



Innov-Aging will be an unique opportunity where start-ups from all over the world will be faced with the exponentially growing “Silver Market”.

The Committee organized a Collateral Program dedicated to the participating start-ups to give them the opportunity to MEET the growing silver market, BUILT partnerships, CONTACT clients, DEVELOP comarkership, PROMOTE products and services, ASSES the latest innovation.

Thursday 21st June – EXPO AREA

WELCOME COFFEE: grab a coffee and get ready to open a window to the future...

12.00 Grace Andruszkiewicz, Vice President of Brand Strategy at Aging2.0

Title: Overview on Silver Start-ups in the world and Silver Market opportunities for Business

12.10 – 13.00 FIRST ROUND - Start-up pitches (n.10)

5 minutes for each pitch, write down your questions and visit the start-up booth, these fellows will be happy to give you all the answers and show their products to you!

13.30 LUNCH

15.30 – 14.20 SECOND ROUND - Start-up pitches (n.10)

5 minutes for each pitch, write down your questions and visit the start-up booth, these fellows will be happy to give you all the answers and show their products to you!

17.30 – 18.20 THIRD ROUND - Start-up pitches (n.10)

5 minutes for each pitch, write down your questions and visit the start-up booth, these fellows will be happy to give you all the answers and show their products to you!

CONCLUSION

