

Funded with the support of the U.S. Economic Development Administration (EDA)



Apply for the Innovations to Support Family Caregivers COVID-19 Recovery Challenge

We are seeking innovators with solutions for caregivers to compete in the **Massachusetts Digital Health COVID-19 Recovery Challenge**. The Challenge is focused on finding solutions for unpaid caregivers providing support to loved ones outside of traditional child rearing.

Challenge finalists will compete for prizes worth \$250,000!

| Market Opportunity | Challenge Benefits | Example Focus Areas |
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| <ul style="list-style-type: none"> » 1 in 5 Americans are Caregivers » 71% of Caregivers are interested in support technology but only 7% are currently utilizing it » In 2021, U.S. consumers are expected to spend \$62B on direct caregiving solutions and services » 53% of caregiving solutions and services revenue is expected to come from digital solutions | <ul style="list-style-type: none"> » De-risk your business model » Gain knowledge of the market opportunity » Get access to potential investors and buyers » Accelerate the time from R&D to Production » Benefit from cohort learning » Be prepared for investor meetings | <ul style="list-style-type: none"> » Social Isolation » Bi-directional communication with medical care teams » Access to telemedicine » Long-distance care » Preventing adverse events |

Learn More About the Challenge and How to Apply

massdigitalhealth.org/covidchallenge - Applications Due July 30th