

KEYNOTE

M. FURLONG. Blueprint to the longevity marketplace. Gerontechnology 2018;17(Suppl):2s; <https://doi.org/10.4017/gt.2018.17.s.002.00>. By the year 2040, adults over the age of 65 will make up one of every five Americans. Consumer spending for the 60 and over population will reach \$15 trillion by the end of the decade. The longevity business ecosystem today offers boundless opportunities for emerging companies, established corporations, investors and everyday consumers. For example, "Voice first technology" has generated a wave of innovation, both hardware and software; many people have chosen the gig economy lifestyle to manage their own schedules and ability to earn; and business owners are learning how to move from smart start-up to a successful, sustainable business. In this presentation Mary Furlong will explore how the true needs of the consumer and caregiver don't necessarily change across time but the business and non-profits serving them do.