Silicon Valley Boomer Venture Summit Names Noctrix Health the 2016 Business Plan Competition Winner

Wearable medical device to treat the symptoms of restless leg syndrome wins $10,000 Prize

SANTA CLARA, CA (PRWEB) July 21, 2016 -- The Thirteenth Annual Business Plan Competition of The Silicon Valley Boomer Venture Summit concluded with the $10,000 prize being presented to Shriram Raghunathan, Co-founder of Noctrix Health, an early-stage medical device company focused on developing a revolutionary therapy for a chronic illness.

The 13th Annual Summit was held on June 25th, 2014. The Summit pairs investors with entrepreneurs who can bring innovative products and services for the longevity economy to market.

“For the 13th year, we have assembled a unique community of entrepreneurs, investors and for profit and non-profit partners who are creating value for boomers, seniors and caregivers with their innovative companies,” said Mary Furlong, CEO of Mary Furlong and Associates and Producer of the Silicon Valley Boomer Venture Summit. “It is exciting to see the market grow and the talent migrating to the longevity marketplace. It feels like the Internet in 1999.”

Shriram Raghunathan presented the winning business plan for Noctrix Health’s wearable medical device used to treat the symptoms of restless leg syndrome, which affects over 8 million adults in the United States. Noctrix Health is a Stanford Biodesign spinoff that intends to commercialize a wearable medical device that harnesses the power of neural circuitry to relieve symptoms and thereby facilitate undisturbed sleep.

“Our 2016 Boomer Venture Summit business plan competition winner, Noctrix Health, has designed an innovative medical device to treat a chronic condition faced by millions of aging Americans,” said Gavin Teo, Partner at B Capital Group and 2016 Business Plan Competition judge. “This is the kind of ambition and vision for improving healthcare that has established the summit as a leading conference for startups in the longevity economy.”

Judges for the Business Plan Competition included: Leslie Bottorff, Managing Director, Healthcare, GE Ventures; Aaron Flink, Principal, McKesson Ventures; Jody Holtzman, Senior Vice President, Market Innovation, AARP; Jeff Lee, Principal, DCM Ventures; Jim Murphy, Vice President, Medicare & Retirement, UnitedHealthcare; Scott Smith, Founder & Partner, Managing Director, Viant Group; and Gavin Teo, Partner, B Capital Group.

The Keynote Speaker for the 2016 Summit was Dr. Ken Dychtwald, Founder & CEO, Age Wave. He provided a glimpse into the future by exploring: how people will use their newfound longevity; how a cyclic life plan will replace the traditional linear model and what that does to brand loyalty; how the aging boomers will re-invent retirement and transform the family, work, health, housing, leisure, giving/purpose and money; and what industries are poised for explosive growth. Please find a link to his keynote speech here: https://www.youtube.com/watch?v=HM5j86p1jBU

For more information and to follow the conversation, please visit www.boomerventuresummit.com, follow us on Facebook, @SiliconBoomer, #SVBoomer.
This conference was produced by Mary Furlong and Associates, Lori Bitter/The Business of Aging, and Susan Davis International.

### About Mary Furlong & Associates/Mary Furlong
Founded in 2003, Mary Furlong & Associates (MFA) is a strategy, business development, marketing, and public relations strategic communications firm headquartered in San Francisco. The firm's services are uniquely geared to drive new opportunities for clients in the baby boomer, senior, and caregiver markets. Previously, she founded SeniorNet in 1986, ThirdAge Media in 1996. She won the ASA Leadership Award, was profiled as one of Fortune Small Business Top 25, and Time Digital Top 50. In 2011, Mary received an award as one of the top 100 Women of Influence by the Silicon Valley Business Journal and is also the author of Turning Silver into Gold: How to Profit in the New Boomer Marketplace. For the past 13 years, Mary has produced the industry-leading What’s Next Boomer Business Summit and the Silicon Valley Boomer Venture Summit. She has appeared on NBC, CBS, and NPR and is an advisor to the Ziegler Link•age Longevity Fund, LP. MFA’s private client practice is comprised of many of the leading startups and corporations in the longevity marketplace including CareLinx and Chefs For Seniors. She also serves as an adjunct professor, focusing on entrepreneurship and women in leadership at the Leavey School of Business in Santa Clara, CA.

### About Lori Bitter/The Business of Aging
Lori K. Bitter provides strategic consulting, research and development for companies seeking to engage with mature consumers at her consultancy The Business of Aging. Her book, The Grandparent Economy, debuted in September. She serves as publisher of GRAND—the digital magazine for grandparents. She was president of J. Walter Thompson’s Boomer division, JWT BOOM, the nation’s leading mature market advertising and marketing company and led that firm’s annual Boomer marketing event for five years. A sought-after speaker, Lori has presented research, trends, and analysis about mature consumers and the longevity marketplace. She has recently been featured in Kiplingers, eMarketer, Forbes, and the Fiscal Times, and named to Entrepreneur Magazine’s 100 to Watch List. [www.thebusinessofaging.com](http://www.thebusinessofaging.com)

### About Susan Davis/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.
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