

2024 Opportunities for Impact: SIP Brain Health Innovation Olympics (Fall)

The **SIP Brain Health Innovation Olympics** returns in 2024 with six target focus areas to bring true innovation and actionable outcomes that integrate brain health solutions into the places we live, work, and age.

Brain health is a birth-to-death issue, and what we do every day can impact up to 80% of health outcomes. We will work together as corporate and nonprofit leaders to design a combination of strategies, products, and services to be delivered to impact the places we live, work, study, and age.



Key Statistics



The estimated spending power of the Silver Economy of \$15 trillion equating to one of most compelling economic advantages of our time.



The health and wellness industry is estimated to be valued at \$1 trillion+. The longevity industry's value is expected to exceed \$600 billion by 2025.



If nothing changes, by 2050 there will be more than 150 million people worldwide with Alzheimer's or other dementias.



76% of workers believe their company should be doing more for the mental health of their workforce.



The projected global economic cost of dementia per year by 2030 is estimated to surpass \$6 trillion.



Research suggests that 70-80% of brain health outcomes can be positively impacted and prevented with healthy lifestyle interventions.

Innovation Olympics Topics

Brain Health Solution Focus Areas

- **Technology and AI**
- **Retail Health**
- **Senior Living**
- **Food as Medicine**
- **Strategic Plans on Aging and Health Equity**
- **Epigenetics: The Science of Change**

Sponsorship Benefits

Sponsors and judges supporting the **SIP Brain Health Innovation Olympics** consist of leaders and organizations committed to incorporating brain health and longevity into their core strategies. Involvement builds more substantial companies, stronger leaders, and a more engaged workforce. Advancing solutions that address critical global challenges requires action-oriented leadership.

Additional Benefits Include:

- Industry Thought Leadership, and Innovation
- New Product, Service, and Brand Opportunities
- Recruitment and Engagement of Talent Pool
- Make a Significant Impact in Brain Health

Get Involved with SIP
















Learn more and actively serve alongside our Global Brain Health and Longevity Initiative by visiting www.socialimpact.partners/membership.

- **Become a Member**
- **Participate as an Innovation Olympics Judge**
- **Sponsor a Student Team**
- **Donate to Our Mission**

12 TEAMS
with
100+ PARTICIPANTS
representing
13 COUNTRIES
alongside
50 JUDGES
developing
60 BUSINESS CONCEPTS
resulting in
12 AWARDED PLANS

Judges, Partners, and Organizations: SIP Brain Health Innovation Olympics

2023 - 2024 Participating Leaders and Organizations

 Karen Shadders VP, Long Term Strategy and Development 	 Loren Shook Co-Founder, CEO, President, and Chairman 	 Tina Woods Co-Founder and CEO 	 Harris Eyre Lead 	 Mercedes Kerr President 	 James Balda President and CEO 	 Sandra Chapman Chief Director 	 Omar Ehsan Chief Commercial Officer 
 Pietro Ferraro Segment Strategy Officer 	 Lori Alford Chief Operating Officer 	 John Hartmayer Chief Operating Officer 	 Brittany Cassin Co-Founder and CEO 	 Sanjeev Shetty Co-Founder 	 Diane Ty Senior Director 	 Dan O'Connor Exec. Fellow Managing the Future of Work Initiative 	 Eric Bennett Chief Investment Officer 
 Sandra Van Allen-West Mind & Memory Program 	 Mindi Manuel Sr. Manager Area Clinical Support 	 Gene Bowman Clinical Trials Director 	 Kota Ageiwa President and CEO 	 Rob Gordon Chief Growth Officer 	 Lisa Gables CEO 	 Jim Hamel CEO 	 Bonnie Wattles Principal 
 Nick Buettner VP of Product 	 Eleonora Tornatore-Mikesh President and CEO 	 Bruce Lipnick CEO and Founder 	 Sarah Hoit Co-Founder and CEO 	 Marcus Riley Chairman 	 Nancy Judy VP of Communications 	 George Vradenburg Co-Founder and Chairman 	 Andrew Nevin Lead, Brainomics 
 Jamie Ranzan President 	 Todd Wyett Principal 	 Katie Sloan President and CEO 	 Larry Vernagalia Partner 	 Sandy Markwood CEO 	 Meredith Oppenheim Founder 	 Jamie Coughlin Executive Director 	 Ki Siadatan National VP of Sales and Strategic Partnerships 

Program Testimonials

"The insights our team and organization gained from this program were a powerful perspective from today's youth leaders. We will continue to incorporate brain health into our global strategy as we partner with SIP to bring innovation and impact to this critical topic that impacts each employee, consumer, and person."



During the Olympics program, the deep dive into research and opportunities for innovation presented by these young leaders was incredibly inventive and actionable.

Loren Shook, Silverado
President, CEO, & Chairman | 2023, 2024 Olympics Judge

Pietro Ferraro, Segment Growth Officer
Sodexo Health and Care
2023, 2024 Olympics Judge and Sponsor



sodexo

SILVERADO
lives enriched