



# SILICON VALLEY BOOMER VENTURE *Summit*

**FOR IMMEDIATE RELEASE**  
June 17, 2015

**Media Contact:** Daniel Gregory  
202-414-0785; [dgregory@susandavis.com](mailto:dgregory@susandavis.com)

## **2015 Silicon Valley Boomer Venture Summit Announces Finalists For Business Plan Competition**

**SANTA CLARA, CA** – The [Silicon Valley Boomer Venture Summit](#) announced today the six finalists of the Business Plan Competition, which entices entrepreneurs from around the world to showcase their innovative ideas, products, and services for the Boomer and aging market. The finalists will present their plans at the 12<sup>th</sup> annual summit, to be held June 30 at Santa Clara University. The event will bring together entrepreneurs, leaders in the field of aging, and the venture community to create a unique forum to explore, share, and design products and services that will influence and impact the Baby Boomer market in coming years.

“Startups must consider where the product or service will fit into functioning ecosystems and go-to-market distribution channels – resellers, retailers, media, and catalog publications. This conference represents a one-of-a-kind opportunity to find that partner...and be found,” said Laurie M. Orlov, Tech Industry Analyst, author of 2014 AARP-sponsored [Challenging Innovators](#).

A [panel of expert judges](#) will determine the winner who will receive a \$10,000 grand prize and exposure to the industry’s leading influencers. The 2015 Business Plan Competition finalists include:

- **Accel Diagnostics**, Alberto Gandini, *CEO*
  - Accel Diagnostics enables remote management and monitoring of cardiac health, with a credit card size test that allows patients to perform cardiac blood analysis in the comfort of their homes.
- **Bonaventure Water**, Jennifer Wirowek, *Founder*
  - Bonaventure Water provides naturally magnesium rich bottled water tailored to older adults experiencing age related deficiencies.
- **Independent Living**, Ben Hirsch-McShane, *Co-Founder*
  - Independent Living’s in-home health assessment and implementation of customized solutions is an easy and affordable way for homeowners to get the guidance and services needed to live in their homes for a lifetime.
- **Luna Lights**, Matt Wilcox, *CTO*
  - Luna Lights is an automated night lighting system that utilizes cloud based data analytics to prevent and detect falls in the older adult population.
- **müvr**, Andy McGibbon, *Co-founder*

- Mürv empowers knee replacement patients to better understand the process and optimize care end-to-end to increase the chance of getting the best results.
- **Vynca**, Ryan Van Wert, *Founder, COO*
  - Vynca is a care coordination and population management software platform for advanced care planning.

The 2015 Silicon Valley Boomer Venture Summit & Business Plan Competition is made possible through a number of generous sponsors, including: AARP, UnitedHealthcare, The Business of Aging, CareLinx, Link-age, Susan Davis International, GreatCall, Inc., Caring.com, Posit Science, SilverRide, VNA Health Group, and First Republic Bank.

To learn more about the 2015 Silicon Valley Boomer Venture Summit & Business Plan Competition and register, please visit <http://www.boomerventuresummit.com>.

### **About the Silicon Valley Boomer Summit**

The annual Silicon Valley Boomer Venture Summit & Business Plan Competition is a venue for entrepreneurs and venture capitalists to share information about serving or investing in companies catering to consumers age 50 and older. The event is produced by Mary Furlong & Associates, the nation's premiere strategic consulting firm for businesses targeting the boomer and senior marketplace, and co-produced by Susan Ann Davis, CEO and chairman of Susan Davis International, a full service public relations agency headquartered in Washington, D.C.

### **About Mary Furlong and Associates**

Founded in 2003, Mary Furlong & Associates (MFA) is headquartered in San Francisco. The firm's strategy, business development, marketing, and public relations services are uniquely geared to drive new opportunities for clients in the baby boomer and senior markets. MFA has secured more than \$130 million for longevity marketplace investments, and more than \$15 million for nonprofits.

Dr. Furlong is the Dean's Executive Professor of Entrepreneurship at the Leavey School of Business at Santa Clara University and founder of SeniorNet (1986), Third Age Media (1996), and Mary Furlong & Associates (2002). For more information, visit [www.maryfurlong.com](http://www.maryfurlong.com).

### **About Susan Davis International**

Susan Davis International, co-producer of the summit, is a global strategic communications and public affairs firm based in Washington, D.C., with 72 agency partners worldwide, it is known as one of the top public affairs agencies in the U.S.

[www.susandavis.com](http://www.susandavis.com)

###