

AGENCY

Worldwide Innovation for Living Longer & Aging Better

Cowork | Convene | Connect | Commercialize

Impact Report 2019



AGENCY is a hub for collective impact that fosters innovation for living longer and aging better. Headquartered in Cambridge, Massachusetts, AGENCY combines CIC's premium coworking space, curated programming, and concierge ecosystem connections to grow companies that are building an age-friendly world. In these Kendall Square offices, entrepreneurs work side-by-side with elders and experts to create meaningful solutions that make the aging journey better for all.

At AGENCY, in partnership with Captains of Innovation, startup founders and corporate innovators collaborate to address the unmet needs of the world's rapidly aging populations. AGENCY companies are pushing the boundaries of science to extend healthy lifespans, blending high-touch and high-tech eldercare solutions that can scale, and designing products and services for joy and delight, not just for decline.

AGENCY also produces a host of can't-miss events designed to raise awareness of the challenges — and opportunities — in aging. These public gatherings allow AGENCY companies to gain visibility as thought leaders while attracting new innovators to the longevity field. We believe that coming together in service of a shared mission builds community and sparks new breakthroughs.

Our Members

20

total
AGENCY
members

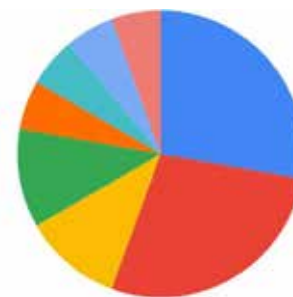
\$108.6M

of funding
received by
AGENCY members

9.7%

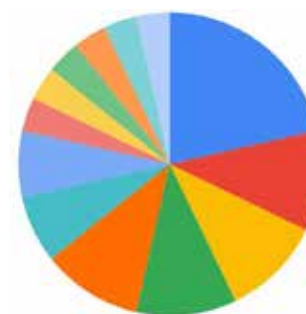
of all VC funding
raised by CIC
clients in 2019

Member Industry



- Life Sciences/Health
- Software/Web/Mobile
- Hardware/Devices
- Service Providers
- Arts
- Business Consulting
- Finance
- Manufacturing/Design

Aging Focus



- Activities of Daily Living
- Care Coordination / Telehealth
- Caregiving
- Lifestyle, Engagement & Social Isolation
- Longevity / Geroscience & Research
- Age-Friendly Community
- Disease Prevention & Diagnostics
- Brain / Cognitive Health
- Fashion
- Financial Wellness / Insurtech
- Medication Management & Compliance
- Mobility
- Nutrition

80
Net
Promoter
Score

80%
member HQs
located in MA

20%
members
expanded to MA

CONVENE

13

events hosted by AGENCY or coproduced with partners

80%

of members attended AGENCY events

50%

of members participated in events as speakers, presenters, and panelists

C

1-4

average members per company at AGENCY

O

5-10

typical staff size of AGENCY companies

W

O

14

full-time & part-time staff and interns added in 2019

R

K

90%

of member companies grew in 2019

AGENCY'S PILLARS

At AGENCY, we focus on four pillars -- cowork, convene, connect, and commercialize -- to drive our innovation strategy. Through these pillars, we seek to unblock chokepoints in the ecosystem, invest in generative programs that showcase and support our members, deepen relationships with experts in aging and event producers, and ramp up pilots and consulting with our corporate partners.

AGENCY members have added richness to this vision: building an active and engaged community and driving growth for their businesses and in their sectors.

50%

of AGENCY members reported revenue growth in 2019

9

experts brought in to offer specialized advice

80%

of members say AGENCY opportunities contributed to growth

COMMERCIALIZE

90%

of AGENCY members reported making valuable connections in 2019

122

sessions of AGENCY Expert Office Hours

10

new partnerships formed by AGENCY members in 2019

80%

of AGENCY members reported developing strong connections with other members

C

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2019 Milestones

AGENCY Highlights

- Launch grant from MA Governor Charlie Baker & MA eHealth Institute
- Three strategic partnerships
- 20 member companies
- 13 events coproduced with local and national partners
- Founders Over 55+ Club launched to harness the wisdom of lifelong professionals and create a viable career path for encore entrepreneurs
- Welcomed visitors and industry stakeholders including: UK National Innovation Centre for Ageing, d.Health Summit, AARP Innovation Labs, MA Executive Office of Elder Affairs, Women's President Organization (WPO), Brigham & Women's Hospital Division of Aging

Member Highlights

- \$108M+ raised in venture capital, angel investment and SBIR grants (Small Business Innovation Research)
- One grant awarded for the MA Practice Point Sandbox
- Three patent applications submitted; one patent approved to date
- One product picked up by multiple retailers, including TheGrommet.com



Member Spotlights

Care Coordination & Telehealth

With an aim to shift paradigms in healthcare by connecting caregiving agencies with providers, **urCare** landed a large contract in South Korea. **CareClever** - developers of Cutii, the companion robot for seniors - industrialized their product and joined MassChallenge's 2020 HealthTech cohort. Health solution smartwatch creator, **WatchRx**, successfully completed trials with a telehealth company. **CareOff's** mobile scheduling platform, designed to connect caregivers directly with residential care homes, went live in September 2019 and retained pilot customers.

Lifestyle & Social Engagement

Sunu Band, a mobility smart-band that enhances navigation for the visually impaired, earned top prize at AARP Innovation Labs Grand Pitch Finale and was a semifinalist in the "Meet the Drapers" venture competition. **Life-Notes** developed a patent-pending Conversational Writing Platform to enable storytellers to narrate and preserve memories; and applied for a SBIR grant from NIH/National Institute on Aging.

Disease Prevention & Diagnostics

BYOMass received a Springboard accelerator award and three NCI funding awards to develop therapeutics designed to modulate metabolism, with a focus on aging and age-related chronic illnesses. **Imaginostics** received the Hustle Award at the MIT Enterprise Forum Startup Spotlight for their work developing non-invasive diagnostic tools to assay vascular structure & biomarkers for early-stage dementia.

Activities of Daily Living

eMotionRx won first prize in the MIT Assistive Tech Competition for their work inventing, developing, and marketing medical devices for people with mobility limitations. **Sweetmobility** introduced 28 new models of the CaneWrap, applied for a patent, and partnered with multiple retail platforms, including The Grommet and MassGeneral Hospital gift shop. **EmTech Growth** launched as an early stage venture to develop CareWallet to help financial planning for the hidden costs of long term care.

Thought Leadership

AGENCY seeks to reframe the conversation on aging and longevity to focus on the joys and opportunities of living longer and aging better, not just the challenges. Our thought leadership work includes:

- Joining the MA Caregiving Coalition
- Developing channels for MIT Grand Hack and MIT Enterprise Forum
- Engaging with the Global Silver Economy Forum
- Curating events that showcase AGENCY entrepreneurs
- Hosting 'Reverse Pitch' events to surface unmet needs
- Speaking at industry conferences for financial advisors, medical device makers & consulates



Programs

In our first year of operations, AGENCY launched key programs, including:

- Founders Over 55+ Club and the 'Design Your Best Life Ahead' series
- AGENCY Expert Office Hours

In 2020, we seek to expand existing programs and launch the following:

- AGENCY GerolInnovation Internships with universities
- Customer Pilots

Partners

AGENCY works with a portfolio of local, national, and international organizations to foster innovation in aging and longevity, and grow companies that serve the world's aging populations. Our partners include healthcare providers, insurance companies & payors, universities, associations, corporations, and government agencies. We offer special thanks to our strategic and launch partners: Massachusetts eHealth Institute, Benchmark Senior Living, SOMPO Digital Lab, CIC, the Venture Café Network, and Captains of Innovation. We look forward to deepening relationships and developing new partnerships in 2020.



Thank you to our members, strategic partners, and the community for great success in our first full year!

AGENCY looks forward to fantastic growth and collective impact. We invite you to join us to improve the aging journey for all.

AGENCY Leadership Team

Danielle D. Duplin, Global Executive Director & Cofounder
Carrie Allen, Managing Partner & Cofounder
Lindsay Clark, Director of Operations

Contact us

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AGENCY Strategic Partners

CIC, Captains of Innovation, and the Venture Café Network
Massachusetts eHealth Institute
Benchmark Senior Living
SOMPO Digital Lab