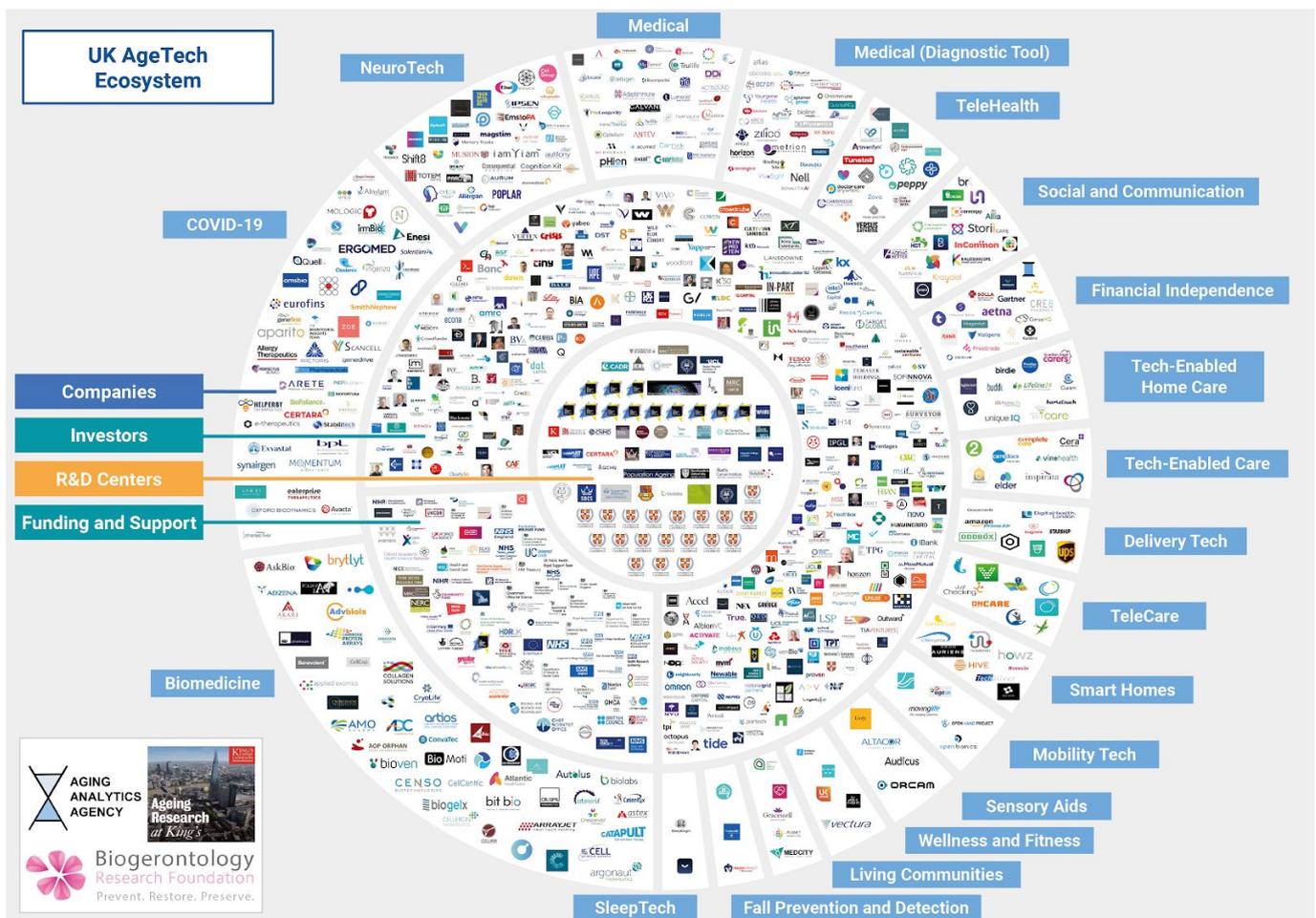


PRESS RELEASE

First-of-its-Kind Database and Digital Analytics Platform on the UK AgeTech Ecosystem Can Help Government Tackle Critical Issues of National Importance

First-of-its-Kind Platform Profiles and Visualizes 1500+ UK AgeTech Entities, Showing How AgeTech Can Address Critical UK Issues Including Ageing Population, COVID-19 in the Elderly and Care Home Reform



Embargoed Until 31st of August 2020, 10:00 CET, London, UK - [Aging Analytics Agency](#), in partnership with the [Biogerontology Research Foundation](#), announced today the upcoming launch of a landmark digital database and interactive IT-Platform that profiles and visualizes the entire AgeTech Ecosystem in the UK, designed to serve as a comprehensive database of the most relevant entities active within the UK AgeTech Industry including 500 companies, 600 investors, 100 funding governmental and non-governmental funding bodies, 75 R&D Hubs and 100 influencers, scientists and technologists.

The platform, which will be released in early August 2020, encompasses the full scope of technologies, innovations and practical applications within the UK AgeTech sphere, and classifies its constituent companies into 17 distinct industry subsectors including TeleCare, TeleHealth, Tech-enabled Care, Tech-enabled Home Care, Financial Independence, Sensory Aids, NeuroTech, SleepTech, Social and Communication Technologies, Mobility Tech, Delivery Tech, Smart Homes, Living Communities, Wellness & Fitness, Fall Prevention & Detection, Biomedicine and COVID-19.

The ultimate aim of the platform is to serve as an actionable tool to allow UK strategic decision makers, government departments and representatives, and both governmental and non-governmental funding

bodies to acquire a more realistic and actionable understanding of the true breadth and depth of the UK AgeTech ecosystem, and to serve as an efficient tool to optimize strategic decision making, funding allocation, technology translation and industry development, maximizing social impact and leveraging the massive volume of existing AgeTech tools and solutions at the UK's disposal to alleviate many pressing challenges and concerns of national importance including the economic burden of its ageing population, protection and treatment of COVID-19 in the elderly, social isolation, loneliness and mental health, increased economic participation among those aged 60+, and reforms to care homes and social care among the nation's elderly.

The project was developed using the sophisticated IT-solutions and [Interactive MindMap and Data Visualization](#) capabilities of Aging Analytics Agency and its parent company, [Deep Knowledge Group](#), powered by the analytical industry-specific insights and knowledge of Aging Analytics Agency and its institutional collaborator, the Biogerontology Research Foundation, with funding and support from Deep Knowledge Group. It will be released free-of-charge in an open-source manner for the benefit of all UK citizens and stakeholders, in order to maximize its potential humanitarian benefit in terms of optimizing and harmonizing the rapid development and translation of AgeTech tools and solutions to some of the nation's most pressing age-related challenges and opportunities with maximum social impact and inclusivity.

The technology, software solutions and overall architecture of the platform have been modelled after the [UK COVID-19 MedTech Analytics IT-Platform](#) (another recent industry-specific IT-Platform released in June 2020 by Aging Analytics Agency's parent company, the DeepTech-focused international consortium Deep Knowledge Group), as well as its sister platform, the [Global COVID-19 MedTech Analytics IT-Platform](#), which together profile the full scope of the international and UK-specific COVID-19 MedTech landscape from science to technology, R&D, treatment, diagnostic and vaccine development, and practical applications occurring globally. In addition to compiling and visualizing data on the full scope of the UK AgeTech Ecosystem, the upcoming platform also places particular emphasis on AgeTech solutions that can help protect and treat COVID-19 in the UK's elderly population, including COVID-19 as a specific industry subsector, and highlighting significant intersections between the distinct national challenges of ageing population and the coronavirus pandemic.

The database is in a continuous state of development, and following its public launch in August 2020 its developers intend to build an enhanced second iteration with enhanced features including stakeholder smart-matching, sector-specific analytical dashboards and toolsets, as well as company and technology market-readiness analysis and social impact ranking. In the longer term the platform is intended to serve as a distributed knowledge system, crowdsourcing additional data from relevant experts. While Aging Analytics Agency and its collaborators have already aggregated data from multiple reputable public sources and qualified experts within its existing network, we remain open to contributions from experts and specialists interested in expanding the scope and reach of the platform.

Aging Analytics Agency and the Biogerontology Research Foundation will also be further developing the platform into an extended second-phase analytical dashboard featuring enhanced features including company and technology-focused market-readiness and social impact rankings, entity smart-matching and extensive filter and search functions, allowing responsible decision makers to use the platform to derive action-based answers and insights to key questions at the heart of national strategic decision making to maximize the inclusive social impact of the nation's AgeTech industry and ecosystem for all UK citizens.

About Aging Analytics Agency

[Aging Analytics Agency](#) is the main source of data and analytics for the UK-based All-Party Parliamentary Group for Longevity, an official member organization of the United Nations NGO Committee on Ageing, and regularly and systematically submits policy and strategy proposals to the World Health Organization, World Economic Forum, the UK House of Lords and other Longevity policy and governance organizations. It is the only specialized analytics agency in the world that focuses exclusively on the emerging Longevity Industry. They are recognized internationally as the premier analytics agency for advanced data analysis, industry reports and next-generation infographics on the topics of Aging and Longevity. Now in its 5th

year, Aging Analytics Agency has been on the frontlines of Longevity Analytics since the inception of the industry.

About the Biogerontology Research Foundation

The [Biogerontology Research Foundation](#) is the UK's leading non-profit foundation specifically focused on Longevity and on expediting the coming paradigm shift from disease treatment to personalized precision prevention, and the UK's oldest charity focused on Ageing and Longevity Science, Technology and Policy. It was the main initial donor that provided financial and organisational support to Longevity International UK for the purpose of establishing the APPG for Longevity. It was also actively involved in the successful initiative of adding a new extension code for "ageing-related diseases" accepted in 2018 by the World Health Organization during the last revisions of its International Classification of Diseases framework.

About Deep Knowledge Analytics

[Deep Knowledge Analytics](#) is a DeepTech focused agency producing advanced analytics on DeepTech and frontier-technology industries using sophisticated multi-dimensional frameworks and algorithmic methods that combine hundreds of specially-designed and specifically-weighted metrics and parameters to deliver sophisticated market intelligence, pragmatic forecasting and tangible industry benchmarking.

About Deep Knowledge Group

[Deep Knowledge Group](#) is an international consortium of commercial and non-profit organizations focused on the synergetic convergence of DeepTech and Frontier Technologies (AI, Longevity, MedTech, FinTech, GovTech), applying progressive data-driven Invest-Tech solutions with a long-term strategic focus on AI in Healthcare, Longevity and Precision Health, and aiming to achieve positive impact through the support of progressive technologies for the benefit of humanity via scientific research, investment, entrepreneurship, analytics and philanthropy.

For press, media, partnership and consultancy inquiries, please contact info@aginganalytics.com