Training Course on Longevity Economy and Business Opportunities

Professional Development Training Course Outline

Category	Pension and Retirement	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Longevity Economy and Business Opportunities is designed for entrepreneurs, business leaders, policymakers, and researchers who seek to understand and capitalize on the emerging longevity economy. As global populations age, the longevity economy presents significant opportunities for innovation, investment, and growth across various sectors. This demographic shift is not just a challenge; it is a powerful driver of economic change and a catalyst for new business models. The longevity economy encompasses industries and services that cater to the needs of older adults, including healthcare, technology, finance, housing, and lifestyle products. With advancements in healthcare and technology, people are living longer, healthier lives, which increases the demand for products and services that enhance quality of life and promote independence. This course will explore the dynamics of the longevity economy, the opportunities it presents for businesses, and the strategies for successfully engaging with this growing market. Participants will learn about the unique needs and preferences of older adults, the role of innovation in addressing these needs, and how to develop sustainable business models that thrive in the longevity economy. Through a combination of theoretical insights, case studies, and practical applications, attendees will gain the knowledge and skills necessary to navigate and succeed in this emerging landscape.

Programme Curriculum

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Course Objectives

1. **Understand the Longevity Economy**: Analyze the characteristics and dynamics of the longevity economy.
2. **Evaluate Market Opportunities**: Explore various sectors and industries within the longevity economy.
3. **Identify Consumer Needs**: Discuss the unique needs and preferences of older adults.
4. **Explore Innovative Solutions**: Learn about innovative products and services tailored for older adults.
5. **Discuss Business Models**: Analyze sustainable business models that cater to the longevity market.
6. **Review Case Studies**: Examine successful examples of businesses operating in the longevity economy.
7. **Engage Stakeholders**: Identify strategies for engaging stakeholders in the longevity space.
8. **Promote Age-Friendly Practices**: Discuss the importance of creating age-friendly environments and products.
9. **Assess Regulatory Considerations**: Understand the regulatory landscape affecting businesses in the longevity economy.
10. **Discuss Technology Integration**: Explore the role of technology in enhancing products and services for older adults.
11. **Analyze Future Trends**: Identify emerging trends and their implications for the longevity economy.
12. **Create Actionable Strategies**: Develop strategies for launching and scaling businesses in the longevity market.
13. **Foster Collaboration**: Explore opportunities for collaboration between businesses, governments, and community organizations.

Target Audience

1. Entrepreneurs and business leaders
2. Policymakers and government officials
3. Researchers and academics in aging and economics
4. Healthcare professionals and providers
5. Technology developers and innovators
6. Financial services professionals
7. Marketing and product development specialists
8. Advocacy groups focused on aging and elder care

Course Duration: 10 Days

Course Modules

Module 1: Introduction to the Longevity Economy

- Define the longevity economy and its significance.
- Discuss demographic trends and their impact on the economy.
- Explore the economic contributions of older adults.
- Analyze the relationship between aging populations and market dynamics.
- Identify key terminology related to the longevity economy.

Module 2: Market Opportunities in the Longevity Economy

- Explore various sectors within the longevity economy (healthcare, finance, housing).
- Discuss emerging business opportunities and niches.
- Analyze the potential for innovation in aging-related products and services.
- Identify trends shaping the longevity market.
- Review case studies of successful businesses in these sectors.

Module 3: Understanding Consumer Needs and Preferences

- Discuss the unique needs and preferences of older adults.
- Explore factors influencing consumer behavior in the aging population.
- Analyze the importance of accessibility and usability in product design.
- Identify best practices for conducting market research with older adults.
- Review case studies of consumer-focused innovations.

Module 4: Innovative Solutions for Older Adults

- Explore innovative products and services tailored for older adults.
- Discuss advancements in healthcare technology, wellness, and lifestyle.
- Analyze the role of assistive technologies in promoting independence.
- Identify best practices for developing age-friendly innovations.
- Review case studies of successful product launches.

Module 5: Business Models for the Longevity Economy

- Discuss sustainable business models that cater to the longevity market.
- Explore subscription-based models, partnerships, and community-focused approaches.
- Analyze the importance of scalability in business design.
- Identify best practices for financial planning and investment.
- Review case studies of effective business models in the longevity economy.

Module 6: Case Studies of Success in the Longevity Economy

- Analyze specific case studies of successful businesses in the longevity space.
- Discuss lessons learned from these examples.
- Explore challenges faced and how they were overcome.
- Identify key takeaways for future business initiatives.
- Engage in group discussions on case study findings.

Module 7: Engaging Stakeholders in the Longevity Economy

- Discuss the importance of stakeholder engagement in business development.

- Identify key stakeholders in the longevity ecosystem.
- Explore strategies for effective communication and collaboration.
- Analyze case studies of successful stakeholder engagement initiatives.
- Review tools for measuring stakeholder sentiment.

Module 8: Promoting Age-Friendly Practices

- Discuss the importance of creating age-friendly environments.
- Explore design principles for age-friendly products and services.
- Analyze the role of community engagement in promoting age-friendly practices.
- Identify best practices for fostering inclusivity and accessibility.
- Review case studies of organizations promoting age-friendly initiatives.

Module 9: Regulatory Considerations for Longevity Businesses

- Understand the regulatory landscape affecting businesses in the longevity economy.
- Discuss compliance requirements in healthcare, finance, and technology sectors.
- Explore the implications of regulations on product development and marketing.
- Identify best practices for navigating regulatory challenges.
- Review case studies of organizations addressing regulatory issues.

Module 10: Technology Integration in the Longevity Economy

- Explore the role of technology in enhancing products and services for older adults.
- Discuss innovations in telehealth, wearable devices, and smart home technologies.
- Analyze the impact of digital literacy on technology adoption among older adults.
- Identify best practices for integrating technology into business strategies.
- Review case studies of technology-driven solutions.

Module 11: Future Trends in the Longevity Economy

- Analyze emerging trends in the longevity economy and their implications.
- Discuss the impact of demographic changes on market demands.
- Explore opportunities for innovation and entrepreneurship.
- Identify challenges and opportunities in the evolving landscape.
- Engage in discussions on the future of the longevity economy.

Module 12: Actionable Strategies for Business Development

- Develop actionable strategies for launching and scaling businesses in the longevity market.
- Discuss the importance of a strategic approach to market entry.
- Explore tools and resources for business planning.
- Identify best practices for measuring success and impact.
- Review case studies of successful strategy implementation.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.

- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	$2,000
21 Sep 2026	02 Oct 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0

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