



AgeRate



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Company Profile

AgeRate is a direct-to-consumer longevity which aims to unlock the secret to living a longer and healthier life by redefining AgeRate. Founded in 2018, AgeRate has spent the last 3 years creating and developing a novel at-home blood test and mobile app that allows users to discover how well they are aging and what actions they can take to improve. The company has leveraged the expertise of world leading researchers to develop a custom epigenetic analysis and proprietary algorithms to reveal a user's biological age and up to 20 additional health and longevity insights.

AgeRate is currently focused on launching its flagship product, an at-home blood test, in addition to growing its user-base with an objective of 10,000 users by 2023. The goal is to begin to quantify true improvements in aging with these users. The company is on a mission is to be a global leader in longevity research within the next 7 years. Using de-identified data from consenting users, AgeRate is striving to amass a large longevity dataset, allowing for new breakthrough discoveries into how we can slow or reverse aging.

In the future, AgeRate's research team will be developing new algorithms to unlock deeper insights into their customers' health and longevity using epigenetic information. In addition, the team is investing in new testing methods and expanding beyond epigenetics, this will include proteomics and mitochondrial health.



Flagship Product Deep Dive

AgeRate's at-home blood test for longevity health and insights

With its at-home blood test, AgeRate's flagship service allows users to monitor their rate of aging and discover how they can alter their lifestyle habits to age better. The test reveals a user's true biological age and up to 20 health and lifestyle indicators that help users not only know how well they are aging but understand areas of improvement. To achieve this, the service uses a custom and cost-effective epigenetic analysis combined with proprietary algorithms. The results are provided through a mobile app with a built-in longevity coach that provides users with tailored lifestyle challenges to help them improve, forming a full package longevity service.

AgeRate uses their DNA methylation analysis and proprietary algorithms to reveal meaningful insights into health and longevity. The algorithm used to determine biological age using DNA methylation data is commonly referred to as an epigenetic clock. Epigenetic clocks are valuable in the sense that they allow us to quantify how well someone is aging without waiting for them to die. The performance of an epigenetic clock is validated by comparing the biological age and the chronological age. The best epigenetic clocks have a strong correlation between biological and chronological age.

Product Development

AgeRate's epigenetic clock has been validated in a data set of ~13,000 samples and demonstrates high performances. The difference between biological age and chronological age is strongly associated with disease and mortality for each epigenetic clock. AgeRate's Chief Science Officer has contributed to large scale research studies on biological age and its relation to health outcomes such frailty and the risk of incident atrial fibrillation.

Target market

Although aging is a condition that affects everyone, AgeRate defines its target audience as health-conscious consumers looking to take a proactive approach to their health and longevity. Healthcare has succeeded in keeping people alive longer, but not healthier for longer. The approach has been reactive, treating the signs of and conditions of aging as they manifest. The growing number of people spent in poor health in their later years is putting strain on our healthcare system. A proactive approach towards aging is needed to solve this, which allows consumers to quantify the early signs of aging and target the root causes before age-related diseases begin to manifest.



Channels to market

AgeRate will initially offer its technology directly to consumers, providing a direct service to people to analyse their health whilst at home. In the future, they plan to outsource the service to clinicians through business-to-business channels, allowing healthcare providers who specialise in longevity to help their patients benefit from AgeRate's service, widening their outreach. In addition to this, the company plans to partner with intervention providers, such as supplement companies, to conduct research and support in validating the effectiveness of their products in slowing aging.

Success Factors

Team and Reputation

AgeRate is currently based in Canada and is formed of a small diverse team of scientists and engineers who have a shared vision of a world where our physical capabilities are not defined by our chronological age. The founding team met at McMaster University in 2018 and all have an educational background in life sciences. AgeRate has had over 5000 users sign up to be one of the first to try their service once they launch. In addition, the company has formed strategic partnerships with 10 health companies interested in using the service to validate their antiaging interventions and provide the option to their customers to get tested.

AgeRate's CEO, Cole Kirschner, has experience managing teams of 20+ sales professionals, winning multiple sales & leadership awards.

AgeRate's Chief Science Officer, Dr Guillaume Paré, is University Scholar and Professor of Pathology and Molecular Medicine at McMaster University and Director of the Genetic and Molecular Epidemiology Laboratory. A world-leading physician-scientist in the area of genetic and molecular epidemiology, his research has achieved critical advances in our knowledge of the genetic causes of heart attack and stroke and he is establishing new ways to identify high-risk patients, modifiable risk factors and preventive therapies.

The CTO, Kevin Peters, was a management consultant at Accenture, leading teams of 40+ engineers in the Enterprise Transformation and Emerging&Growth departments. In addition, he owned and operated a restaurant of 10+ employees.

Intellectual Property

AgeRate's advantage lies in the use of epigenetics to reveal long-term health and longevity insights in addition to biological age. Unlike most at-home health testing companies which use traditional laboratory tests that provide a snapshot of a user's health, AgeRate uses epigenetics to reveal the long-term impact that lifestyle has had on health and longevity. This allows AgeRate to provide users with accurate insights into how well they are aging and provide a comprehensive picture of how they can improve.



Funding

AgeRate has raised \$350k in pre-seed funding from world leading start-up programs such as Founders Factory, Start-Up Health and leAD Sports & Health Tech Partners. AgeRate is currently raising a Seed fundraising round to launch their flagship product and expand into other areas of testing. The primary focus will be on developing robust biomarkers of aging and understanding how certain lifestyle interventions can