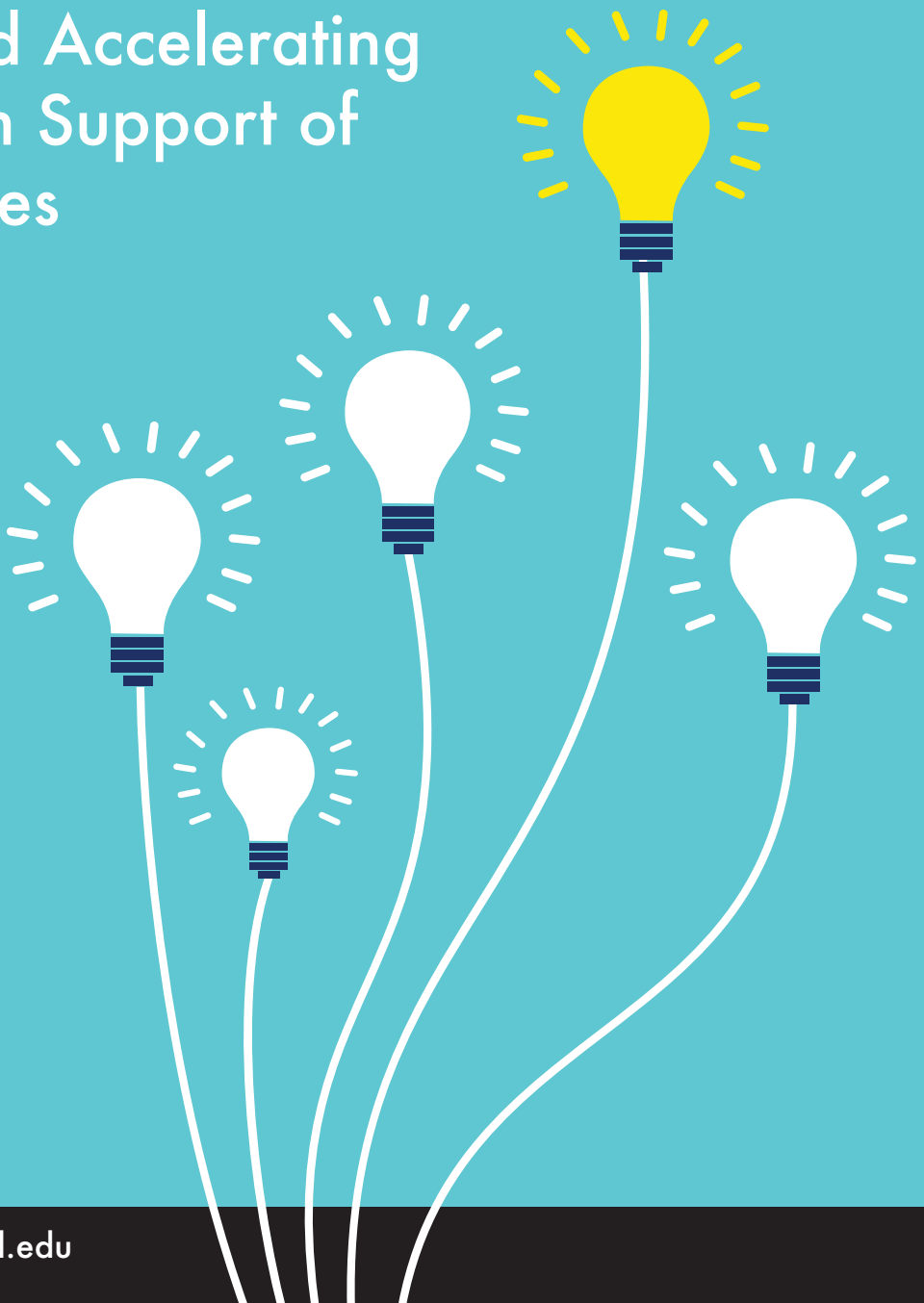
STANFORD CENTER ON LONGEVITY

DESIGN CHALLENGE

Inspiring and Accelerating Innovation in Support of 100-Year Lives



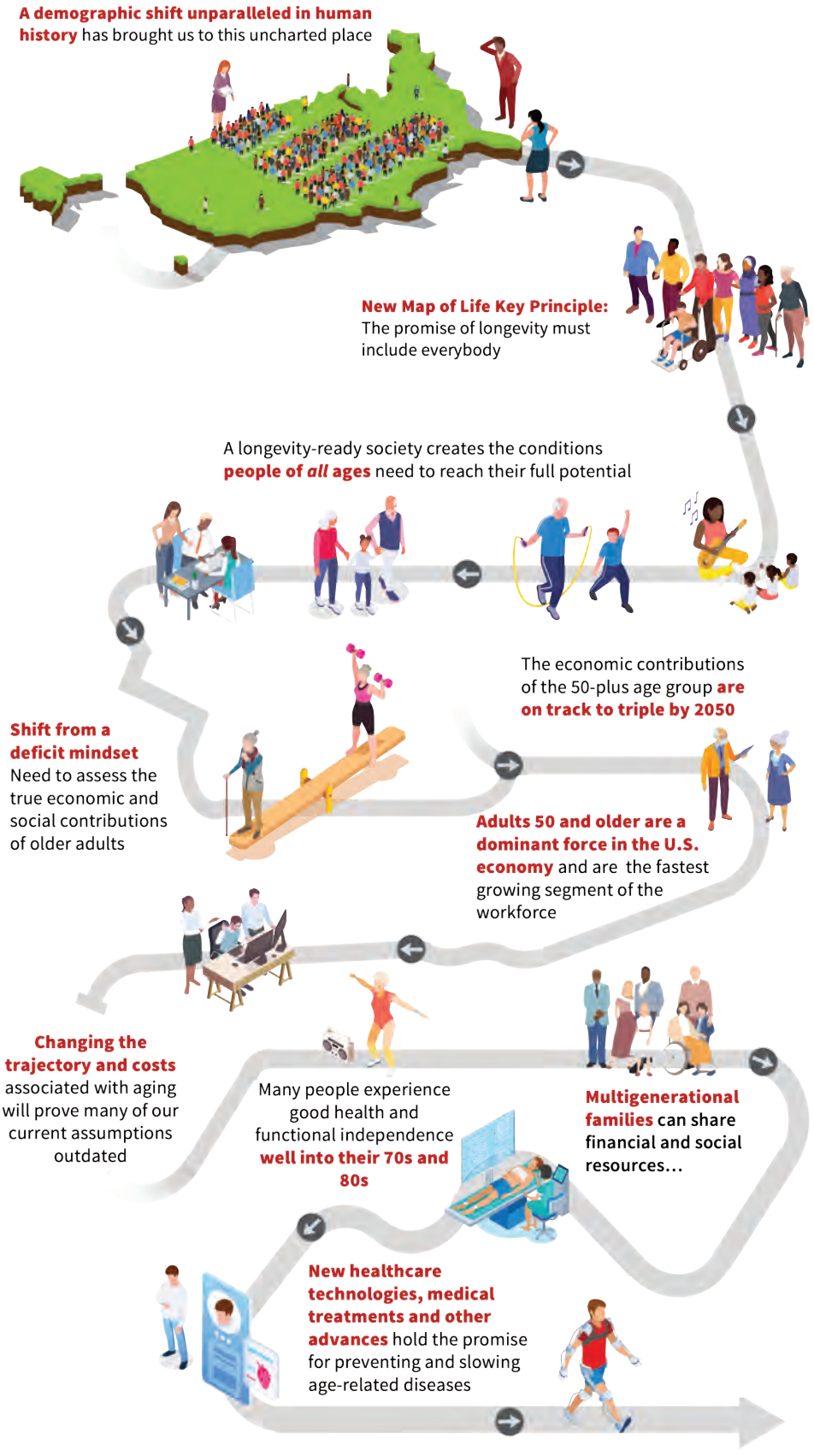
designchallenge.stanford.edu

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.



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 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.

Over a Decade of Longevity Innovation

Now in its twelfth year, the Design Challenge has drawn over 1300 entries from 73 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. 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

Foris Labs
Virtual science lab for students with limited internet access. In beta testing in schools across Anambra State, Nigeria.

CHALLENGE 2025

"Reimagining Education and Learning for Long Lives"

o fully engage with our long lives, we must change our approach to learning and education. Rather than going to school for a fixed number of years when we're young, the Stanford Center on Longevity's New Map of Life envisions learning new knowledge and skills throughout our lives, regardless of age.

The 2024-2025 Stanford Center on Longevity Design Challenge invites student designers to create solutions that expand or rethink education and learning opportunities at any age, particularly those that close opportunity gaps and ensure equitable access to educational opportunities for all, regardless of socio-economic background or age.

How it Works

Each fall, the Stanford Center on Longevity Design Challenge announces the longevity-related design topic and opens for submissions. 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.

- SCL hosts a dedicated Design Challenge **website**, and maintains an active social media presence on **LinkedIn**, **Facebook** and **X** (Twitter) throughout the Challenge, 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.
  - Participation in a business plan development workshop hosted by the Stanford Graduate School of Business.

SUPPORT OPPORTUNITIES

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

- 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. Supporters 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. Supporters are critical to providing this level of cost-free access to students, and sponsors are equally valued as mentors and collaborators with student teams.

Support Levels and Benefits

PLATINUM SUPPORTER ($50k+)
- Receives all benefits as per Gold Supporter (below)
- Receives public Platinum Supporter recognition
- Option to engage as an advisor to SCL in creating the structure for the challenge
- Option for SCL presentation at Platinum Supporter meeting or event

GOLD SUPPORTER ($20k)
- Receives all benefits as per Silver Supporter (below)
- Receives public Gold Supporter recognition
- Has the opportunity to provide a judge for the competition
- Is offered a corporate presence at the Awards ceremony in April 2026

SILVER SUPPORTER ($10k)
- Receives public Silver Supporter recognition
- Is offered the opportunity to mentor teams during the incubator period

For inquiries, please contact Marie Conley-Smith at **mnconley@stanford.edu**.

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