALTH Legal Financial Travel F&B Home Help ..	ELDER HEALTH Physio Clinical Pharmacy	Assisted Living (AL)	Memory Care Facility (MC)	Persons with Disability Care (PWDC)
CAPACITY BUILDING TRAINING, LEARNING BASED	RESEARCH & DEVL Research & Development	ELDER FINANCE Financial Instruments Insurance	Skilled Nursing Living (SNL)	Senior Day Care Facility Multi-Activity Center (SDC)	Palliative Care (PC)



India Elder Care: Emerging Startup Ecosystem

SENIOR LIVING ELDERLY CARE INFRA	@HOME – ELDER SERVICES	ELDERLY HOME HEALTH	ASSISTED LIVING / SPECIALISED CARE INFRA
4000 elders, INR 1500 Cr	350,000 elders, INR 7500 Cr	350,000 elders, INR 15,000 Cr	18,000 elders, INR 2000 Cr
			

...and many more..

Why Elder Care? Why Now?

Why Now?

**Massive Complex
Unsolved Global
Opportunity**

**Ability &
Opportunity to
make Impact**

**Tech & Scale
Powered /
Growth Ready**

**Right Timing /
Awareness /
Covid**

**Ongoing
Business
Innovations**

**Sustainable
Proven Unit
Economics**

**Deep Care &
Quality
Orientation**

**Investible
Firms / Startups /
Ecosystem /
Industry Body**

USD10B Market



Rishi (Sanskrit: ऋषि) is a Vedic term for an accomplished and enlightened person

Elders with age on their side, are natural 'Rishi's with immense ability to influence and enlighten our communities

**Promoting Innovation
in Age Care**

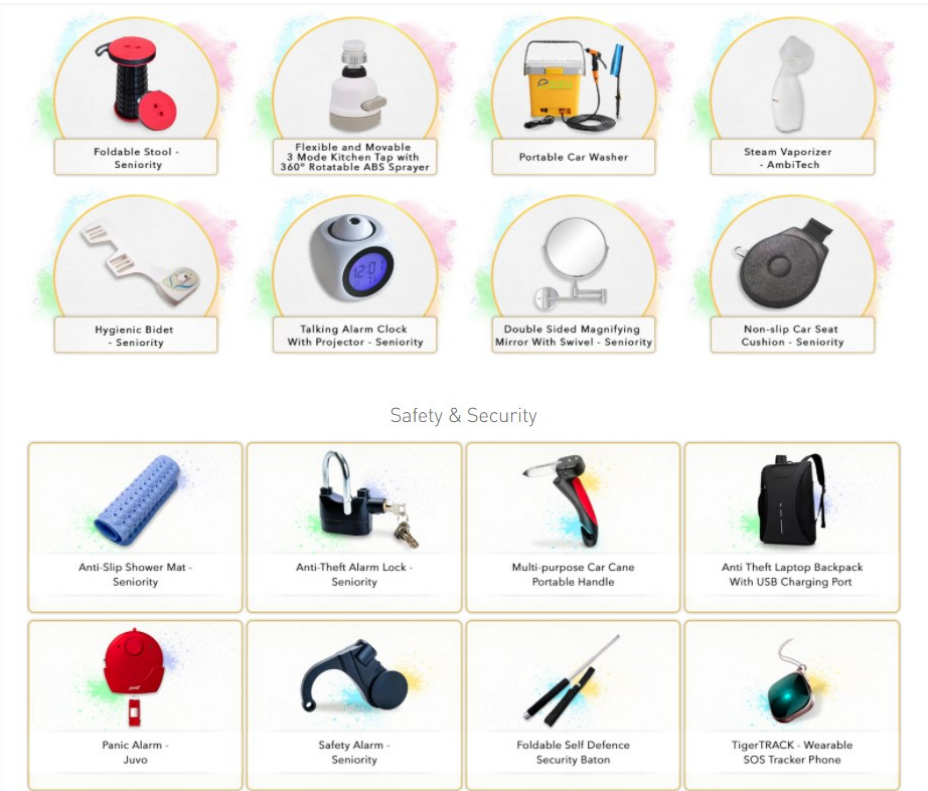
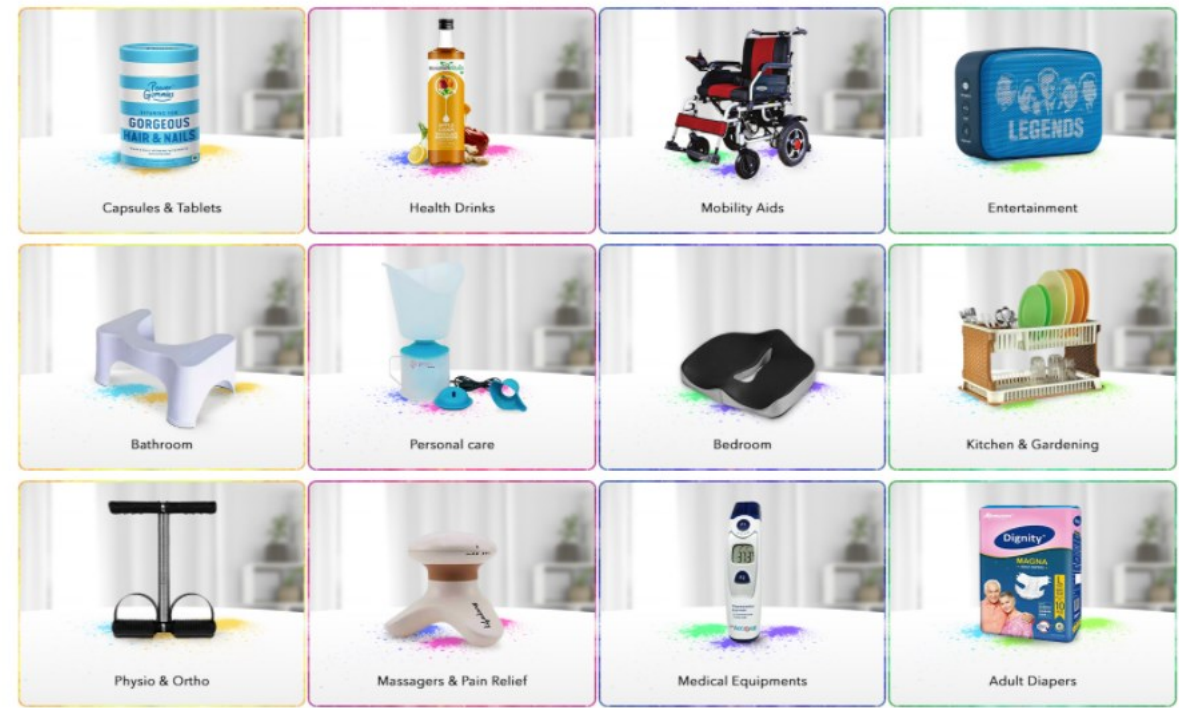
#EldersFirst

~~Impossible~~

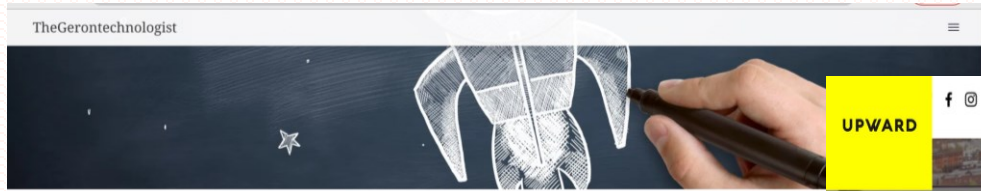
Promoting Indigenous Elderly Care Product creators



Product Categories



Global Age Care Accelerators



The Exclusive Age Tech Accelerator Club

Age tech is fairly new to the competitive landscape of startup accelerators. Globally, there are thousands of accelerator/ incubator programs. Some belong to large corporations or venture capital firms.

Whatever your startup does, there's an accelerator program out there tailored to your needs. Early stage startups in age tech, however, can choose to go to an accelerator program with expertise in a specific tech vertical (like drones), or to one with expertise on their target market, in this case, older adults. This article focuses on age tech accelerators that are



Keren Etkin

RECENT POSTS

Software for Home Care

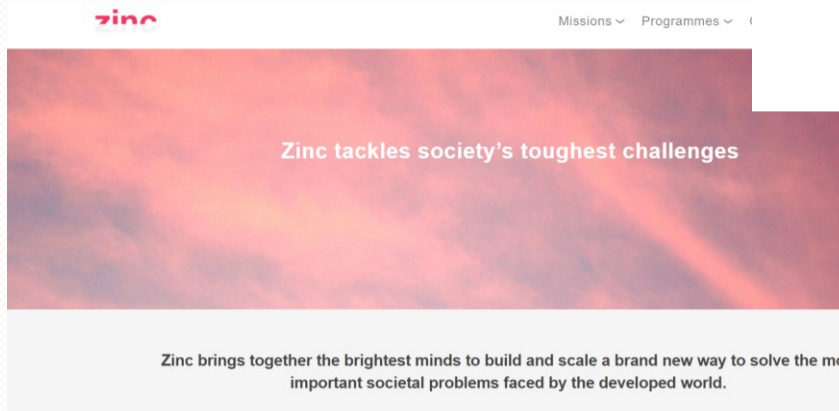


AGETECH
accelerator

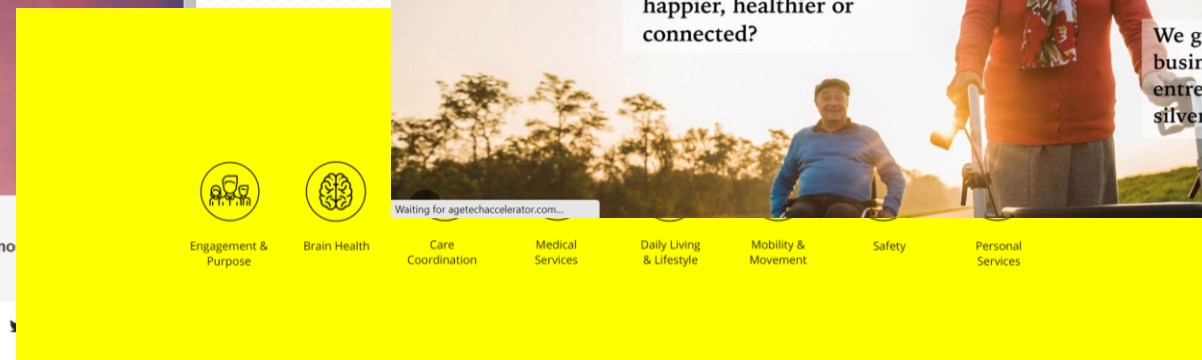
Upward Labs AgeTech Lab PropTec

SUPPORT FOR YOUR BUSINESS | DO I QUALIFY FOR FREE? | A GROWING MARKET | ABOUT US

APPLY NOW

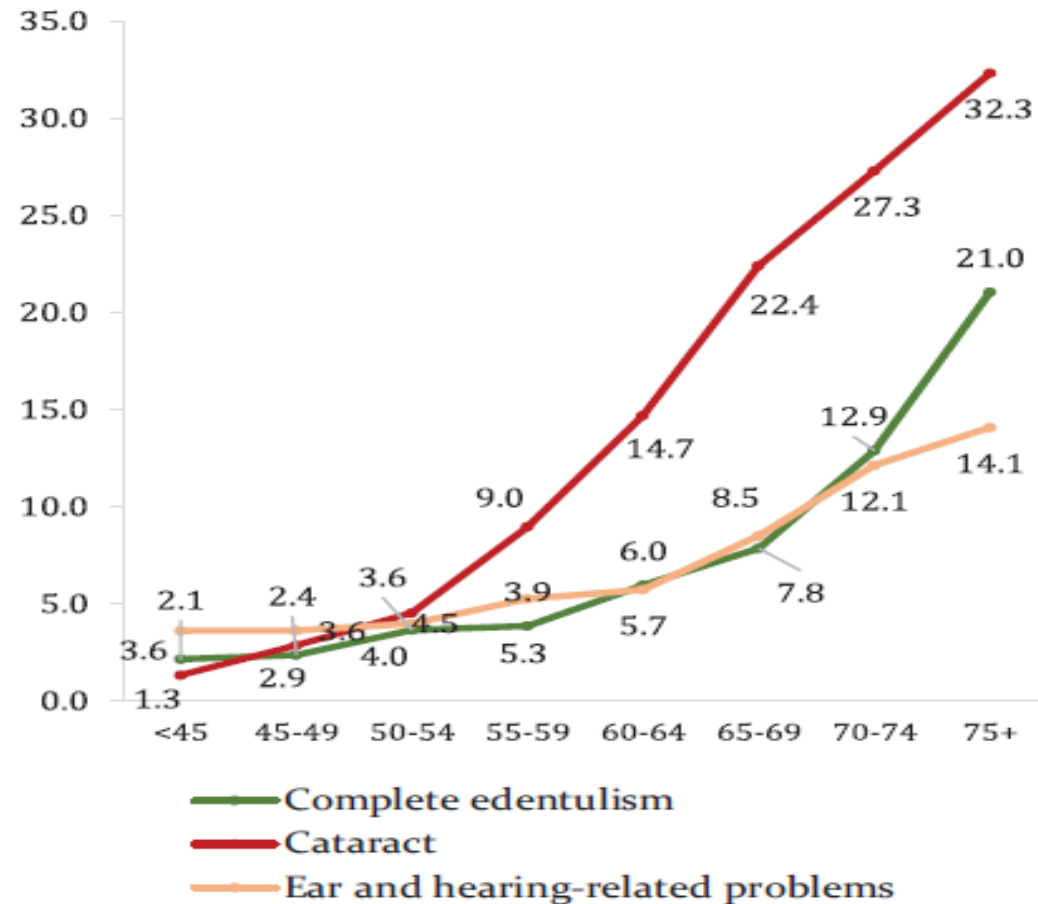
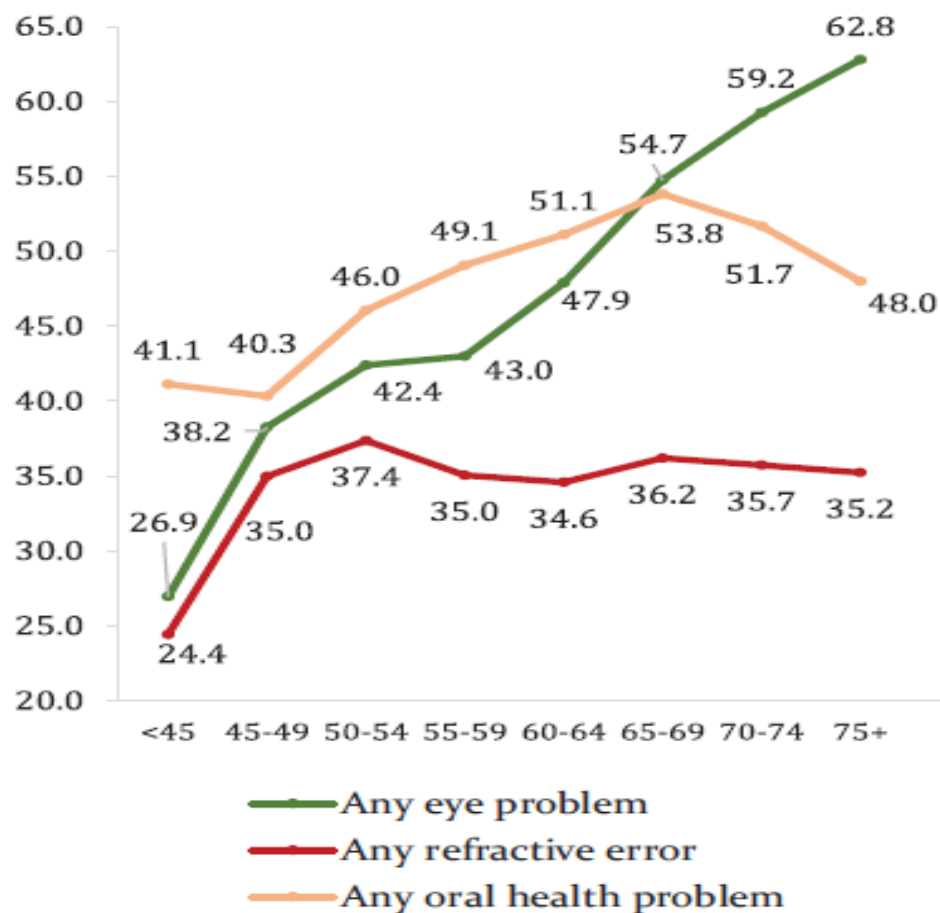


Contact Careers Press Stay Informed



Chronic Health & Co-Morbidities

Figure 7.17 Self-reported diagnosed organ-related conditions among older adults by age, India, LASI Wave 1, 2017-18



Chronic Health & Co-Morbidities

Figure 11.2 Percentage of older adults with at least one Activities of Daily Living (ADL) limitation¹, Instrumental Activities of Daily Living (IADL) limitation¹ and needed helper² by age, India, LASI Wave 1, 2017-18

