



SILICON VALLEY BOOMER VENTURE *Summit*

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Media Contact: Nicole Tieman

202-414-0799; ntieman@susandavis.com

2015 Silicon Valley Boomer Venture Summit Assembles Nation's Top Business and Technology Experts in the Boomer and Mature Market

Entrepreneurs, Angel Investors, and VCs focused on the Mature Consumer Market Share Insights, Expertise, and Opportunity

SANTA CLARA, CA – The [Silicon Valley Boomer Venture Summit](#), scheduled for June 30th at Santa Clara University, pairs business leaders, experts, and angel investors with entrepreneurs who can bring to market innovative products and services for the nation's Boomer and mature consumers.

The highlight of the Summit is 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 in front of a panel of expert judges. The winner of the competition wins a \$10,000 grand prize and exposure to the industry's leading influencers.

This year's panel of judges includes experts:

- **Lynne Chou**, Partner, **Kleiner Perkins Caufield & Byers**
- **John Hopper**, Managing Director, **Link-age Ventures, Inc**
- **Jody Holtzman**, Senior Vice President, **Thought Leadership, AARP**
- **Joseph Petitti**, Executive Vice President, **First Republic Bank**
- **Scott Smith**, Founder & Managing Partner, **Viant Group**
- **Gavin Teo**, Principal, **Comcast Ventures**
- **Jeff Lee**, Principal, **DCM Ventures**

The 12th annual Summit also includes the highly anticipated "Lunch with Angel Investors, Venture Capitalists & Entrepreneurs" – a networking opportunity for attendees to connect with and learn from these three groups as well as CEOs, research analysts, bloggers, and authors. Participants are able to choose the expert that they would like to sit with at the time of registration, and have one-on-one conversations with the best minds in the Boomer and aging market.

The one-day event not only allows participants to personally interact with industry innovators, but also learn about latest trends and research, as well as gain insight into consumer demands and market opportunities.

Specific learning tracks include:

- Mavericks in the Longevity Economy
- Longevity Marketplace Entrepreneurs and Investors Share Their Stories
- Corporations Investing in the Longevity Economy
- Investing Priorities – What trends will dominate the market?
- Top Marketplace/Shared Economy VC's
- Cybersecurity & Privacy Protection Online

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.

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

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