

Interviews with FemTech Leaders

FemTech Industry in Switzerland Landscape Overview Q4 2021

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Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

Ksenia Tugay is a Strategic Innovation Expert at Groupe Mutuel, a leading Swiss Health Insurance company. Ksenia is responsible for identifying start-ups, trends, and best practices of strategic interest to Groupe Mutuel. Ksenia is a catalyst, coach, and program co-lead at Tech4Eva.



Zina Yudina

CEO, BABYLAT

Zina Yudina holds PhD in pharmacy from Kent University, UK, and is an experienced protein biochemist and molecular biologist who invented an award-winning technology to efficiently enrich proteins from human-donor milk. This novel technology (currently a device) is aimed to help to pre-term infants quickly recover from severe effects of prematurity. She is leading Babylat toward this ambitious goal.



Groupe Mutuel is a Swiss insurance company. It is active in the fields of health, life, heritage, and business. With more than 1.3 million insured, it is one of the leading health insurance companies in Switzerland. Active in occupational pensions and life insurance, it offers the entire range of personal insurance.

Tech4Eva is a 9-month start-up acceleration program, aiming to help the selected start-up companies refine their business models and go-to-market process strategy, meet investors and potential customers through thematic workshops, roadshows as well as personalized technical and business coaching.

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BABYLAT is a novel automated device that concentrates the protein fraction from human milk on-site in hospitals. This innovative proprietary device allows fast and efficient protein extraction from human milk. No analogous automated devices are available on the market.

Interviews with FemTech Leaders

Why is FemTech on the rise in Switzerland?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

“Over the past couple of years, we have seen an explosion of initiatives around FemTech in Switzerland. Groupe Mutuel has joined forces with the EPFL Innovation Park and launched Tech4Eva, the first FemTech Hub in continental Europe with a 9-month acceleration program for FemTech founders.”



Zina Yudina

CEO, BABYLAT

“Generally startup ecosystem is growing there, so I would say it is a part of general trend.”

Why did FemTech evolve in the last years in Switzerland?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

“Over the past years we have seen multiple FemTech ventures emerging in Switzerland. From specific shops and eCommerce services of period products to medical devices for gynecology and obstetrics. In 2021 however the whole ecosystem was brought together with the launch of Tech4Eva, first FemTech Hub in continental Europe, strongly positioning Switzerland on the FemTech map.”



Zina Yudina

CEO, BABYLAT

“Steady growth.”

Interviews with FemTech Leaders

Which opportunities in the FemTech Industry will you prioritize and/or invest in over the next 12 months?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"Groupe Mutuel is the founding partner of Tech4Eva, and the program is a constant flux of inspiration and collaborations ideas around women's health. We look forward to developing new products for women and families in addition to existing ones, and continuing to deliver value to our clients."



Zina Yudina

CEO, BABYLAT

"Preterm birth's control, breast cancer prevention, nursing."

Which upcoming FemTech trends and opportunities can you highlight in Switzerland?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"Tech4Eva"



Zina Yudina

CEO, BABYLAT

"leacking" bladder problem, postpartum depression, menopause, breastfeeding etc."

Interviews with FemTech Leaders

What are the primary trends driving FemTech in Switzerland?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"Fertility and pregnancy tech, medical devices for gynecology."



Zina Yudina

CEO, BABYLAT

"Menopause tech, mental tech, and preterm birth control."

Can you name the Top 3 FemTech threats/challenges in Switzerland?



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"Lack of FemTech specific investors, taboos."



Zina Yudina

CEO, BABYLAT

"Lack of financial support (the size of rounds are much smaller than even in IL not mentioning US), very traditional ("conservative") approach to disruptive technologies, high operation cost to maintain active CH company."



**FemTech
Analytics**

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