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4Gen Ventures
Harness the Longevity Dividend

REVOLUTIONIZE Boston 2019

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Longevity + Digital (‘Age-Tech’) is the next frontier-market

User experience frontier

Wearables, Smart Speakers and Internet of Things

Robotic devices and processes

Machine-augmented productivity

Micro and macro mobility

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Telco/Cable/Media</th>
<th>Technology</th>
<th>Retailers</th>
<th>Financial</th>
<th>Consumer Brands</th>
<th>Healthcare</th>
<th>VC-backed</th>
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Source/Notes: 4Gen estimates based on individual analysis of 35 among largest 100 US companies
Tech leaders are going after the >50s market – Amazon Case Study

Amazon Age-Tech Assets and Initiatives

- 100M Alexa (HIPAA compliant)
- 100M Prime (Concierge)
- 600K employees (Virtual Care)
- $14B Whole Foods (Medical Centres)
- $1B Pill Pack (Pharma distribution)
- $1B Ring (Home)

$40 Billion profit pools can fund heavy bets

Amazon Aims to Accelerate Prime in 55+ Age Group

Source/Notes: Morgan Stanley ‘What Happens Next’ Oct 2018; Note: High Margin includes AWS, Advertising, Subscriptions and Customer Care, Investment Businesses are primarily pricing on e-commerce to drive incremental growth but also new businesses; CB Insights Amazon in Healthcare 2019. 55+ share from consumer surveys
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

NEW WORK MODEL

GAIN HIGHER PURPOSE

HOME AS A SERVICE

BLUE OCEAN SERVICES

REFINANCE LATER LIFE

Source/Notes: 4Gen estimates based on individual market analysis and projections
$400B+ senior living market is up for grabs

Secular Pressure Points
- Long-term care implosion
- Defined benefit implosion
- Weak downsizing process
- Longer, unfunded later life
- Unfunded state liabilities

Disruptive Pressure Points
- Tech giant entry
- Digital health disruptors
- Housing + service bundles
- Senior-living unbundlers
- “Unicorn”: (Uber, AirBnb)

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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