



## DOMINIC ENDICOTT

Venture Partner  
4Gen Ventures



# 4Gen Ventures

*Harness the Longevity Dividend*

REVOLUTIONIZE Boston 2019

October 2019

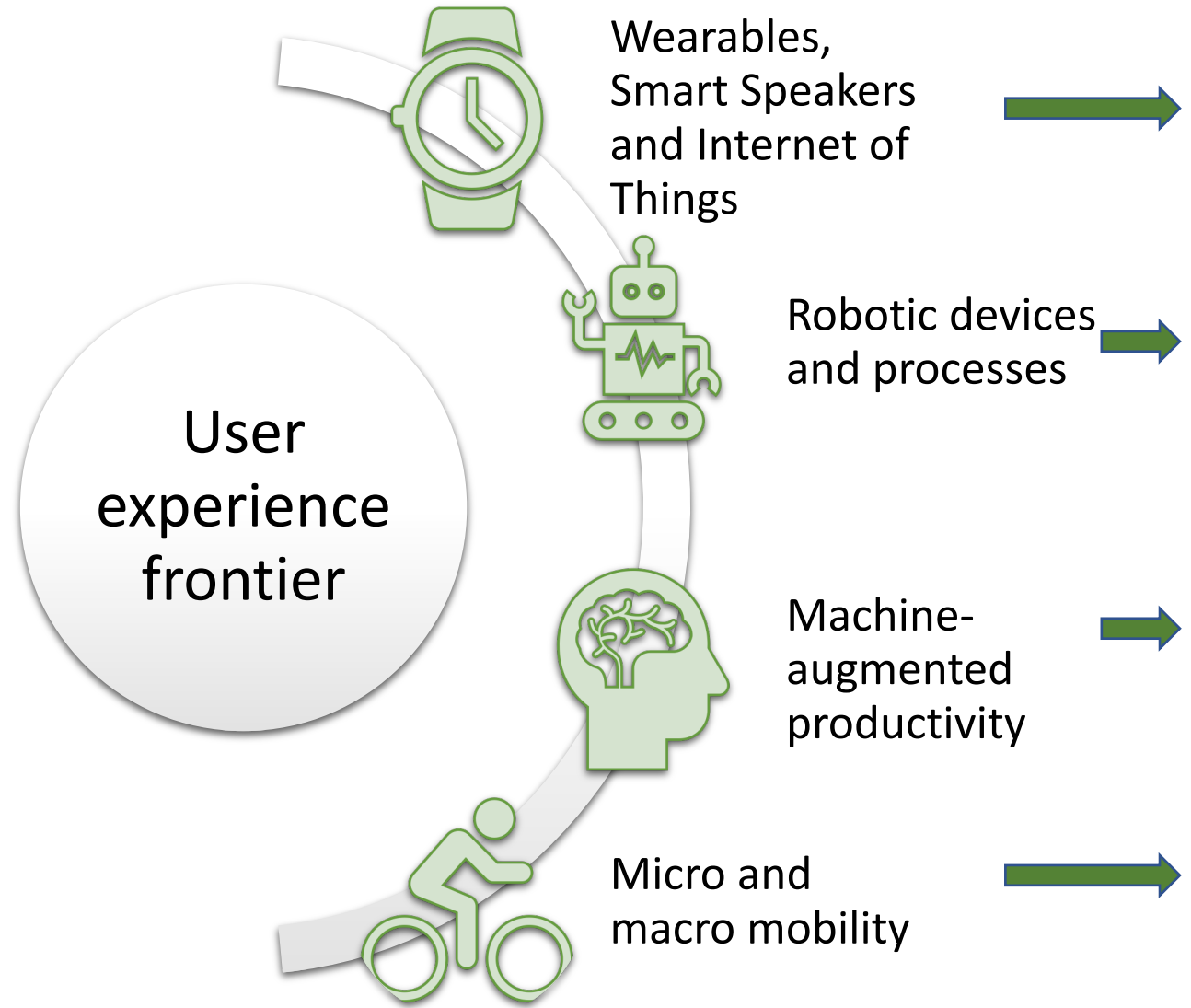


LONDON

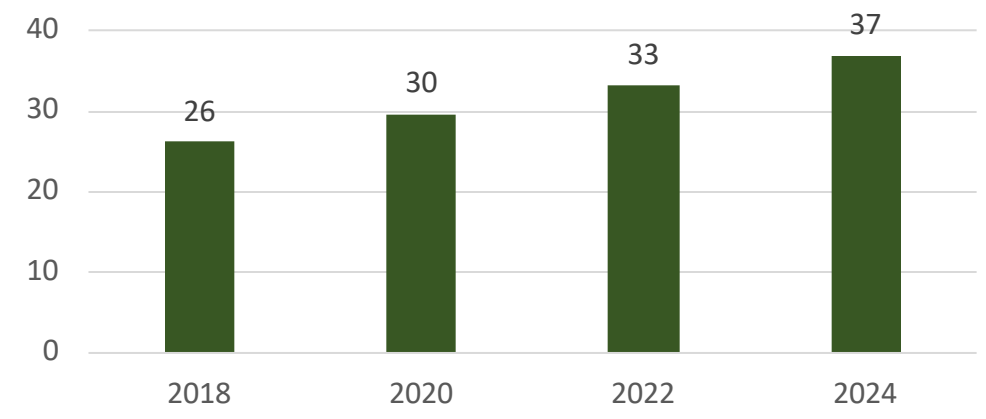
BOSTON

NEWCASTLE

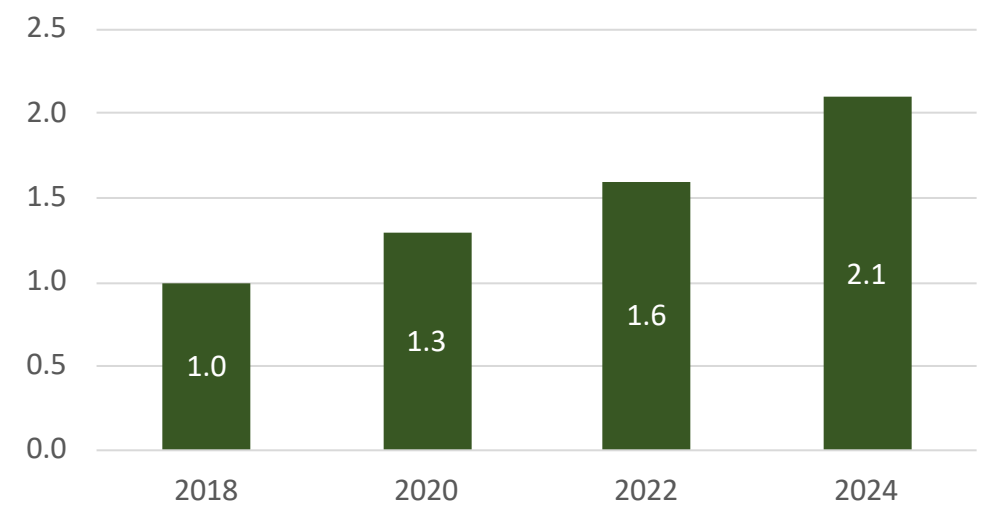
# Longevity + Digital ('Age-Tech') is the next frontier-market



**Global Longevity \$ Trillion (+50s spend)**



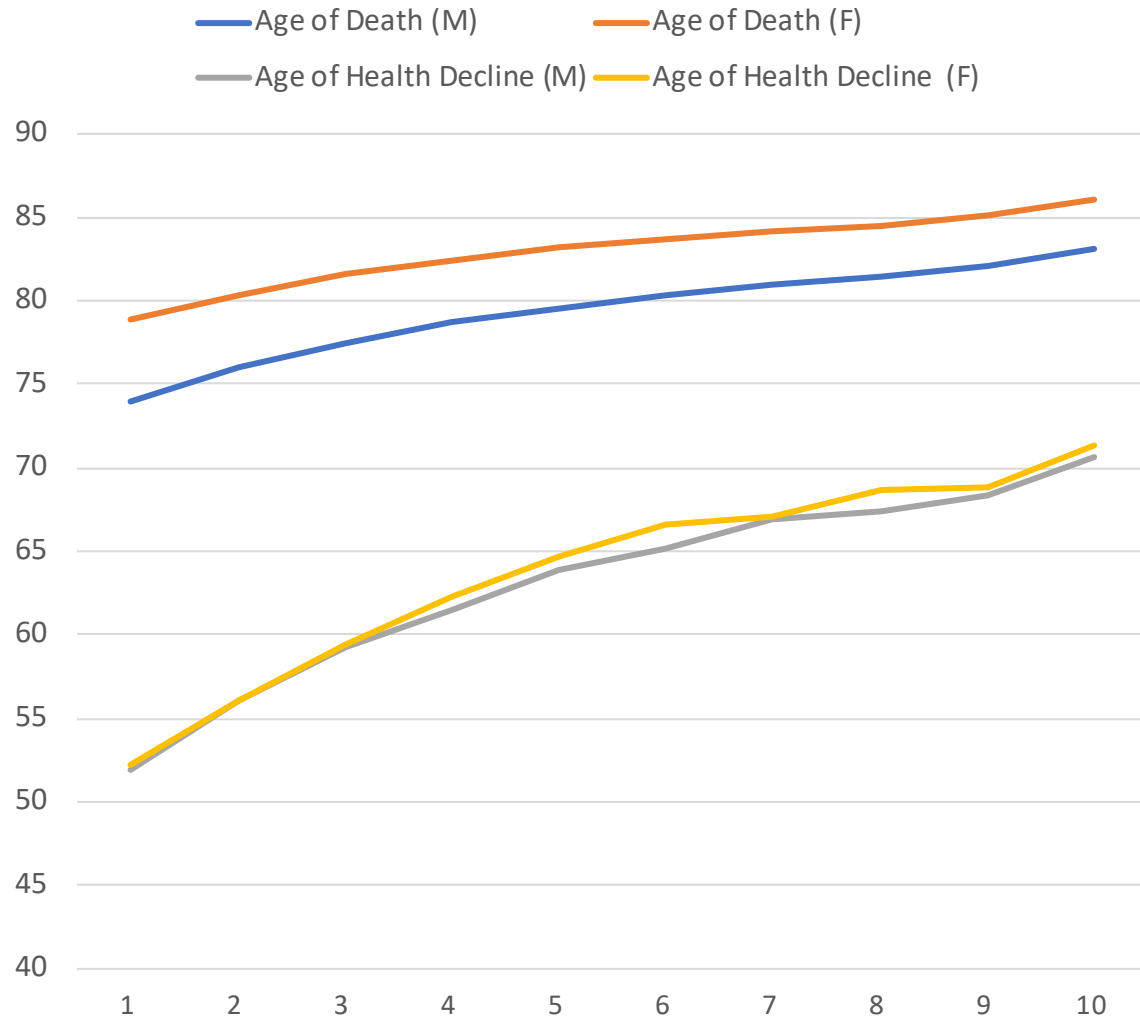
**Global Age-Tech \$ Trillion (+50s spend)**



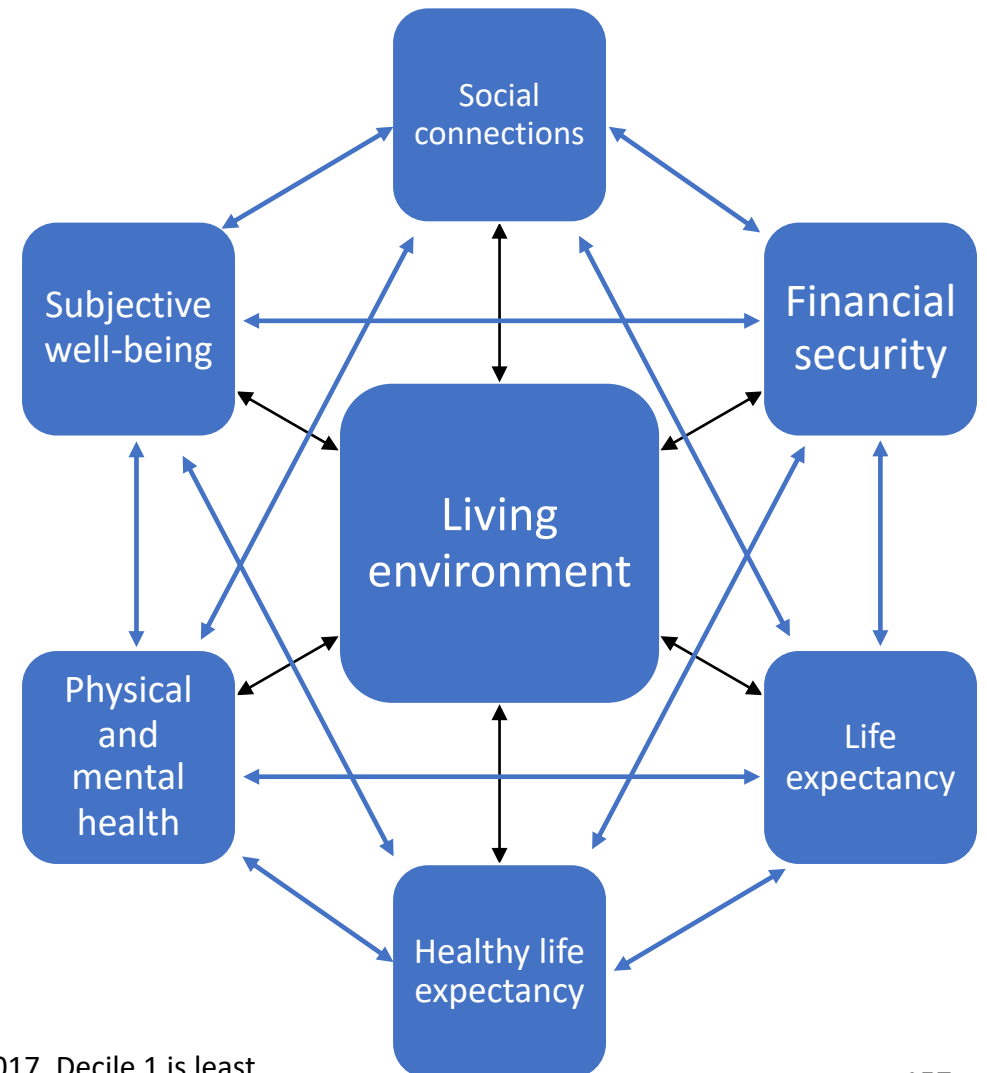
Source/Notes: World Population Pyramid Projections for population 50 and over. Age-Tech market based on assuming a % digitization of spending related to 50+ people: 4% in 2010 and 12% in 2030.

# Aging inequity is a major problem requiring new solutions

Variation in Health Outcomes by Decile (Age of death, Loss of health)



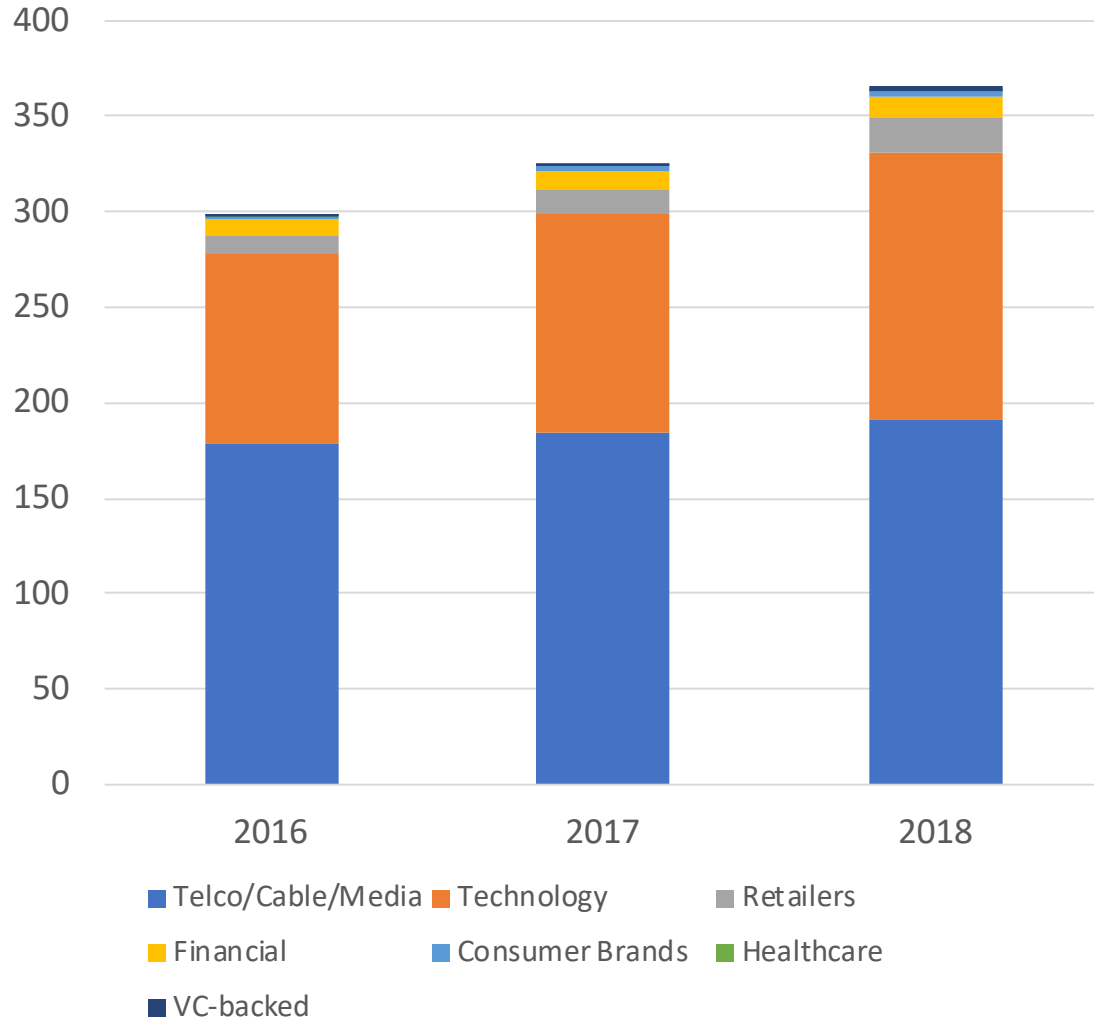
Interactions in Inequities (per Center for Ageing Better)



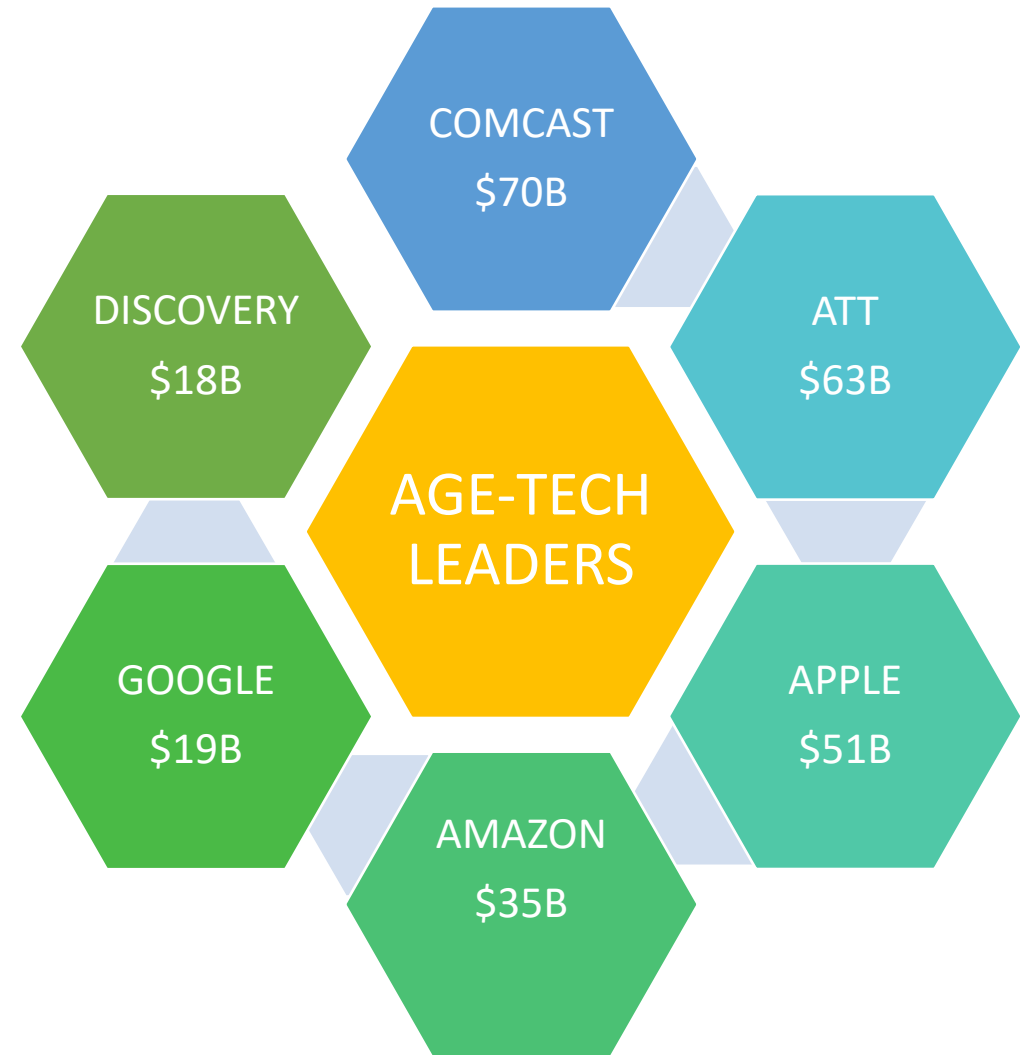
Source/Notes: ONS, Decile distribution across all UK households, 4Gen Analysis. Health Outcomes in UK 2017, Decile 1 is least advantaged, Decile 10 is most advantaged.

# US Age-Tech market exceeds \$350B – so far led by telco and tech

US Age-Tech Revenue 2016-2018 \$ Billion

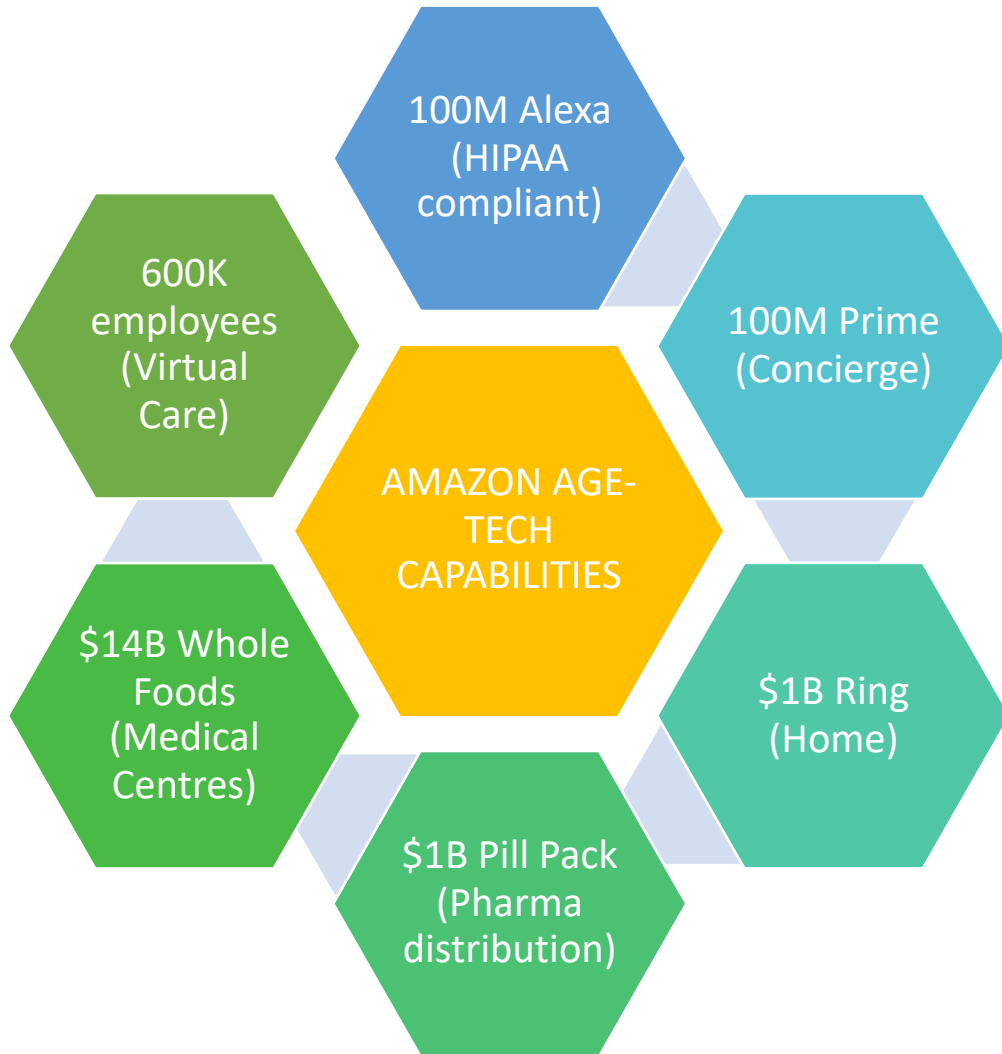


Age-Tech US Leaders (US Age-Tech Revenue \$B)

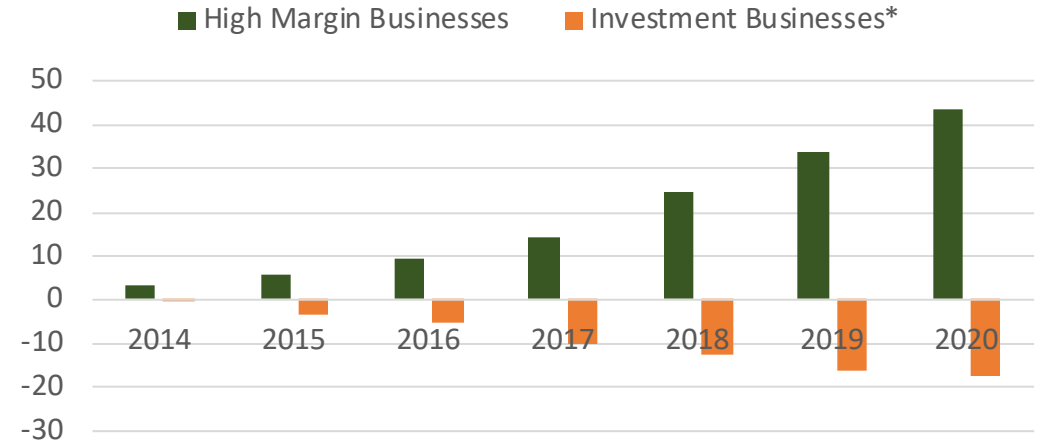


# Tech leaders are going after the >50s market – Amazon Case Study

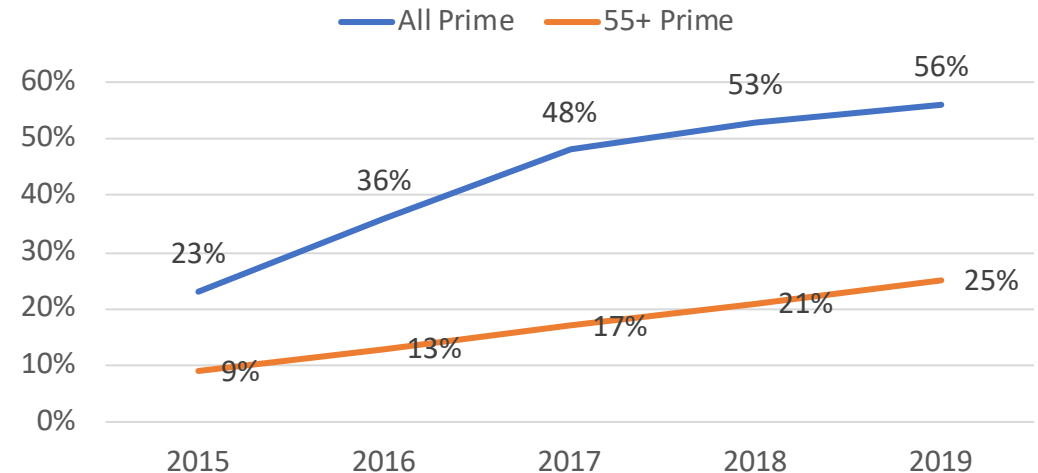
## Amazon Age-Tech Assets and Initiatives



## \$40 Billion profit pools can fund heavy bets

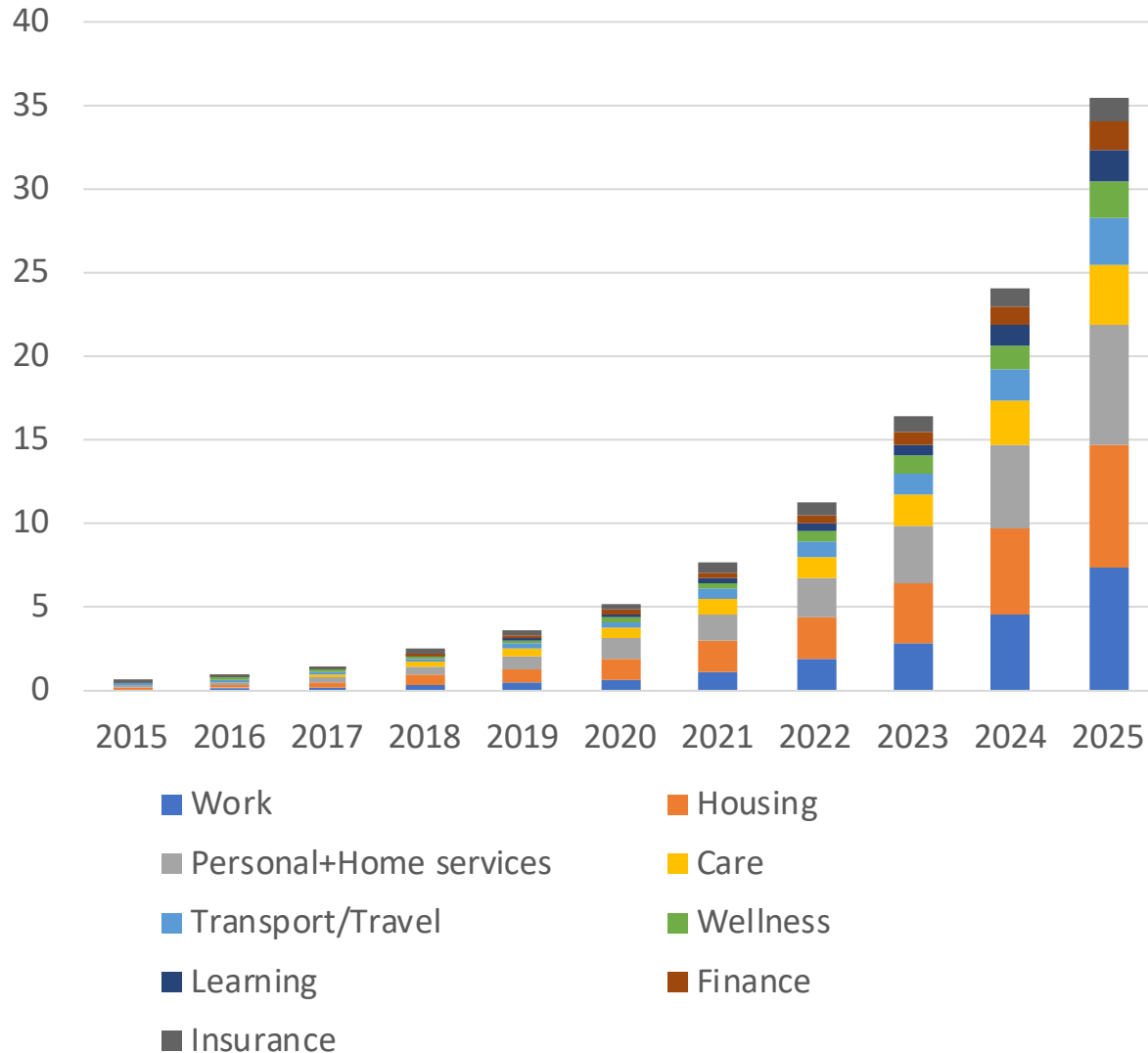


## Amazon Aims to Accelerate Prime in 55+ Age Group

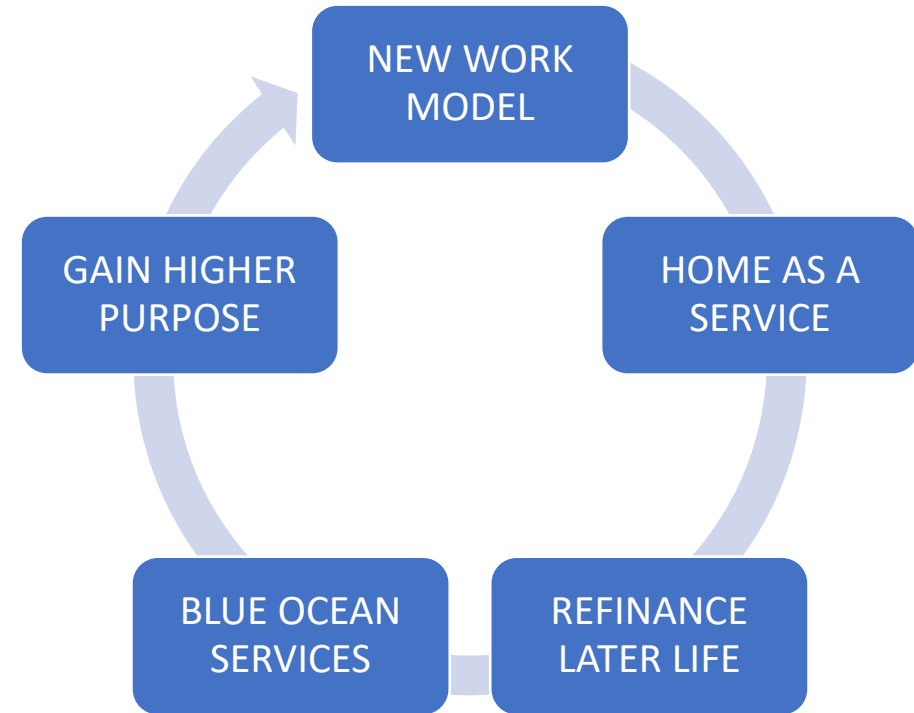


# US VC-backed Age-Tech Growth Potential - \$35B & 50% CAGR

**VC-Backed US Age-Tech Revenue 2018-2025 \$B**



**Virtuous Cycle: Opportunity to find a new equilibrium**



# \$400B+ senior living market is up for grabs

**\$420B 2018 spend**

*Secular Pressure Points*

*Disruptive Pressure Points*

Long-term care implosion

Defined benefit implosion

Weak downsizing process

Longer, unfunded later life

Unfunded state liabilities

Tech giant entry

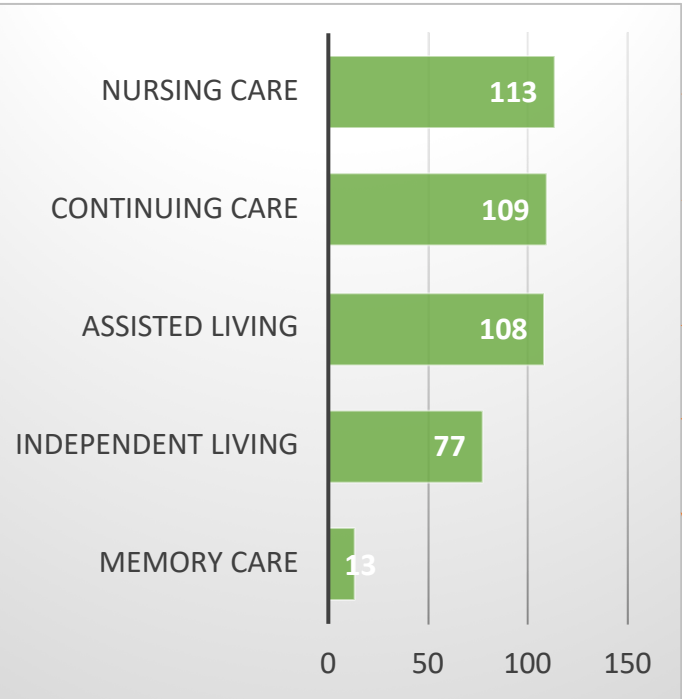
Digital health disruptors

Housing + service bundles

Senior-living unbundlers

“Unicorn”: (Uber, AirBnb)

**US Senior Living Key Markets \$B 2018**



Source/Notes: CBRE 2018 Senior Housing, categories are based on predominant model in each senior living community





1. Age-Tech is the technology frontier
2. Older age the last frontier of inequity
3. Age-Tech is >\$350B a year in US alone, mostly digital/telco
4. Amazon leads Age-Tech
5. VC-backed Age-Tech can explode 15x to \$35B in 2025
6. Senior living will be disrupted but can harness Age-Tech

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