



Avenidas & Tech Enhanced Life Longevity Explorers

**Build Products that Older Adults
will Test, Use, and Buy!**

The mission of the Avenidas Generations Lab is to Explore, Engage and Shape technology for older adults. Now we've partnered with Tech-Enhanced Life to develop Longevity Explorers who will identify, try, review, and evaluate products to ease the challenges that come with growing older. The Explorers leverage the insights and years of accumulated wisdom of older adults to accelerate the emergence of novel technology solutions.

- Explore Unmet Needs

- Engage in Product Exploration

- Shape New Products

- Professional Facilitation for Requirements and Usability

- Deliver Pertinent Insight

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