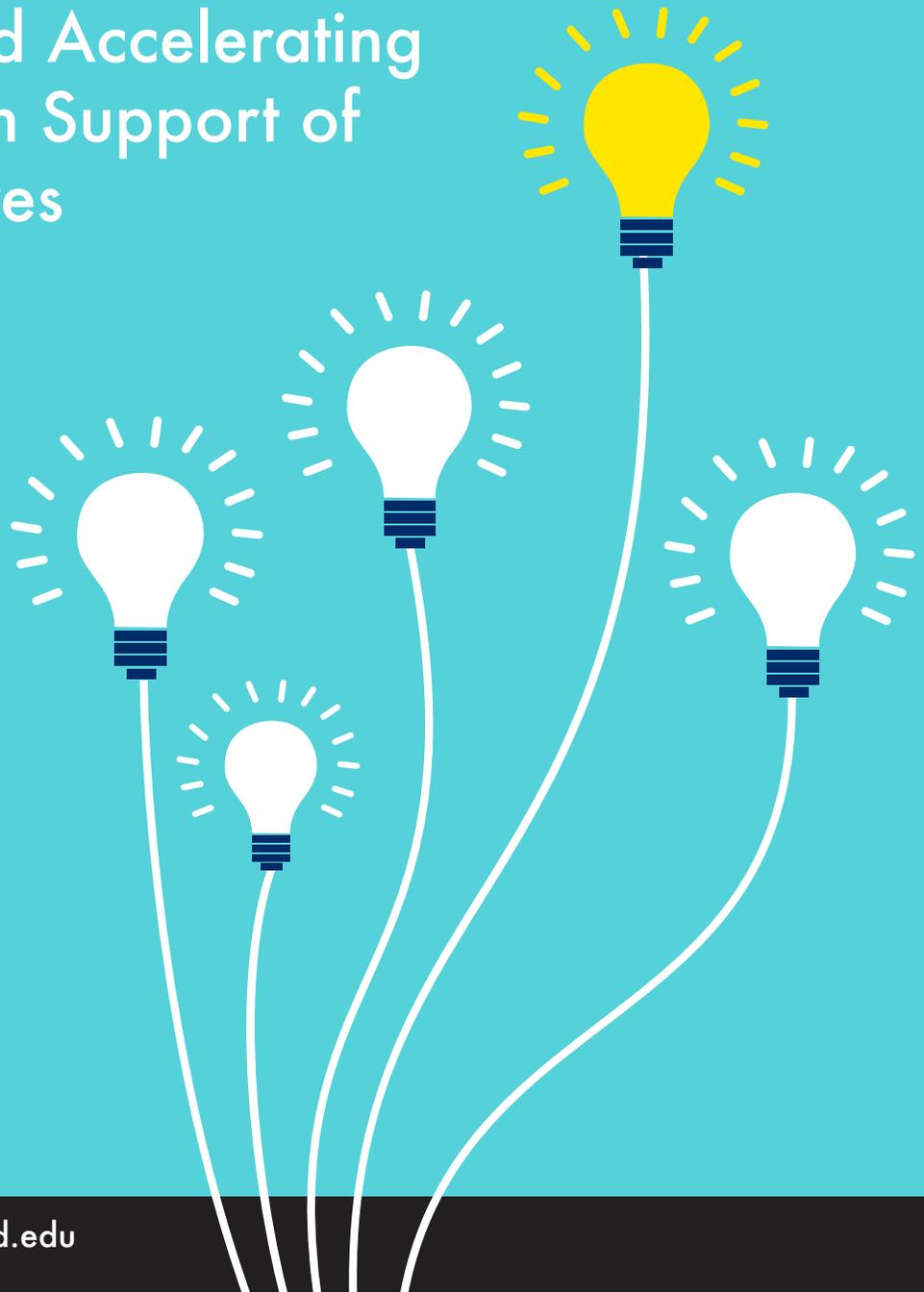




10<sup>th</sup> ANNUAL  
STANFORD  
CENTER ON  
LONGEVITY

DESIGN CHALLENGE

Inspiring and Accelerating  
Innovation in Support of  
100-Year Lives



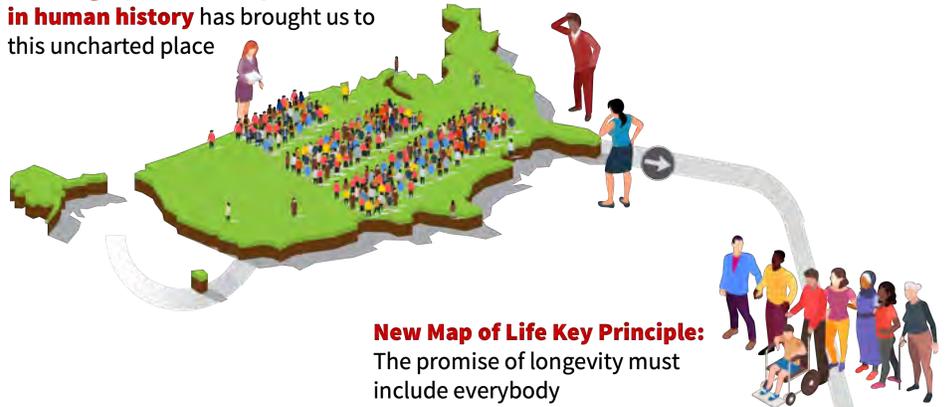
# A NEW CHAPTER OF HUMAN HISTORY

*Stanford Center on Longevity's mission is to accelerate and implement scientific discoveries, technology, and new cultural norms so that century-long lives are healthy and rewarding.*

By the middle of this century, average human life spans will approach 100 years. This once unattainable milestone is becoming commonplace in advanced economies, as the result of dramatic advances in medicine, sanitation, public health, nutrition, education, and technology during the 20th century. Demographers predict that half of today's five-year-olds in wealthier nations will live to 100. Yet, while centenarians of the future have already been born, we haven't built the world that will support century-long lives. Nor have we developed solutions for the deep inequities that prevent so many people around the world from experiencing the benefits of longer, healthier lives.

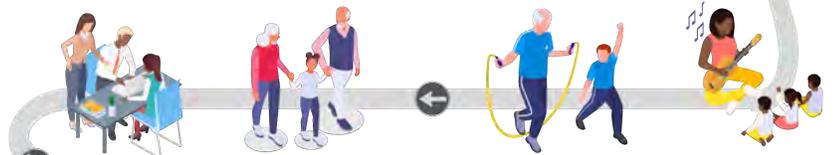
The Stanford Center on Longevity Design Challenge invites university students around the world to innovate for a future in which centenarians can thrive, as well as deliver benefits to people of all ages and stages of life.

**A demographic shift unparalleled in human history** has brought us to this uncharted place



**New Map of Life Key Principle:**  
The promise of longevity must include everybody

A longevity-ready society creates the conditions **people of all ages** need to reach their full potential



The economic contributions of the 50-plus age group **are on track to triple by 2050**

**Shift from a deficit mindset**  
Need to assess the true economic and social contributions of older adults



**Adults 50 and older are a dominant force in the U.S. economy** and are the fastest growing segment of the workforce

**Changing the trajectory and costs** associated with aging will prove many of our current assumptions outdated



Many people experience good health and functional independence **well into their 70s and 80s**

**Multigenerational families** can share financial and social resources...

**New healthcare technologies, medical treatments and other advances** hold the promise for preventing and slowing age-related diseases



# THE CHALLENGE

As the first generation in human history with a high probability of not only reaching old age, but also spending many decades as older adults, we believe that today's university students are uniquely qualified to design the world they want to inhabit as they grow older. Today's students, many of whom will become tomorrow's centenarians, came of age with social institutions, norms, and policies that evolved when lives were only half as long.

The Stanford Center on Longevity's **New Map of Life** initiative serves as a guide for the types of innovation needed to create longevity-ready societies. The Design Challenge, now in its 10th year, provides an opportunity for students to fill some of the gaps in technologies, products, and services that will be needed in a longevity-ready world, and that will benefit people of all ages, not only older adults.

## Designing for the Longevity Economy

We created the Longevity Design Challenge in part to incentivize students to expand their time horizons and think about their future selves. Young designers often overlook older users of products and services, and businesses similarly often fail to recognize the significant opportunities from developing products and services needed in a more age-diverse society.

According to AARP, people aged 50 and over account for more than half of consumer spending and 83% of household wealth in the United States. Annual economic activity within this group is projected to double in the U.S., reaching \$13.5 trillion by 2032. The opportunity to serve this market is vast for those with the background and skills to reach these consumers, as the consumer population becomes more age-diverse in countries around the world. The Design Challenge helps to close these gaps, while simultaneously improving life for people of all ages, providing benefits to student designers and to sponsors alike from collaborating on creative solutions.

## 10 Years of Longevity Innovation

Now in its tenth year, the Design Challenge has drawn over 870 entries from 66 countries and hosted finalists from as far away as China and Pakistan. Several teams have gone on to productize their designs, and young designers have used the experience to land jobs at major companies.

Success stories during the first decade of the Design Challenge include:

### Year 1



#### **EatWell**

Dinner set for people with dementia. Featured in the Cooper-Hewitt Smithsonian Design Museum in 2018 and available for purchase on Amazon.

### Year 2



#### **Luna Lights**

A sensor and lighting system to help the user get to the bathroom safely at night. Privately funded and in production.

### Year 3



#### **Meditopia**

A meditation app with over 14 million users. Raised \$18.2M.

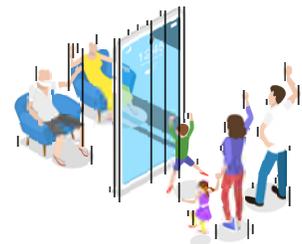
### Year 4



#### **Rendever**

Virtual reality platform used in senior living communities across the US, Canada, and Australia.

### Year 8



#### **Near**

Tech assistance to help families stay connected. Tech Stands in several Chicago-area senior living communities.

# CHALLENGE 2023

## “Optimizing Health Span: Living Well at Every Age”

The near-doubling of human life spans throughout much of the world during the 20th century is one of the greatest achievements in human history. A key challenge now is to ensure that the quality of those added years keeps pace with dramatic increases in the length of life. We must develop new ways to align life spans with *health spans*, defined as the period people remain healthy, mobile, and mentally sharp, unimpeded by chronic pain, illness, or disability.

The 10th annual Stanford Center on Longevity Design Challenge invites student designers to create solutions that contribute towards the optimization of health span at any age. We especially welcome designs that increase the health spans of people in disadvantaged circumstances, which may include poverty, food, housing, or climate insecurity.

*Health span: The years people remain healthy, mobile, and mentally sharp.*



### How it Works

Each fall, the Stanford Center on Longevity (SCL) announces a longevity-related design topic. Student teams from any accredited university in the world may enter a design. Submission is free, and any intellectual property developed remains the property of the teams.

- Throughout the Design Challenge, SCL hosts a **website** and social media presence on **Facebook** and **Twitter**, providing background and inspiration to designers.
- Entries are accepted from September until December, and a panel of expert judges selects 6-8 finalist teams, announced at the end of January.
- Finalist teams are awarded:
  - \$1K award for prototyping.
  - Pairing with an experienced mentor.
  - Funding to travel to Stanford in April to present their design at the Finals, competing for the \$10K first prize. (During the COVID-19 pandemic the Finals were held online.)
  - Participation in a business plan development workshop hosted by the Stanford Graduate School of Business.

# SPONSORSHIP OPPORTUNITIES

We invite you to join the SCL Design Challenge as a sponsor:

- Become a leader in the movement to educate and inspire university students as they learn how to incorporate longevity considerations into their work.
- Gain knowledge and insight into longevity needs for product and service development among diverse populations. Sponsors are active participants in the Challenge, serving as judges and mentors, and gaining unique business insights into how students are solving for longevity issues in their own communities around the world.
- Ensure that all students are able to participate. A key principle of the Design Challenge has been inclusivity and accessibility to all interested students, with no cost to enter and travel expenses paid. Sponsors are critical to providing this level of cost-free access to students, and sponsors are equally valued as mentors and collaborators with student teams.

## Sponsorship Levels and Benefits

### **PLATINUM SPONSOR** (\$50k+)

- Includes all benefits of Gold Sponsorship (below).
- Receives Platinum Sponsor recognition in all Design Challenge materials.
- Acts as a strategic partner in creating the structure of the Design Challenge and topic selection.
- Option for SCL presentation at Platinum Sponsor meeting or event.

### **GOLD SPONSOR** (\$20k)

- Includes all benefits of Silver Sponsorship (below).
- Receives Gold Sponsor recognition in all Design Challenge materials.
- Opportunity to provide a judge at the Challenge Finals.
- Offered access to all designs submitted in December 2022.

### **SILVER SPONSOR** (\$10k)

- Receives Silver Sponsor recognition in all Design Challenge materials.
- May provide content to educate teams through the Design Challenge website.
- Offered the opportunity to mentor teams during the incubation period.

For sponsorship inquiries, please contact Marie Conley-Smith at [mnconley@stanford.edu](mailto:mnconley@stanford.edu).

