



IN GOOD COMPANY

The 2018 Optimal Aging Challenge

YOUR MISSION: Propose an idea to reduce social isolation and loneliness and increase engagement in older populations

OPTIMAL AGING

THE NEED— As demographics are changing around the world and people are living longer than ever before—the rapidly expanding 60-plus population are experiencing a new set of challenges: searching for purpose and meaningful engagement as they leave life-long careers, face changes in physical capabilities, experience financial uncertainties and more. The cumulative impact of these challenges may result in social isolation and loneliness—which are known to have adverse consequences on a person’s health and can cause socioeconomic problems for the individual, his/her networks and the community. When we engage older people and enable them continue to live, work and volunteer in their communities we all benefit from their energy, experience and continued contributions. This Challenge will make it possible to improve the aging experience, and ensure older adults remain valued members of our communities, enriching their quality of life and ours.

COMPETITION SPONSORS— The Competition Sponsors are Massachusetts Institute of

Technology’s AgeLab (MIT AgeLab), Benchmark Senior Living (Benchmark) and GE Healthcare, in collaboration with Massachusetts Governor Baker’s Council to Address Aging in Massachusetts. Prize Sponsors are MIT AgeLab and Benchmark.

ABOUT THE CHALLENGE

MISSION— This global competition seeks to improve healthy aging by leveraging the development of breakthrough technologies, community resources and other solutions to reduce social isolation and loneliness and increase engagement among older populations.

WHO— Community members, creative thinkers, entrepreneurs, businesses, universities—anyone—is invited to participate in this opportunity to reduce social isolation and loneliness in older adults across four pillars: Caregiving, transportation, housing and employment.

AWARDS— Up to four winners will be awarded a cash prize of \$5,000 USD. Winners may also have the opportunity to participate in public/private endeavors or further engagements with Prize Sponsors or Prize Sponsors’

partner entities to mature the winning solution so that it better serves the aging population. All post-Challenge opportunities are considered outside the scope of this competition and will be negotiated with Prizes Sponsors separate and apart from this Challenge.

GET STARTED

KEY DATES— Submit your Entry no later than September 28th. Winners will be announced in December 2018.

WEBSITE— Visit the Competition Website to learn more about optimal aging, the Challenge and submit your Entry:

<https://gex.brightidea.com/InGoodCompanyChallenge>

RULES— See Official Rules: <http://bit.ly/InGoodCompanyRules>

QUESTIONS

We’re here to help!

Contact ge.geniuslink@ge.com

Subject to Official Rules [<http://bit.ly/InGoodCompanyRules>]. Must submit at least one Entry by no later than 5pm EST on Sept 28, 2018 to be eligible. Must be 18 years of age or older to participate. No purchase necessary. Void where prohibited. Up to 4 cash awards (USD \$5,000 total each). Winning depends on Entrant’s skills in meeting judging criteria. Sponsors reserve right to limit or not award all prizes depending on quality of Entries received.