

SINGAPORE

Programme launched to help entrepreneurs targeting the elderly

POSTED: 28 Apr 2015 13:46
UPDATED: 28 Apr 2015 16:17

The programme supports entrepreneurs in developing products that meet the needs of the elderly.

PHOTOS



(Photo: Francine Lim)

CAPTION

SINGAPORE: ACCESS Health International and NUS Enterprise have launched a new programme which supports entrepreneurs targeting the elderly's needs.

Co-organised by ACCESS Health International and NUS Enterprise, the four-month Modern Aging programme will bring together students, researchers and health professionals from across disciplines to create businesses for ageing.

Through a curriculum of online presentations, workshops and mentoring sessions, participants will gain knowledge of the challenges, needs and wants of an ageing population, both in Singapore and other markets.

Participants will be encouraged to meet and interview seniors, as part of their market research. The teams will develop and translate their ideas into viable business plans, with a final pitching session. There will be a top prize of S\$50,000 in seed funding.

ACCESS Health's global networks will lend an international perspective to the programme, while NUS Enterprise will provide relevant teams with support and access to technologies and intellectual property for commercialisation.

Modern Aging will be held annually, with plans for future expansion in the region. It commences in August 2015.

- CNA/eg