

INNOVATION MEETS AGING SERVICES

Entrepreneurs and aging services communities **build what's next.**

The Entrepreneur in Residence (EIR) program embeds early- and mid-stage startups inside LeadingAge member communities for a two week immersive stay. Based on human-centered design principles, the program gives innovators real-world insights into the day-to-day operations of senior living and aging services and provides them with opportunities to co-create solutions with the people they seek to serve.

AT A GLANCE



Two-week immersive stay

Live and learn on-site with a member



Monthly matching cycle

Applications reviewed & placed each month



Human-Centered Design

Built with residents and frontline staff

WHY IT MATTERS

The experience creates tangible value for members, residents, and our field.



A problem-first approach

Entrepreneurs gain new perspectives on workflow, culture, and team-based approaches to problem-solving.



Real-world product testing

A living environment to test and refine products with the people they aim to serve.



Resident & staff voice

Engagement with residents and frontline teams shapes stronger solutions.



Shared experience

Stories are shared to spotlight member innovation.

HOW IT WORKS

A monthly cycle built for transparency, quality matching, and continuous learning.

1

Apply

EIRs complete and submit an Application to LeadingAge.

2

Review

LeadingAge reviews applications and connects with selected entrepreneurs.

3

Match & Place

Approved EIR applicants are sent to participating member organizations.

4

Monthly Call

A standing call between LeadingAge and participating member communities.

5

Document

During their stays, EIRs and members capture learnings, photos, and stories.

6

Promote & Share

Stories are shared to promote EIR experiences with members and residents.

WHO'S INVOLVED

Clear roles keep every placement productive and respectful.

Entrepreneurs THE INNOVATORS

- Apply with the hypothesis they want to test
- Complete host paperwork; arrange travel
- Engage respectfully — no sales or promotion
- Submit a final report on what they learned

Member Hosts THE COMMUNITIES

- Provide access to residents and staff
- Brief staff and residents
- Enable job shadowing and daily collaboration
- Share stories and photos to promote the program

LeadingAge National THE CONNECTOR

- Source and vet applications
- Regularly distribute opportunities to members
- Host monthly collaboration calls
- Provide at-need support and share insights

Interested in participating?

Join a growing network of members shaping the future of aging services. Visit LeadingAge.org/EIR



Michael Hughes

Vice President, Strategic Growth & Partnership
MHughes@LeadingAge.org