

# Introducing the Friday Club

A new program for innovators in the aged care and ageing space is aiming to boost the potential of startups, writes NATASHA EGAN.

One by one, eight entrepreneurs pitch their technology. They are all female. And their solutions aim to improve the lives of older people.

One of them is Divya Gupta, who says she founded NGAGED to help enrich the lives of aged care residents and other seniors through arts and cultural experiences.

“Our plug and play platform allows facility managers to define their requirements and customise experiences at the click of a few buttons,” Gupta tells the audience over Zoom.

There is also Kristin Graham, the founder of Dossy, a social enterprise focused on addressing social isolation and loneliness.

“Dossy is a simple video app with one tap to connect, real-time availability to help reduce call hesitation, predictive notifications to help family share the load, and reporting based on an individual’s connectedness,” she says in her pitch.

Then Georgie Armstrong, founder of Gretel analytics, says she is partnering with a computer vision team to gather highly accurate location and interaction data in aged care facilities.

“We use this data to mitigate risk, identify hazards, maximize human resources and automate compliance reporting through real-time alerts and analytical reporting,” she tells the audience of almost 20.

Later Michael Donnelly from Telstra Health and Adam Jahnke, the CEO and founder of smart home technology platform Umps, talk with the innovators about engaging with the aged care system.

Welcome to the Friday Club, an initiative co-founded by Chris Gray, Peter Osborne and Wendy Fergie that aims to create a worldclass “AgeTech” innovation hub.

This 13-week program is a business coaching, support and networking program where startup founders come together to work on the challenges they are facing.

Fergie brings the skills of a female founder mentor, business advisor and investment professional. Osborne brings his as an innovation coach and consultant – he was previously innovation lead and startup program director at global health technology company Philips in the USA.

And Gray contributes decades of AgeTech experience, which includes founding aged care software iCareHealth 20 years ago, and the network of Agnes, which supports emerging businesses.

The trio have been involved in the startup industry for a long time and noticed founders seemed to go on “a never ending merry-go-round of startup programs,” Osborne tells *Australian Ageing Agenda* after the session.

“We’re trying to short circuit that and give some pointed feedback about the difference between a good idea and a business.”

Osborne runs the weekly two-hour Friday sessions. He coaches participants as well as exposes them to strategic guests relevant to founders like Donnelly and Jahnke at this session,



Chris Gray



Wendy Fergie



Peter Osborne



Gretel Analytics uses spatial data in aged care facilities to enable better care

aged care provider representatives, business development experts and investors.

He says the Friday Club is focusing on aged care because the space currently lacks any obvious ownership.

“It is the problem that’s going to continue to grow with an ageing population. The sector is going to get bigger. We saw the royal commission report come out and we’re trying to harness technologies that help people lead a more independent, fulfilling and connected life.”

Fergie, Osborne and Gray volunteer their time on Friday mornings and there’s no fee for the founders.

“Just an expectation to bring an open mind and a sharing attitude,” Gray tells AAA.

Potential participants are screened to ensure they are right for the program, he says.

“We interview every one of them, all three of us at the same time, and if they’re not quite ready for us, we would say, here’s some things to go and work on and go away and do that.”

The program targets businesses that are pre-investment and or pre-revenue but they must have some traction, says Gray.

The founders must also be coachable, adds Fergie. “Because a lot of founders out there have an idea but they don’t want to listen. So they have to be coachable and collaborative,” she tells AAA.

It is not a coincidence that all the founders in this group are female. It responds in part to aged care being a female dominated industry, and the number of women working formally or informally in the space wanting to come forward with solutions for the problems they encounter.

“One of my passions and why I’m in this space is because I want to help female founders,” says Fergie. “Of the available venture capital money, they got 2.8 per cent last year. This year, in the

reporting coming through, it’s down to 2.3 per cent.

“We’ve got to advocate on their behalf to get the unconscious bias, which is still strong out there when you’re talking to venture capital funds or potential angel investors. We’re also trying to educate [investors] to get rid of that hurdle for them in some way that we can.”

Osborne says one of the issues is the startup scene in Australia is less sophisticated than elsewhere in the world where innovation and the delivery of technology into the workforce is commonplace and accepted.

“The technology and the ideas coming out of Australia are on par with anywhere else in the world, but we have to make sure that the way that we deliver those technologies to market lifts so that is on par with the rest of the world. And that’s the opportunity that we have here.” ■

**Read what the eight founders have to say about their solutions opposite and over page.**

## 1. Enriching residents' lives

I was at my wit's end trying to organise meaningful activities and entertainment for my parents during lockdown. Like me, facility managers in aged care are stretched thin trying to organise a variety of activities for their residents.

NGAGED is a one-stop-shop for customised enrichment activities for the elderly from live music performances, dance and story-telling to games and activities tailored by ability. We've curated a wide variety of enrichment activities to suit every need.

Our easy-to-use online platform allows facility managers to define requirements and build customised experiences for their residents. Book group or individual music and dance therapy sessions, or receive new games and activity sheets for residents each week.

We already have 17 aged care facilities utilising our enrichment activities and we are adding more content each week.

**Divya Gupta is CEO and Founder of NGAGED**

## 2. Companionship for residents

Dossy will help people stay connected, combat social isolation and empower those often left behind to connect in a digital world.

The idea for Dossy – a simple video app for families and people caring for the elderly – was born after my grandma went into full-time care last year. Her dementia accelerated and staying in touch became impossible.

The app is designed for low vision, low mobility and tech challenged users. A senior can see who's free and connect with just one tap. Contacts can integrate their calendar, set availability, invite family to a private group and monitor connectedness.

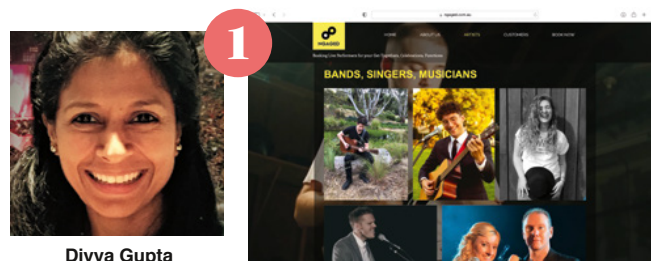
If no one is around, the senior can join a virtual tour or connect with a volunteer. Carers can set up access for family groups, seniors and support workers. Dossy can also help aged care providers stay in touch with families.

**Kristen Graham is CEO and founder of Dossy**

## 3. Data-driven care

Gretel Analytics uses sensor technology to gather highly accurate location and interaction data for every person at the aged care facility on site – residents, staff and visitors.

Unique identification, enables our system to know who's who and create meaningful insights based on individual needs and roles.



Divya Gupta



Kristen Graham



Georgie Armstrong

We provide real-time alerts and analytical reporting for issues like falls, boundary transgressions, aggressive behaviour, adequate socialisation and communicable diseases.

Gretel also provides a powerful tool for clinical governance and human resource management, enabling care workers to always have a finger on the pulse of a broad range of their interactions based on the quality standards.

Dignity driven, consumer centred, quality care is not just a possibility, it's an economic and social imperative. For transparency, efficiency and quality to prevail in the next chapter of aged care, Gretel is providing data to drive best care decisions.

**Georgie Armstrong is CEO of Gretel Analytics**



OM Interactive Projector System

## Fully Mobile Interactive Entertainment

- Can easily be moved from room to room
- Projects onto floors, tables and even bed tables
- Comes with over 100 games and effects
- Easy to clean & sanitise.



[www.sensorywizard.com.au](http://www.sensorywizard.com.au) | (07) 5324 2677



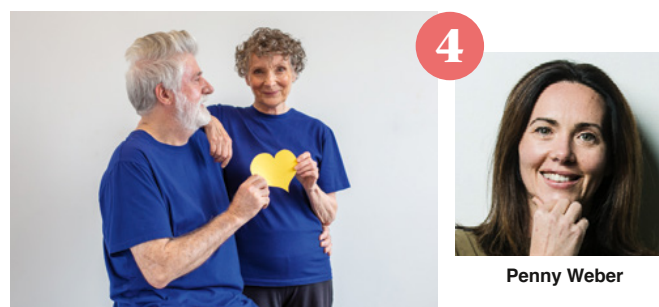
## 4. Improving clothing accessibility

Recovawear, which now falls under The Shapes United Banner, provides a bridge to help people in recovery, such as post-surgery, dress independently.

It includes safe, comfortable and everyday wear, such as side opening T-shirts. The Shapes United was developed to apply the learnings of acute care to everybody who has trouble dressing on a daily basis.

We are working with aged care providers on additional technology to try and help the process of finding functional clothing that is the right size and matches the elder's personality. We'd love to hear from any aged care networks interested in trialling our software solution.

**Penny Weber is CEO and founder of The Shapes United**



## 5. Life story video

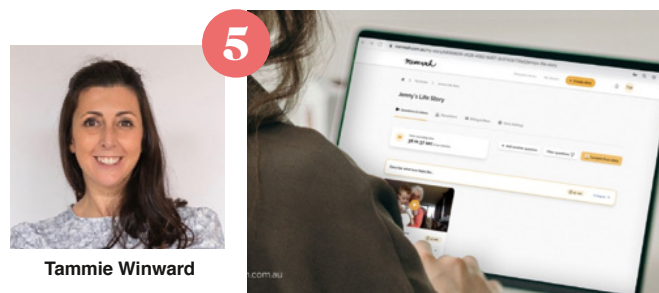
Memwah's software invites users to answer a series of thought-provoking questions about a loved one, which is then compiled into a memorable video to treasure in the future. It's easy to use with no complicated downloads.

I created Memwah because my parents are getting older and I didn't want their stories to go untold.

As people get older and require more assistance, it's only natural to worry about their health and all the things that go into managing their affairs. But this worry often gets in the way of making the most of the time people spend together.

Memwah can play an important role during visits, which in turn brightens the mood and decreases stress for everyone.

**Tammie Winward is CEO and founder of Memwah**



## 6. Better prepared

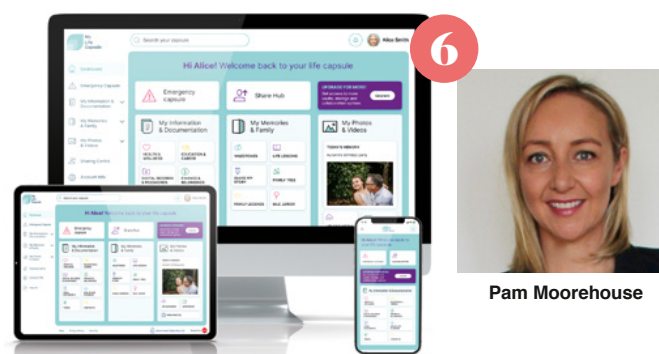
When I lost a loved one and my daughter was hospitalised, I experienced overwhelming stress because we didn't have the critical information we needed at hand.

My Life Capsule is a software solution that encourages elders and their adult children to come together using our super-secure, easy-to-use apps specifically designed to store, share and protect critical family information.

That information includes photos, videos, medication records, vaccinations, allergies, passwords, copies of 100-point identification, documents, valuation certificates, wills, birth and marriage certificates and more. Checklists help organise and prepare families for expected and unexpected events.

There are Android and Apple apps plus a web portal. Emergency vaults are free to download helping aged care residents, their families and their carers to be better prepared and more connected.

**My Life Capsule CEO and founder Pam Moorhouse**



## 7. One visit sign up

I developed cloud-based software Care Collaborator for a mobile device to make onboarding a home care recipient easier.

Everything you need to complete the process is included in the software and in accordance with the Aged Care Quality Standards. I have also written an API to integrate the data collected in Care Collaborator into other software, eliminating the need to re-key.

Decreasing the number of visits for sign up to just one and ensuring compliance with the standards saves around \$154 per sign up.

Home care providers can utilise the care managers' time more efficiently enabling more sign ups.

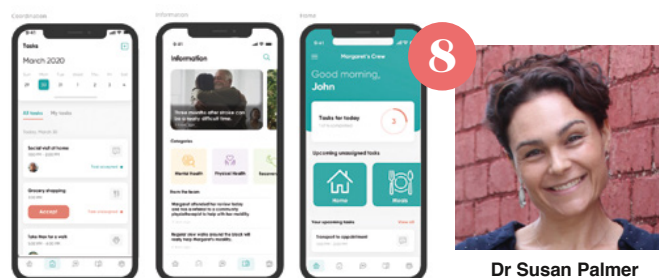
**Debra Ward is CEO of Care Collaborator**



## 8. Care networks

At Gather Group, we want to increase the care available to older people while also reducing the caring load carried by so many primary carers.

Our app turns friends, family and neighbours into active and coordinated caring networks. These networks work together to address unmet care needs, share the caring load and improve the quality of life for the older person and the primary carer.



Caring networks can be set up in as little as five minutes. Data from over 22,000 users shows these networks increase provision of informal care by around 300 per cent.

Early customers are community-based support organisations looking to improve care for their clients. Our software is available to organisations as a SaaS, white label licence.

**Dr Susan Palmer is CEO and founder of The Gather Group Co**