



TREVOR O'HARA

Strategic Board **Advisor** & Entrepreneurial
Mentor to Companies in the **Longevity** Industry.



Hi, I'm Trevor

I've spent a good chunk of my career as a **global entrepreneur** and have raised over **\$250m** in the technology and transportation markets. Now, I've turned my focus to the burgeoning world **of longevity**.

As the Founder and CEO of The Interlude Café, a pioneering startup publishing company in this space, I've gained unique insights into how longevity is rapidly becoming a **hotbed for innovation**.

What drives me? Through my global leadership and entrepreneurial experience, as well as my publications, I'm here to guide business leaders in developing **breakthrough products and services for the longevity sector**. You'll also find me **challenging and transforming outdated societal perceptions of aging**.

Longevity is about **more than aging**; it's about aligning products and services with the needs and desires of an emerging demographic poised to redefine life beyond the traditional retirement age.

As **life expectancy** edges closer to the **90-to-100-year** mark and people increasingly defer or rearrange retirement, our focus shifts towards enhancing the quality of our professional and personal lives in later years.

Mindset Change

At the heart of my work, including my role at the Interlude Café, is a simple yet profound belief: the **narrative around aging must shift** from being seen as a challenge to being embraced as a significant opportunity.

It's time to move beyond the outdated concept of the **silver economy.** We are entering the era of the **longevity economy,** where continued professional and social engagement and a fulfilling lifestyle in our later years become the new standard.



A Huge Opportunity

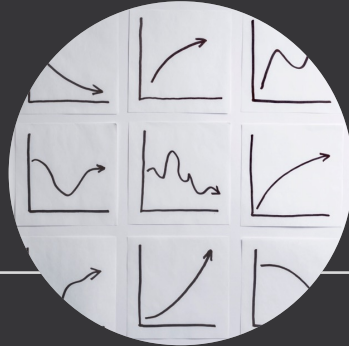
The longevity sector can be compared to the “dial-up” stage of the early days of the internet – a nascent giant with immense untapped potential.

Currently valued at over **\$9 trillion** and projected to expand to **\$28 trillion by 2050**, this is where future-focused innovation meets a demographic on the cusp of massively redefining the second half of life.



Source: TheGerontechnologist; Rockhealth; Crunchbase; Aging and Health Technology Watch; L.E.K. research

Longevity Opportunities 1



FINANCIAL PLANNING

- The shift toward a new dual-pronged strategy is increasingly vital in the context of longer, more nonlinear lives.
- **Financial longevity** is our first prong. Financially, we run the risk of underestimating how long we will live, so we want to ensure we don't outlive our money.
- The second prong, **financial agility** promotes an increasingly flexible lifestyle adaptable to varied career trajectories, enabling the financing of frequent (career) transitions over a longer career horizon.



PROGRESSIVE HEALTHCARE

- We're transitioning from traditional reactive, disease-curing healthcare to **proactive, preventative care strategies**.
- This shift is clearing the way for innovative approaches to health maintenance and disease prevention, aiming to boost health span in unprecedented ways.
- It's a transformative time for the industry, prioritizing long-term wellbeing.

Longevity Opportunities 2



FOOD AND BEVERAGE

- In this industry, innovation intersects with nutrition to the aging population's needs for longevity and vitality.
- This industry is shifting towards affordable products emphasizing **gut health**, **immune function**, and **anti-inflammatory benefits**.
- We can also expect to see a surge in offerings that support **metabolism** and **cognitive health** as we turn to food science for **targeted wellness solutions** for older adults.



EDUCATION

- The Interlude Café was born from a vision to revolutionize how we view midlife and beyond.
- We're **challenging the archaic notions of aging and traditional "employment."** It's not just about combating age discrimination. It's about breaking free from the idea of the three-stage linear life progression model of education-career-retirement.
- There's a vast **potential for specialized education** aimed at those seeking to redesign their lives through hybrid entrepreneurial career routes that tap into the creator economy or projects.

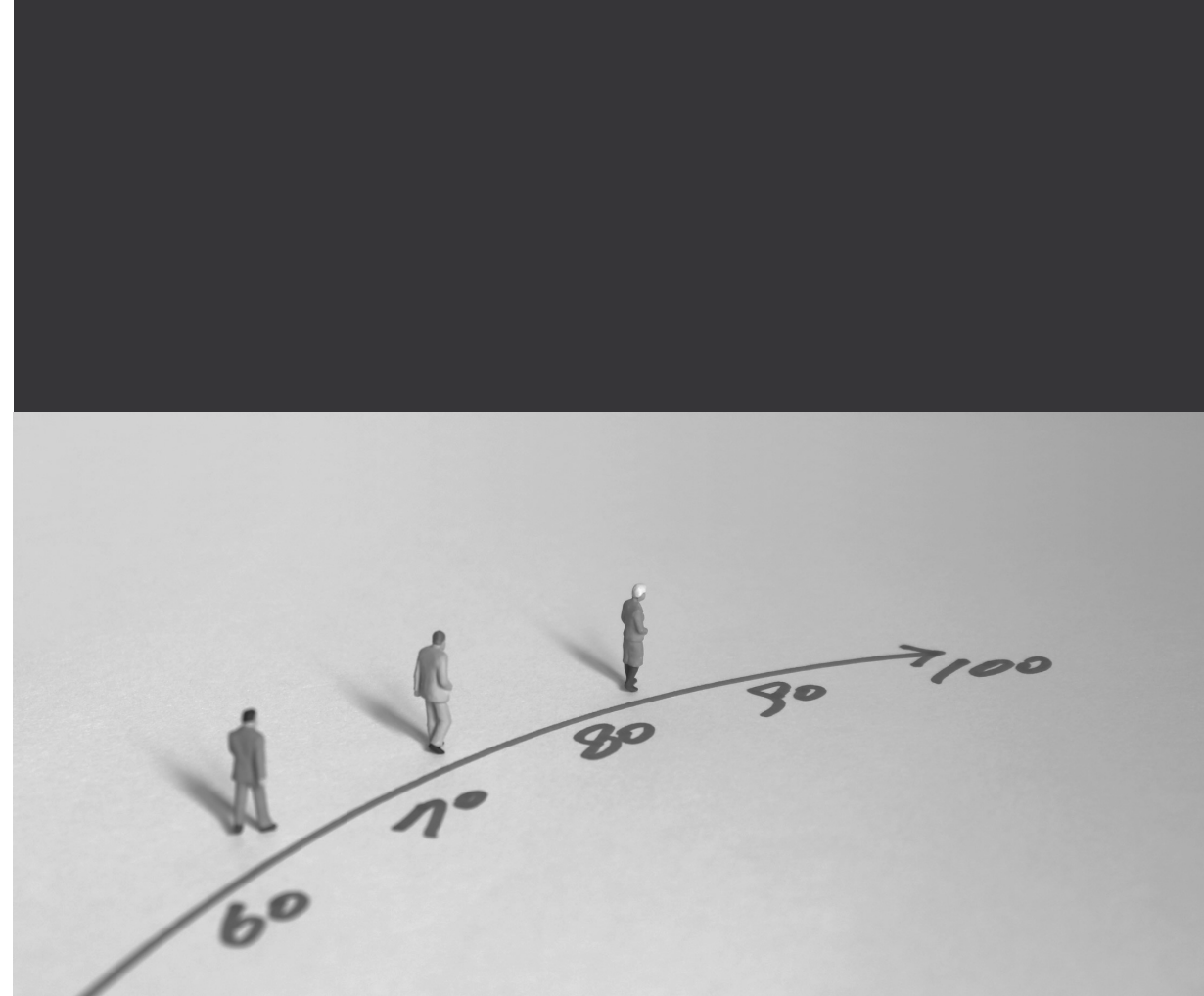
Despite The Opportunities, There Are Some Common Pitfalls

Diving into the longevity market and finding the right scale for products and services isn't without its hurdles. We're up against some **deep-rooted misconceptions about aging**, not to mention products that miss the mark because they don't truly connect with what the older target audience is looking for.

This can be especially challenging when these offerings come from well-meaning younger entrepreneurs who make **false assumptions about the wants and needs of older people**.

When products don't hit home because they miss these needs, it's a clear sign there's a gap to close.

It's often more than just a mismatch. There can be a **fundamental disconnect between what we think the market wants and what it genuinely needs**.

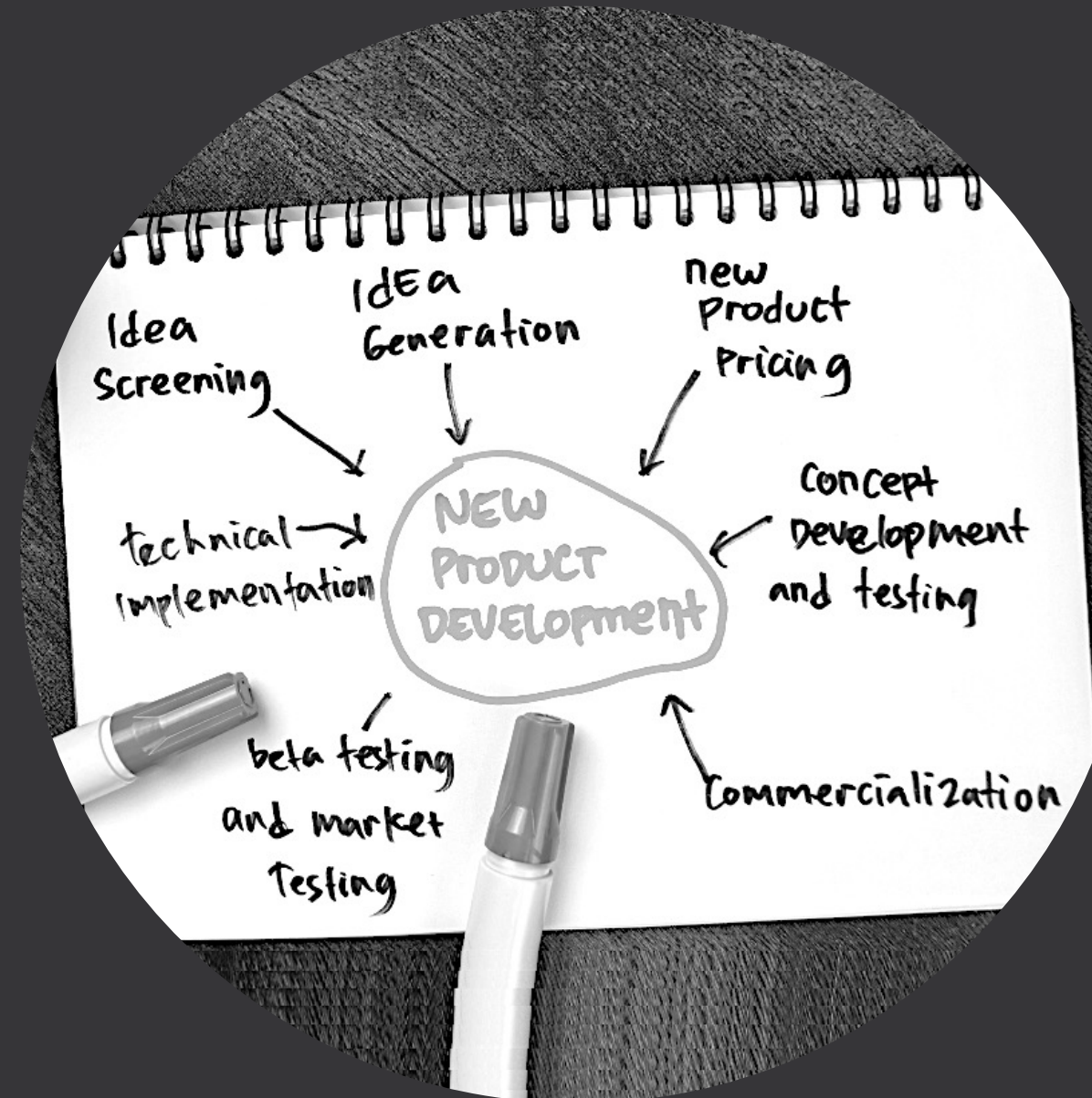


But Here's The Good News: We Can Totally Bridge The Gap

It all starts with getting really clear about these misassumptions, then rolling up our sleeves to dig into some solid market research and creative thinking rather than just designing yet another app for the sake of it.

By adopting a **deliberate and inquisitive approach**, we can move towards products and services that the longevity industry genuinely needs, ensuring that our **innovations hit the mark** and make a meaningful and successful impact.

It's more than just a mismatch; it's a fundamental disconnect between what we think the market wants and what it genuinely needs.



Next Steps

Let's Talk About **What's Next** For Your Company

- We stand at the threshold of a profound shift – the longevity revolution. It's an exciting time, but as we approach this turning point, tapping into our collective wisdom and daring ambition has never been more critical.
- As a Board Advisor to companies in this sector, I extend a **selective invitation to partner with visionary companies** ready to significantly impact the longevity space.
- **My goal?** To **help emerging companies hone their offerings** to resonate with the needs of a diverse aging demographic.
- Are you prepared to forge unique solutions in this dynamic field? If you're navigating the challenges of this sector and seeking impactful ways to distinguish your company, let's have a conversation. Together, we can align your vision with the vast opportunities of the new longevity landscape.



THANK YOU
trevor@trevorohara.com



Trevor O'Hara: Advisor & Entrepreneurial Mentor to the [Longevity](#) Industry