

Careers IN AGING — Month —

Week Three Focus: Business and Entrepreneurship

Exploring an Aging-Related Career in... Business and Entrepreneurship

Overview of Career Path: Imagine a world in 2050 with one in four persons aged 65 or older. The new reality of the longevity economy offers myriad opportunities – and unlimited income potential – to make your mark as a business leader and entrepreneur. Especially given the effect of the 50+ population on the global economy – expected to triple from \$45 million to \$118 trillion – over the next 30 years.

Passion: The dynamic aging career sector appeals to persons who thrive in an ever-changing business environment dedicated to making a difference in our lives as we age. If you're a risk-taking, take-charge, problem-solver who enjoys navigating the unpredictable, this field will appeal to you.

Purpose: Business leaders and entrepreneurs offer the vision and drive to create programs, services, and products that allow us not only to live a long life but our best life.

Possibilities: Quite simply, the possibilities within the business of aging are endless. And your impact on your life and the lives of others? Priceless. An interdisciplinary knowledge of aging will enhance business and market opportunities.

Examples of Careers/Job Positions:

Aging touches on every aspect of our lives – around the clock and around the world. Which means virtually any career is possible. In a longevity economy changing so fast, your skills and passion will help predict – and shape – the future.

For more information:

A variety of resources exist with additional information. Below are a few to explore.

[Exploring Careers in Aging Career Catalog](#) (various categories including “Apparel Manufacturing”, “Beauty and Style Services”, “Marketing”, and “Product Development”).

[“We Have 30 Extra Years”: A New Way of Thinking about Aging](#) (Insights by Stanford Business School)