



To: The Members of the Stanford Center on Longevity Advisory Council

From: Susan W Golden, Fellow and Director SCL-DCI Innovation Hub

Re: June 21-22, 2018 Advisory Council Meeting Update

This provides an update on the program offerings and activities led by the *SCL-DCI Innovation Hub* since January 2018. *The Hub* was launched in 2017 and connects DCI fellows across cohorts through topics of shared interest and supports them in generating ideas that could have meaningful social and economic impact. *The Hub* also helps to curate resources and connect interested participants to existing resources and programs at Stanford and beyond, and welcomes intergenerational participation from students across the Stanford campus. To date, over 75 fellows have engaged in the Hub, along with over 30 students from across the campus.

The DCI Innovation Hub is co-sponsored with the Stanford Center on Longevity and has initiated several new program offerings and initiatives since January 2018. The following is a brief summary.

SPEAKER EVENTS:

February 26, 2018: *The Hub* organized a panel on Longevity for the 10th Imagine Solutions Conference in Naples, Florida. Professor Laura Carstensen and Dr. Phil Pizzo presented to the over 600+ attendees which include many c-suite executives. This invitation to participate was offered by Roch Hillebrand, DCI'16 and member of the Advisory Council

April 12, 2018: *The Hub* sponsored Dr. Joseph Coughlin, author of *The Longevity Economy*, and co-founder and director of the MIT AgeLab. This event was very well attended by over 125 and served to launch a new course offering on Longevity Innovations. It also provided an opportunity to engage some of the Business School faculty in this topic. The book highlights the work of Laura Carstensen (see Chapter 7) and enthusiastically encourages all to recognize the immense needs and market opportunities related to the longevity economy.

NEW TEACHING OPPORTUNITIES:

April – June 2018: Longevity Innovations (Psych 233)

Drs. Carstensen and Susan Golden are co-instructors for a new course that highlights the many opportunities for innovations needed to address key challenges related to the new health span and lifespan. Among the topics covered in the course are: How Will We Die?; Where Will We Live?; Working Forever?; Caretaking; Design Challenges; Anti-Aging Innovations; and The Business Opportunities of Longevity.

Guest speakers have included Stanford faculty (Dr. Thomas Rando; Dr. Stephanie Harman), and start up companies in the area (*Better Place Forests*, and *Mon Ami*), as well as investors. Discussion is now underway to expand the course and explore having it co-sponsored with

faculty from the GSB. The participants in the group will meet with the Stanford Venture Studio, for those interested in exploring their innovation ideas further with the support of the Studio. It is anticipated that these participants will continue to engage in discussion and brainstorming around specific topics of interest and form working groups around specific topics/challenges towards impact.

January – March 2018: Lean Launchpad Course (ENGR 245)

During the Winter Quarter, Susan was a mentor to a health care team for the Lean Launchpad Course taught by Steve Blank and Steve Weinstein. This helped to increase our knowledge about the Lean approach to business development and its applications to the Hub programming. In December 2017 the Hub sponsored a mini “lean” course for 9 Hub teams.

GROWING NUMBER OF AFFILIATIONS:

The Innovation Hub has generated a new set of affiliations in order to broaden its impact and engage students within the Stanford Community including undergraduates, MSx Students; MBA students; graduate students and faculty:

- GSB Healthcare Club
- Stanford Venture Studio
- Center for Entrepreneurial Studies
- Stanford Entrepreneurship Network
- Stanford Women in Business
- Technology Ventures Program
- Center for Social Innovation
- TomKat Center for Sustainability and Energy
- National Science Foundation i-Corps Program

GROWING NUMBER OF STUDENT AND START UP COMMUNITY INTEREST:

Throughout the past year, a growing number of students at Stanford, including many GSB and even those enrolling in the Fall, are reaching out to learn how to connect to the work of the Center and its role in innovations. Though hard to quantify its total impact to date, one of the GSB Student teams that participated in the Hacking for Longevity Workshop sponsored by the Hub in Fall 2017 has now received their first round of funding, and the two co-founders will be pursuing this after they graduate. Mon Ami focuses on providing activity companions for the families who care for people with dementia, using trained college students as their companion.

Many startup companies are reaching out to find ways to be connected to the work of the Center, and in the Fall 2018 we plan to invite those companies to meet with the Corporate Affiliates for a networking event.

We are also developing a list of white spaces related to Longevity that we have identified which are ripe for innovation. This is intended to be disseminated through publications and to our student entrepreneur/innovation networks.

IDENTIFYING FUNDING PARTNERS:

Over the last several months, we worked with a consulting firm to conduct an assessment of alternatives for funding sources for *The Innovation Hub*, in order to help it scale and become sustainable. With the enormous market opportunities, needs and interest of many students across campus, and resources, we believe the Center can make a mark in helping to sponsor innovations for longevity.

Our goal is to secure three-year funding to cover the costs of developing and implementing a vibrant Innovation Hub that could match the needs described in the New Map of Life initiatives at the Center. Students across campus and DCI Fellows would be invited to participate in a series of program offerings to stimulate ideas and develop strategies and solutions to enhance the New Map of Life.

DCI FELLOWS ENGAGEMENT WITH SCL:

Increasingly, there are many different ways that DCI Fellows are engaging with SCL and contributing to its work. Currently, two DCI Fellows are Visiting Scholars/Fellows at the Center; one DCI Fellow works on research projects; eight DCI Fellows serve on the SCL Advisory Council; over fifteen DCI Fellows served as mentors and judges for the Design Challenge; and six DCI Fellows participated in the new Longevity Innovations course. Last year, over 25 fellows participated in one or more of the working groups on Longevity Innovations. Clearly, there is a growing opportunity with each new cohort of DCI Fellows to harness their interests and expertise towards impact and innovation.

In addition, a new Special Interest Group on Social Impact and Investing was launched by the DCI Innovation Hub in April, which has 20 fellows participating. Longevity and the innovation opportunities it presents, will become increasingly important to impact investors.