

2024 Stanford Center on Longevity Design Challenge Finals

April 9, 2024

Li Ka Shing Learning and Knowledge Center
Berg Hall C
291 Campus Drive
Stanford, CA

- 8:30am – 9:00am **Check-in, breakfast & coffee**
- 9:00am – 9:15am **Stanford Center on Longevity Welcome**
Laura Carstensen, Director, Stanford Center on Longevity
- 9:15am – 9:45am **Keynote: Why Experimenting beats Planning for Start Ups**
Perry Klebahn, Adjunct Professor and Director of Executive Education, Stanford d.school; Founder, Stanford [LaunchPad](#) Accelerator
- 9:45am – 9:55am **Design Challenge Finals Introduction and Sponsor Recognition**
Marie Conley-Smith, Stanford Center on Longevity
- 9:55am – 10:55am **Finalist Presentations, Part 1 (4 presentations)**
9:55-10:10 Bala
10:10-10:25 Tradeways
10:25-10:40 Reframe
10:40-10:55 Limitless Financial
- 10:55am – 11:10am **Break**
- 11:10am – 12:10pm **Finalist Presentations, Part 2 (4 presentations)**
11:10-11:25 Setu
11:25-11:40 LifeQuest
11:40-11:55 Asterisk
11:55-12:10 Kur
- 12:15pm – 1:45pm **Networking Lunch and Judges Meeting** (Lunch provided)
- 1:45pm – 2:15pm **Stanford Student Founders Panel**
Weston Ballard & Emily Sheng, Stanford Graduate School of Business
- 2:15pm – 2:30pm **Introduction to Design Challenge 2025**
Marie Conley-Smith, Stanford Center on Longevity
- 2:30pm – 2:45pm **Awards**
- 2:45pm – 4:00pm **Networking Reception** (Light snacks provided)