



Meeting Summary: Age Wave Business For Life Work Group

July 21, 2016 @ 8:30am-9:30am

Genworth Financial

6620 West Broad, Building 2, Richmond, VA 23230

Facilitator: Beth Ludden

Business For Life Work Group

Facilitator: Beth Ludden, SVP LTC Product Development, Genworth Financial

Notes: Sara Morris

Objective: Identify existing businesses, communities and groups who are age-friendly, explore models and educate members of the business community of opportunities afforded by becoming age-friendly. This Work Group will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.

Meet Up For Pitchers (7/20)

Last night (7/20), the group sponsored a meet up at Final Gravity for pitchers to have the opportunity to get to know the work group members and to know the audience they will be pitching to in September. Originally, we had 5 startups sign up to attend the event, however only 1 startup attended. The startup was a nonmedical homecare agency that just started their venture in April. Since April, the startup has raised \$200,000 in capital and currently works with a SCORE mentor. While most of the technology they utilize in their company is typical, the way they are using this technology is what sets them apart. The startup is interested in the pitch event to establish community partnerships.

We would still like to educate startups on their audience and the do's and don'ts of pitching. We will post the FAQs and the document about appropriate language on the Eventbrite page and set up conference calls with startups as needed. The Eventbrite page will be sent out to the Richmond, D.C., and Baltimore markets as well as the Age Wave list.

Our goal for the September 30th event is to have 5-6 pitchers. If we have more than 5-6 pitchers sign up for the event we will begin to screen them. Jenny Inker mentioned creating a scale/ criteria. We will follow up with her on that information. We could separate each startup into groups based on the stage of their product (ie. Early, Beta, Launched, or Growth) and pick a few from each category.

Application

For the last pitch event Aging2.0 Headquarters had an online submission form that startups filled out and we received those applications periodically. Since the Global Startup Search is over we are no longer receiving those applications. Catherine will ask Grace about receiving those applications from Aging2.0 more regularly since we are encouraging startups to enter their information into the Aging2.0 database. Catherine will also ask Grace about any big events (similar to the Global Startup Search) for 2017 so we can start nailing down dates for next year's events.

Judges

At the April pitch event we had 3 judges: Mark Constantine, Jim Cotter and Tammie Smith. We plan to ask Mark Constantine and Jim Cotter to return. Some other potential judges could be Todd Nuckols, Michelle



Johnson, Gene Cox, or Marilyn West. Marilyn West may be a good choice because she owns her own business and has strong ties with Senior Connections.

Slido

At past events we have utilized Slido technology. However, Aging2.0 no longer has access to the larger version of Slido. This means that we can only ask a limited number of questions making the technology less user-friendly. We will explore other options like Poll everywhere and Doodle.

September 30th Logistics

Genworth will provide the food for the event. If we have startups who are not the right fit for pitching we can offer them a table for a nominal fee (likely between \$25 and \$50). Students and past pitchers will be encouraged to purchase a table.

Focus Group

The winner from the September 30th event will be the featured product/service used for the Focus Group. Our originally thought was to have the focus group take place at Brookdale Imperial Plaza since there is a built in audience. However, we are rethinking since we would also like people from the community. Beth’s vision is to have 2 focus groups: one for consumers and one for organizations serving older adults.

We could reach out to businesses within the networking groups such as: Partners in Healthcare, Senior Network, or the RVA Better Aging Forum. In addition to pulling businesses from these groups we can also advertise to them about Aging2.0.

If we do not want to do the focus group at Imperial Plaza we could hold the group at a Friendship Café, particularly the Deep Run Friendship Café which has been known for being incredibly active and vocal. The café has approximately 75 members, but we can do a 1st come, 1st serve signup sheet for the focus group. When Catherine, Karen and Beth meet with Anne about the setup of the focus group they will discuss the best way to go about this.

Next Meeting

Tuesday, August 2nd 8:30am-9:00am (with opportunity to attend via phone)

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ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Karen Moeller	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition
Colleen Wilhelm	Family Lifeline
Amy Bodman (phone)	Circle Center Adult Day Services
Marion Shackford	Adaptive Home Environments, LLC
Linda Rubin	Community Representative
Catherine MacDonald	Senior Connections
Mary Catharine Kolbert (phone)	Bon Secours Richmond Health System

ABSENT

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
Ken Lantz	Richmond Regional Planning District Commission
Amy King	Community Representative
Henry Simmons	Community Representative
Kim Tarantino	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Patty Wilkerson	Community Representative
Joseph Brisby	SCORE
E. Ayn Welleford	VCU Gerontology
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture