



WHAT'S NEXT
LONGEVITY
ACADEMY

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Intelligence • Insight • Impact



Join us and stay connected at aarp.org/coronavirus

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WHAT'S NEXT
LONGEVITY
ACADEMY



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and ASSOCIATES
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Investing Priorities 2020 and Beyond in Light of Covid-19



MODERATOR

Mary Furlong
*CEO, Mary Furlong &
Associates
Executive Producer,
What's Next
Longevity Academy*



PANELIST

Todd Haim
*Chief of the Office of
Small Business
Research,
National Institute on
Aging*



PANELIST

Jake Nice
*Principal,
Nationwide
Ventures*



PANELIST

Dan Hermann
*President and CEO &
Head of Investment
Banking,
Ziegler*

NIA Small Business Seed Fund:

Accelerating Alzheimer's and Aging Research



About SBIR and STTR

Congressionally Mandated Programs

SET ASIDE

(FY20)

3.2%

Small Business Innovation Research (SBIR) Program

Set-aside program for U.S. small businesses to engage in federal R&D—with potential for commercialization

(FY20)

.45%

Small Business Technology Transfer (STTR) Program

Set-aside program to facilitate cooperative R&D between small businesses and U.S. research institutions—with potential for commercialization

www.nia.nih.gov/sbir

Why Seek SBIR/STTR Funding

- Provides seed funding for innovative technology development
 - **Not a loan**
 - **No repayment required**
 - **No impact on stock or shares (non-dilutive)**
- Small business retains intellectual property rights
- Provides recognition, verification, and visibility
- Helps attract additional funding or support (e.g., venture capital, strategic partner)



Eligibility

- ✓ Applicant must be a small business
 - ✓ Organized for-profit U.S. business
 - ✓ 500 or fewer employees, including affiliates
 - ✓ > 50% U.S.-owned by individuals and independently operated
- OR**
- > 50% owned and controlled by another (one) business that is > 50% owned and controlled by one or more individuals
- OR (SBIR ONLY)**
- > 50% owned by multiple venture capital operating companies, hedge funds, private equity firms, or any combination of these



**AWARDS
ALWAYS MADE
TO THE SMALL
BUSINESS**

Critical Differences

AWARD IS
STILL MADE
TO THE
SMALL
BUSINESS!



SBIR	STTR
<u>Permits</u> research institution partners (e.g., universities)	<u>Requires</u> research institution partners (e.g., universities)
Small business may outsource ~33% of Phase I activities and 50% of Phase II activities	At least 40% of the work should be conducted by the for-profit small business, and at least of 30% by a nonprofit U.S. research institution
<u>Eligibility:</u> PD/PI primary employment (i.e., > 50%) MUST be with the small business for the duration of the project	<u>Eligibility:</u> IP agreement providing necessary IP rights to the small business to carry out follow-on R&D and commercialization
	PI primary employment not stipulated (at least 10% effort to project)

SBIR & STTR Program Phases and Funding Levels

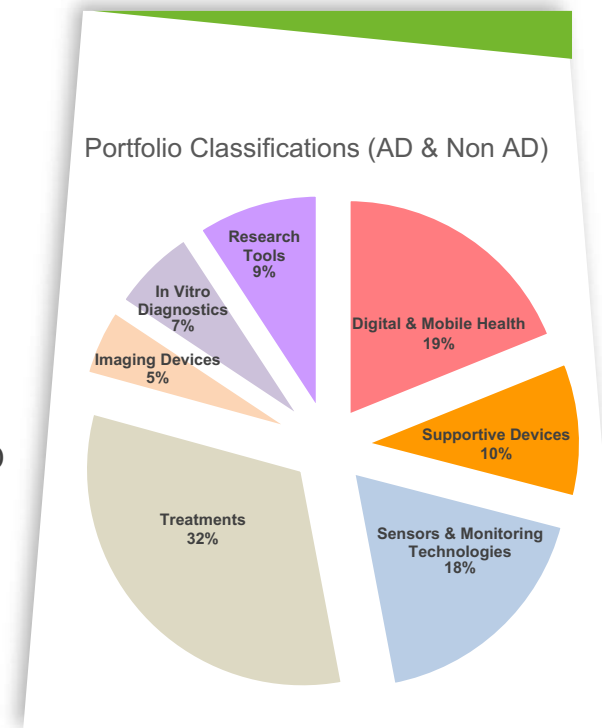
Phase I	Discovery & Feasibility	- Up to 1 year - Awards up to \$300,000, or up to \$500,000 for AD/ADRD - Establish technical merit, feasibility, and potential for commercialization
Phase II	Development & Full R&D	2 years - Awards up to \$2 million, or up to \$2.5 million for AD/ADRD - Continues Phase I R&D efforts - Requires a commercialization plan
Fast Track		One combined application for Phases I and II
Direct-to-Phase II (SBIR only)		- Apply directly for Phase II funding - Demonstrated feasibility through other funding sources
Commercialization Readiness Pilot		Funding for late-stage R&D and technical assistance for commercialization
Phase IIB	Competing Renewal	3 years - Awards up to \$3 million

We *Strategically* Fund Innovations for:

- Alzheimer's disease (AD), AD-related dementias (ADRD), and age-related change in brain function
- Aging in place
- Age-related diseases and conditions
- Research tools

Additional Areas of Interest

- Companion diagnostics and other forms of personalized medicine
- Bioinformatics, public health informatics, or data science technologies/methods (e.g., machine learning, artificial intelligence) to better understand and predict health outcomes
- Novel cell and gene therapies, as well as other novel therapeutic approaches to AD/ADRD
- Biomarkers and diagnostic tools for the early detection of disease
- Prevention and therapeutics that directly target mechanisms related to aging biology
- Assistive technology, devices, and mobile applications for older adults and caregivers
- Tools, technologies, and analytic methods to address health disparities among older adults



NIA Funding Opportunities

	Omnibus FOAs	AD/ADRD-Focused FOAs
SBIR	<u>PA-19-272</u> (clinical trials not allowed) <u>PA-19-273</u> (clinical trials required) <i>Budget limits: Phase I \$300,000; Phase II \$2 million</i>	<u>PAS-19-316</u> (Advancing Research on AD/ADRD) <i>Budget limits: Phase I \$500,000; Phase II \$2.5 million</i> <u>PAR-18-512</u> (Lifespan/healthspan-extending Interventions for AD/ADRD patients) <i>Budget limits: Phase I \$350,000; Phase II \$2 million</i>
STTR	<u>PA-19-270</u> (clinical trials not allowed) <u>PA-19-271</u> (clinical trials required) <i>Budget limits: Phase I \$300,000; Phase II \$2 million</i>	<u>PAS-19-317</u> (Advancing Research on AD/ADRD) <i>Budget limits: Phase I \$500,000; Phase II \$2.5 million</i> <u>PAR-18-514</u> (Lifespan/Healthspan Extending Interventions for AD/ADRD Patients) <i>Budget limits: Phase I \$350,000; Phase II \$2 million</i>

NIA Funding Opportunities (Continued)

Commercial Readiness Pilot (CRP) Program	Budget Limits
PAR-19-333 (CRP Technical Assistance and Late Stage Development; clinical trials not allowed)	\$1.75 million/year for 2 years (\$3.3 million total)
PAR-19-334 (CRP Technical Assistance; clinical trials not allowed)	\$300,000
PAR-19-335 (CRP Technical Assistance and Late Stage Development; clinical trials required)	\$1.75 million/year for 2 years (\$3.3 million total)
Supplements & NIA Participating Initiatives	Budget Limits
PA-18-837 (Administrative Supplements to Promote Diversity in Research and Development Small Business; clinical trials not allowed)	\$250,000 in direct costs
PA-18-705 (SBIR Technology Transfer; clinical trials not allowed)	Phase I \$300,000; Phase II \$2 million

We also participate in additional funding opportunities that can be found here: www.nia.nih.gov/research/nia-small-business-funding-opportunities

NIA Office of Small Business Research: Core Activities

Central Coordination

Administer all SBIR/STTR awards at NIA



Guidance

Help applicants prepare for application/resubmission, and discuss funding options



Outreach

Attend conference/workshops and visit regional organizations to raise awareness of the program



Funding

Seed emerging technology areas by developing targeted funding opportunities and Omnibus interest topics



Networking

Facilitate connections between awardees and potential strategic partners (NIA programs/external partners)



Entrepreneurship

Provide entrepreneurship training as well as webinars on key commercialization-related topics



Stakeholder Engagement for Cross- Leverage: ADDF SBIR Bridge Funding and Longevity Innovation Summits

Resources to Help Research Entrepreneurs

FIRST-TIME AND NEVER-FUNDED APPLICANTS

Applicant Assistance Program. A 10-week coaching program to help develop your application. Offered once each standard funding period.

ALL AWARDEES

Technical Assistance Budget Allowance. Supports services such as access to technologies, IP protections, and market research. Offers up to \$6,500 for Phase I and up to \$50,000 for Phase II when requested in the grant application.

Diversity Supplement. Helps increase the diversity of the research workforce by supporting students, postdocs, and eligible investigators from underrepresented groups.

C3i Program for NIH. Supports medical device innovators in commercializing their products through a 24-week entrepreneurial training course.

SEED Resources. Support from the NIH Small Business Entrepreneurial Education and Development (SEED) Office including access to Entrepreneurs in Residence and regulatory support.

PHASE I AWARDEES

I-Corps™ at NIH. An 8-week intensive course that offers real-world, hands-on entrepreneurship training and customer discovery in life sciences and biotechnology.

Want Guidance? Send us the aims page



Specific Aims (1 page): The Executive Summary and First Impression

First 1/2 to 2/3:

The Elevator Pitch—Why Is It Meritorious?

1. The technology prototype to be developed
2. The technical innovation the development would represent, the unmet need being addressed, and the technical challenges to overcome
3. The value proposition and competition
4. Textual highlights of preliminary data
5. The relevance of the R&D to NIA's mission

Last 1/3 to 1/2:

The Specific Aims for the Proposed Project

- Key models, assays, and metrics
- Quantitative performance milestones

**Provide your draft Specific Aims page
to NIA OSBR staff for feedback.**

Want Guidance? Send us the aims page

Connect with NIA



Visit nia.nih.gov/sbir



Follow us on Twitter: [@NIA_SBIR](https://twitter.com/NIA_SBIR)



View [upcoming events](#) and [funding opportunities](#)



Join our [mailing list](#)



Questions? Email: NIAsmallbusiness@mail.nih.gov

Our Portfolio Companies



Say Hello to Better Care!



*Ultimate technology enhancement
for dementia care*



Sonica

*Breakthrough On-Body
Technology for Digital Health*

OneClick.chat

*Connecting older adults at risk for
social isolation*



*Helping people with memory
impairment live better*



Thank you

The image shows two elderly men sitting at a wooden table outdoors, engaged in a game of chess. The man on the left is wearing a dark cap and a light-colored shirt, looking intently at the board. The man on the right is wearing a light-colored shirt and a cap, resting his head on his hand in a thoughtful pose. The chessboard is set up with various pieces, and the background shows other people and trees, suggesting a park or outdoor setting. The entire image is covered with a semi-transparent green filter. The text 'Thank you' is written in a white, sans-serif font across the middle of the image.

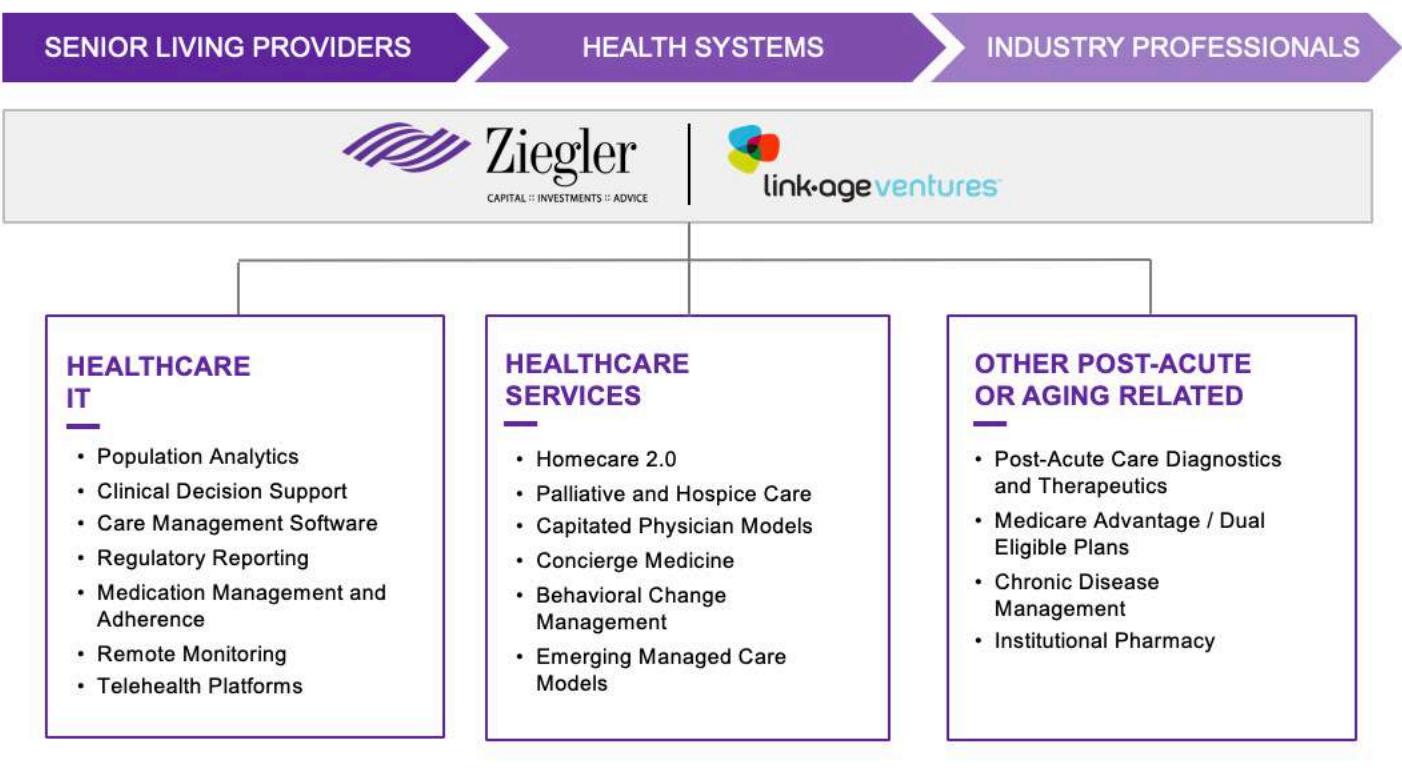
ZIEGLER LINK•AGE FUNDS

KEY INVESTMENT THEMES



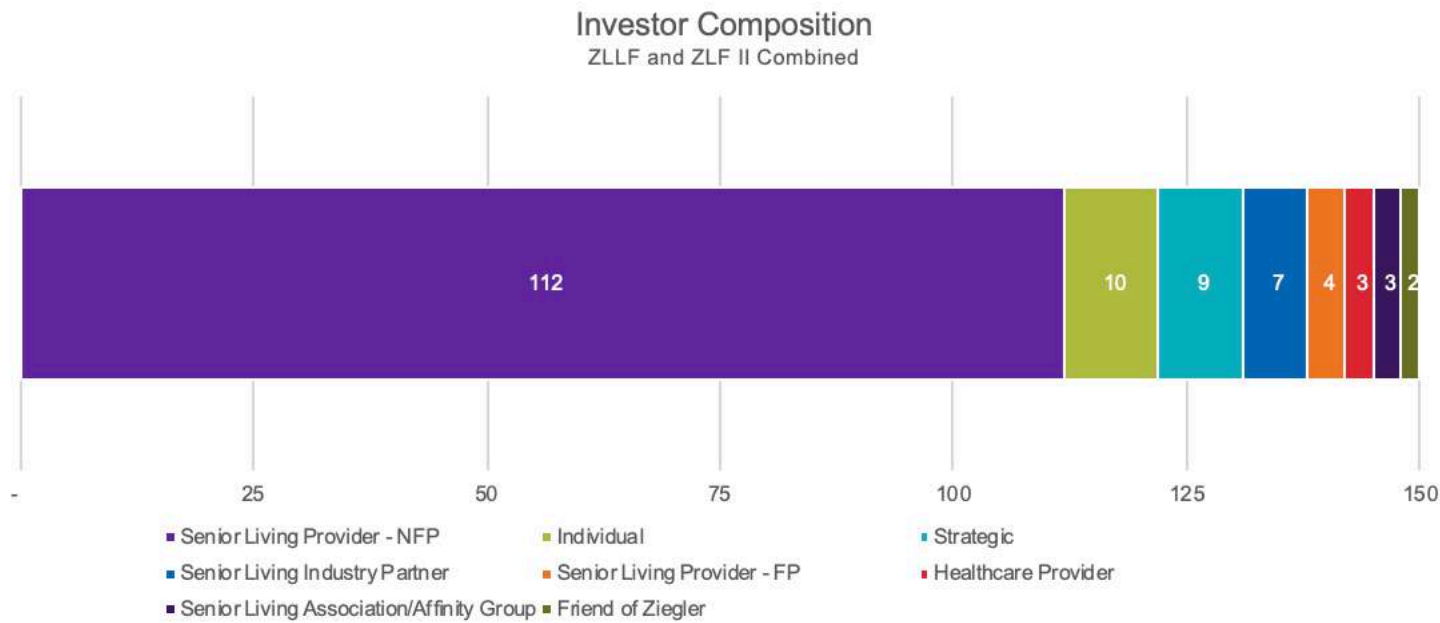
ZIEGLER LINK•AGE FUNDS

GENERATING RETURNS, both financial and strategic, for organizations across the healthcare and aging services landscape that have a significant interest in finding innovative solutions to improve the independence, quality and cost of care, and overall lives of the aging population.



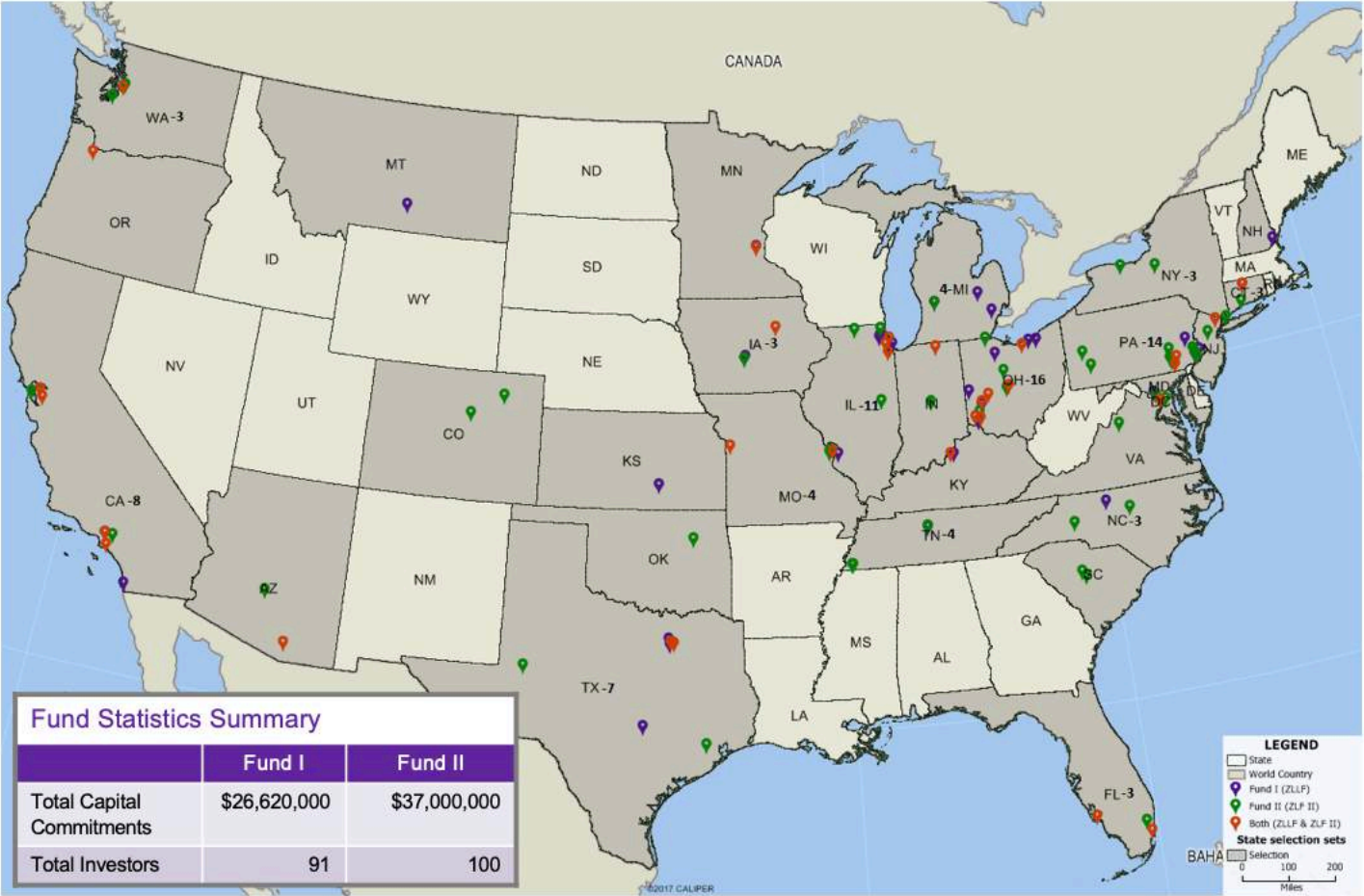
ZIEGLER LINK•AGE FUNDS

OVER 100 NFP PROVIDER LP'S ACROSS BOTH FUNDS



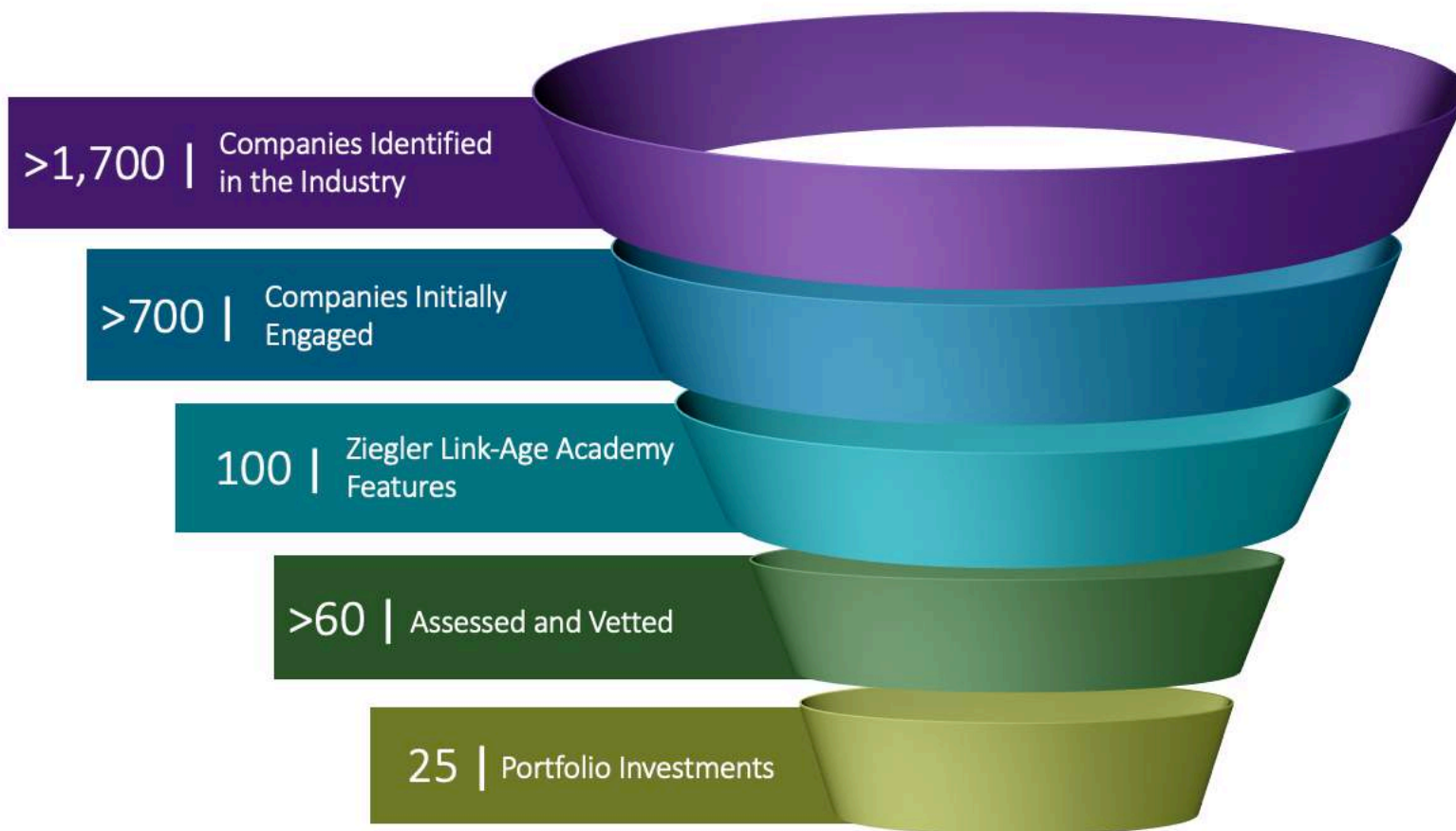
ZIEGLER LINK•AGE FUNDS

112 NFP PROVIDER LP'S ACROSS BOTH FUNDS



PORTFOLIO COMPANY PIPELINE

SCANNING THE TECH-ENABLED & SENIOR SERVICES ECOSYSTEM



ZIEGLER LINK•AGE ACADEMY | ZLF INVESTMENTS

A key **GOAL OF OUR FUNDS** is to foster collaboration between our limited partners and our portfolio companies, and introduce limited partners to new technologies and services. Since launching our first fund, Ziegler Link•Age Longevity Fund, the Investment Managers have...

- Sponsored **100 demonstrations** of new technologies and services for senior care providers
- Helped arrange **>30 pilot programs/customer relationships** between our limited partners and portfolio companies or companies conducting demonstrations



Source: Ziegler Investment Banking; Ziegler Link•Age Funds

ZIEGLER LINK-AGE ACADEMY | ZLF INVESTMENTS



ZIEGLER LINK·AGE ACADEMY | ZLF INVESTMENTS



Source: Ziegler Investment Banking; Ziegler Link·Age Funds

ZIEGLER LINK-AGE ACADEMY | ZLF INVESTMENTS

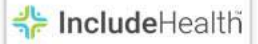


ZLF Portfolio Companies that have not presented in Ziegler Link-Age Academy:



ZIEGLER LINK•AGE FUNDS

PORTFOLIO AS OF JUNE 30, 2020

 Establishes and operates provider-sponsored managed care plans	 Predictive analytics for employee hiring and retention	 Care coordination suite of solutions	 Innovative at-risk physician model	 Preventative care coordination tool suite	 VR-enabled training system for caregivers
 Behavioral health telehealth platform.	 Health care reform/compliance consulting, and therapy services.	 Tailored rehab fitness technology	 Smart device integration platform	 Personal data storage and management play	 Small home and community building system
 Employee recruitment, scheduling, and engagement software	 Holistic employee financial wellness platform	 Next generation procurement management	 Senior living professional salons and spas	 Enables community interventions to improve healthcare outcomes	 Healthcare policy consulting and technology firm
 Post-acute and long term care telehealth solution	 Comprehensive fall reduction, therapy and wellness platform	 Digital solutions transforming connected health	 End-of-Life technology solution		

ZIEGLER LINK•AGE FUNDS

FUND I INVESTMENTS SPAN THE CARE CONTINUUM

Company	Overview	Senior Living	Post-Acute	Health Systems	Physicians	Managed Care	Direct to Consumer
 CareLinx	Online/Mobile Network of Supportive Services						
 caremerge	Social Engagement Software for Post Acute						
 CityLife Health	Risk Bearing Physician Organization						
 HEALTHPRO HERITAGE	Rehab focused JV model						
 IncludeHealth	Machine Learning Fitness Solutions						
 NextGen Health	Next Generation Health Risk Assessment Business						
 LifeSite	Cloud-based Repository for Personal Document Storage						
 Prodigio	Supply Chain Focused Purchasing Solutions						
 STRATEGIC HEALTH CARE	Healthcare Advocacy / Network Building						
 True Link	Financial Protection and Management Solutions for Aging						
 VitalTech	Digital Solutions Transforming Connected Health						
 VYNCA	End of Life Focused Software Platform						

ZIEGLER LINK•AGE FUNDS

FUND II INVESTMENTS SPAN THE CARE CONTINUUM

Company	Overview	Senior Living	Post-Acute	Health Systems	Physicians	Managed Care	Direct to Consumer
 AllyAlign Health	Provider-sponsored managed care plans						
 arena	Predictive analytics for employee hiring/retention						
 cosán	Preventative care coordination tool suite						
 embodied labs	VR for healthcare trainees/professionals						
 FOREFRONT TELECARE	Behavioral telehealth platform						
 K4 CONNECT	Smart device integration platform						
 MINKA HOMES AND COMMUNITIES	Small home building system						
 OnShift	Employee recruitment, retention, and scheduling software						
 PayActiv	Holistic employee financial wellness platform						
 PS LIFESTYLE	Salon services for senior care facilities						
 SOCIALLY DETERMINED	Platform enabling community intervention to improve outcomes						
 THIRD EYE HEALTH	Post-acute and long term care telehealth platform						
 VirtuSense	System to identify those at risk for falls						
 VitalTech	Digital Solutions Transforming Connected Health						

ZIEGLER LINK•AGE FUND PORTFOLIO

FUND I PORTFOLIO COMPANIES PROVIDE VALUE TO CUSTOMERS

		 caremerge	 CityLife Health	 HEALTHPRO HERITAGE	 IncludeHealth	 LifeSite	 Prodigio SOLUTIONS	 STRATEGIC HEALTH CARE	 vitalTech	 LYNCA
 Operational Efficiencies / Enterprise Management										
 Payment Reform / CMS Reimbursement										
 Human Capital Management										
 Preventive Wellness & Safety										
 Improved Resident Care										
 Enhanced Consumer Engagement										

ZIEGLER LINK•AGE FUND PORTFOLIO

FUND II PORTFOLIO COMPANIES PROVIDE VALUE TO CUSTOMERS

	AllyAlign Health	arena	cosan	embodied labs	FOREFRONT TELECARE	KINnect	MINKA HOMES AND COMMUNITIES	On/Shift	PayActiv	PS LIFESTYLE	THIRD EYE HEALTH	VirtuSense	VitalTech
 Operational Efficiencies / Enterprise Mgt	✓		✓		✓	✓	✓	✓	✓	✓	✓		
 Payment Reform / CMS Reimbursement	✓	✓									✓		
 Human Capital Management		✓	✓				✓	✓					
 Preventive Wellness & Safety			✓							✓		✓	✓
 Improved Resident Care			✓	✓		✓			✓	✓	✓	✓	✓
 Enhanced Consumer Engagement		✓		✓		✓		✓	✓	✓			✓

Nationwide Ventures

Jake Nice – Principal

June 2020



Nationwide[®]
is on your side

Nationwide by the numbers

We are a
FORTUNE 100
company

A+

AM Best
received 10/17/2002
affirmed 12/17/2019

A+

Standard & Poor's
received 12/22/2008
affirmed 5/15/2019

A1

Moody's
received 3/10/2009
affirmed 11/17/2017

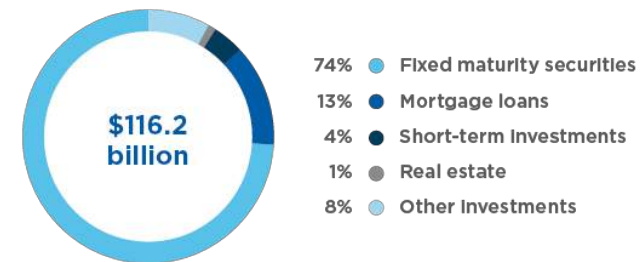
Capital strength

Nationwide's capital position is strong, enabling us to continue to serve our members and partners and grow our company well into the future.



Investments

In 2019, total investments **increased to \$116.2 billion**, up from \$101.1 billion in 2018. Net investment income of **\$4.2 billion** was up from 2018, driven primarily by fixed maturity income and income from other investments.



We are focused, yet diverse.



FINANCIAL SERVICES

Individual Life
Annuities
Retirement Plans
Corporate Life
Mutual Funds
Banking



COMMERCIAL LINES

Standard Commercial
Farm and Ranch
Commercial Agribusiness
Excess and Surplus/Specialty



PERSONAL LINES

Standard Auto
Homeowners and Renters
Pet
Sport Vehicles
Personal Liability

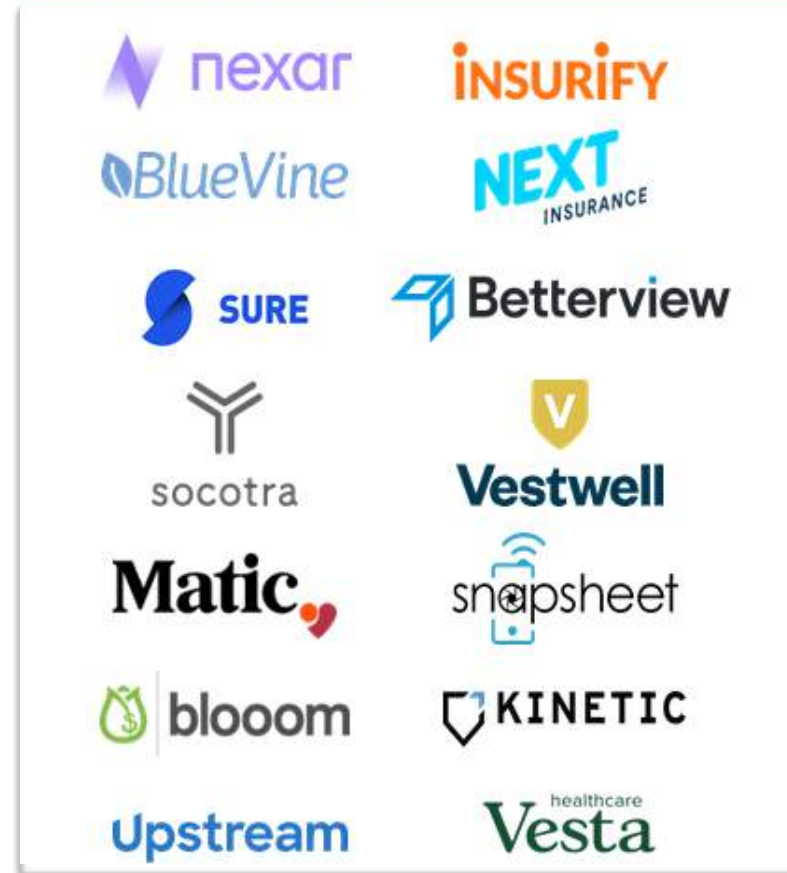


For the full report, visit nationwide.com/annualreport

Nationwide Ventures Focus: *Investments & Partnerships*

Since 2016...

- >\$100M committed with 19 investments to date
- Average first check size ~\$2.5M, Series A +
- **\$1B+** in capital raised by portfolio companies
- Active partnerships with Techstars, Plug and Play and SVB
- Nationwide partnerships facilitated
 - Execute pilots/commercial agreements between portfolio and non-portfolio companies and a variety of Nationwide business units



Investing Priorities 2020 and Beyond in Light of Covid-19



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Head of Investment
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Ziegler*

QUESTIONS FOR DISCUSSION?

If you have questions for the panelists, please submit via the Q&A feature on your screen.

JOIN US NEXT WEEK

Power of Partnerships– From Flattening Curves to Fueling Business



MODERATOR

Mary Furlong
*CEO, Mary Furlong &
Associates
Executive Producer,
What's Next
Longevity Academy*



PANELIST

Josh Studzinski
*VP Marketing,
Caremerge*



PANELIST

Liron Torres
*Head of Product for
Smart Properties,
Amazon*



PANELIST

John Polatz
*CEO,
PS Lifestyle*



**WHAT'S NEXT
LONGEVITY
ACADEMY**

**TUESDAY, JUNE 16, 2020
2:00PM EST**



**MARY FURLONG
and ASSOCIATES**
Intelligence • Insight • Impact

QUESTIONS?

If you have questions you'd like addressed in next week's session, "Power of Partnerships: From Flattening Curves to Fueling Business", please send them to:

maryfurlongprograms@gmail.com



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WHAT'S NEXT LONGEVITY ACADEMY

Visit the [What's Next Longevity Academy](#) webpage to view our complete collection of Academy sessions with password **AcademyVIP2020**:

- “Why Technology for Older Adults Matters in 2020 and Beyond”
 - “Fostering Innovation During Covid-19 & Beyond”
- “Caregiving During Covid-19 – How Self-Care & Wellness Take Center Stage”
- “The Ziegler Link·Age Fund: Priorities of the Fund and How Its Portfolio Companies Are Responding to the Covid-19 Crisis”
 - “How the Covid-19 Crisis Presents Opportunities for New Partnerships”
 - “Lessons Learned from Covid-19: Creating a Safer, Healthier Home Health Hub”
 - “A New Era for Senior Living: How Crisis Can Create Novel Best Practices”
- Investment Priorities 2020 and Beyond in Light of Covid-19

Additional Academy sessions for May and June will be announced soon!

WHAT'S NEXT LONGEVITY BUSINESS AND VENTURE SUMMIT

WE'VE GONE VIRTUAL!

Join us June 24-25, 2020 for the [What's Next Longevity Business and Venture Summit!](#)

You will receive COMPLIMENTARY access to exclusive content from leaders and investors in the longevity marketplace.

Featured investors include:



Mary Jo Potter,
CEO and Managing Director,
Healthcare Angels



Sonia Arrison,
Co-Founder,
100 Plus Capital



Scott Smith, *Founder and*
Managing Partner,
Viant Group



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