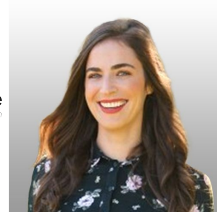
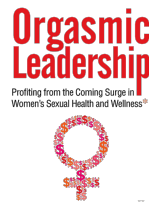


Interviews With FemTech Leaders

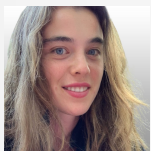
December 2021





Rachel Braun Scherl (US)

Rachel Braun Scherl is a champion for women's health and a pioneer in the space where she has passionately focused on driving the conversation in and the growth of women's sexual and reproductive health companies.



Oriana Kraft (Switzerland)

Producer and Host at FemTech Summit , ETH Zurich, Program Associate at Women At The Table, medicine student at ETH Zurich, aspiring medtech founder, Fellow at Sigma Squared Society.



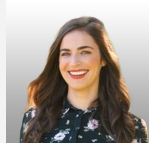
Joanna Krahe (Germany)

Joanna is FemTech researcher with Masters degree background in philosophy, politics and economics. Taking advantage of a multi-disciplinary approach and using a local German and international network base.



Kanchi Baldwa (India)

Kanchi Baldwa is Marketing Lead at PadCare Labs. As a poet, former science student, an adherent of Patti Smith,, she has rigorously honed her social, professional, and research skills to contribute to the world with her creative pursuit.



Megan Capriccio (Australia)

As an entrepreneur, product manager, and business strategist, Megan has dedicated her career to ensuring that women have more control over their realities: Health, education, and career.



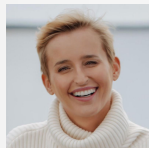
Ksenia Tugay (Switzerland)

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



Lisa Krapinger (Austria)

Lisa is Chief Marketing Officer of Carbomed Medical Solutions and a real FemTech enthusiast. Her main driver to go to Carbomed was that Lisa wanted to do Marketing for a product that clearly helps people.



Olga Pavuka (Latvia)

Olga Pavuka is Founder & CEO at DeepH. The DeepH App was born to support people on the path to optimal health, lasting happiness and profound healing.

A large blue hexagon with a white center containing the number 1. In the bottom right corner, there are several concentric, faint blue hexagonal outlines of varying sizes, some overlapping a light gray hexagonal shape.

1

Why FemTech is becoming one of the key trends to advance women's health and wellness?

Why FemTech is becoming one of the key trends to advance women's health and wellness?



Rachel Braun Scherl

Co-Founder, Managing Partner & Chief Vagipreneur
at SPARK Solutions for Growth

"I believe it is a combination of entrepreneurs developing breakthrough ideas, more creative sources of capital (not just traditional VCs who are generally less comfortable with this area) and the result of relentless effort on the part of all players in the ecosystem."



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

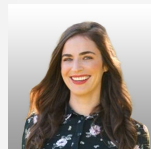
"FemTech is gaining momentum because more and more women have decision and purchase power, and after centuries we are slowly moving away from multiple taboos surrounding women's health."



Lisa Krapinger

CMO at Carbomed Medical Solutions

"Due to the fact, that women were underrepresented in healthcare, clinical trials and the whole health systems it is now important to catch up on female health."

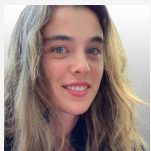


Megan Capriccio

CEO of FemTech Collective, Innovation Consultant

"FemTech is gaining traction due to many complex factors: Women are fed up and taking it upon themselves to provide new health solutions, women as consumers are making the health decisions for themselves and their families, and investors are starting to recognize the opportunity in the space."

Why FemTech is becoming one of the key trends to advance women's health and wellness?



Oriana Kraft

Producer at FemTech Summit

"Due to its potential to personalise women's health. Historically, women have been excluded from medical trials and even to a certain extent the medical curriculum. FemTech is a movement bringing awareness to the fact that women have manifest symptoms to diseases differently, suffer at a different prevalence from certain diseases, are often underdiagnosed or prescribed medication at a dose that is incorrect for the way their body metabolises drugs. It is one of the key trends quite simply because it is one of the few trends to take into account the way women have been left out of medical innovations on such a large scale."



Kanchi Baldwa

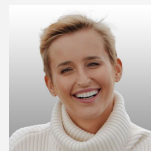
Marketing Lead at PadCare Labs

"I think the fourth wave of feminism has really been able to bring about a paradigm shift in global sociocultural nuances. The way we look at women and femininity has changed, womens' place in the society is progressing at a fast pace, and that's certainly one of the most important driving factors in the rapid adoption of technology in advancing and prioritizing women's health across the world. Increasing awareness and rising focus on community education is making room for technologies of early self-detection of various kinds of diseases, better management of illnesses by women of all ages, and medical accessories specially made for women rather than being unisex."



Joanna Krahe, University of Witten-Herdecke

"Because through the commodification of women's health issues previously much needed but missed or ignored data is now filling the gaps."



Olga Pavuka, Founder & CEO at DeepH

"FemTech is a sector which was underestimated for a long time, now balance is restoring."



2

**How did FemTech evolve
in the last years?**



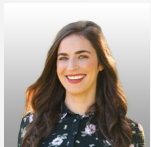
How did FemTech evolve in the last years?



Rachel Braun Scherl

Co-Founder, Managing Partner & Chief Vagipreneur
at SPARK Solutions for Growth

"Investors started to realize that women's health solutions are needed for big problem and bigger solutions which will result in BIG business opportunities."



Megan Capriccio

CEO of FemTech Collective, Innovation Consultant

"FemTech has developed from an industry revolving around menstruation and pregnancy to a holistic approach industry that supports women throughout their lifespan."



Lisa Krapinger

CMO at Carbomed Medical Solutions

"FemTech evolved from a niche sector to a well known branche interesting not only for female founders/small companies, but also for investors and big corporates. Thankfully they figured out that there is lots of potential."



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"We have seen an increase in different types of mobile apps and trackers for fertility and pregnancy as well as increase in different types of period products as women started to seek sustainable and organic options."

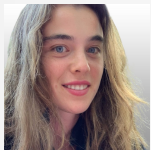


Joanna Krahe

University of Witten-Herdecke

"From fertility apps to incorporating all aspects of women's health, not just focusing on reproductive questions. Admittedly this is just the tip of the iceberg."

How did FemTech evolve in the last years?



Oriana Kraft

Producer at FemTech Summit

"To start with the term itself was not coined until 2012. And at the time the focus was largely around period-tracking apps and the fertility space - very important components of women's health to be sure. But since then the FemTech space has slowly evolved to include the entirety of the female lifecycle.

Yes, women's reproductive challenges must be personalised and improved (that is to say women should be given the tools to manage and monitor fertility and pregnancy) but women's health stretches far beyond that as well. It encompasses gynaecological diseases that have long been discounted, misdiagnosed or under diagnosed. It encompasses the changes perimenopausal, menopausal and postmenopausal women's bodies undergo that have long been discounted but is now, finally, beginning to be addressed. It encompasses the different rate and symptomatic manifestation of diseases women experience as opposed to men etc. etc.

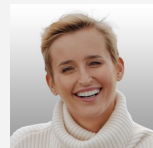
In short, FemTech has evolved to not only include reproduction but the entirety of women's health."



Kanchi Baldwa

Marketing Lead at PadCare Labs

"In my opinion, FemTech boomed for the first time, really only after Clue had made itself heard. The evolution has not only been in terms of the economics or the increasing userbase. The gadgets are much more educated and sophisticated than when FemTech first appeared. Apps like Emjoy enable women to prioritize their sexual pleasures over their partners and understand their own needs better, which is a huge step for a world with our cinema. There are apps for fertility advice, breast cancer support, postpartum depression, and other aspects of women's health which have often been overlooked beneath the shadows of period problems."



Olga Pavuka

Founder & CEO at DeepH

"More and more women founders, project managers and other experts are working in FemTech showing great results and bringing innovative ideas."

A blue hexagonal outline containing the number 3 in a blue serif font. The hexagon is positioned in the upper right corner of the slide, overlapping a light blue background element.

3

Primary FemTech trends and opportunities for 2022

A series of concentric blue hexagonal outlines, with the innermost one being a solid light blue hexagon. This graphic is located in the bottom right corner, overlapping a light grey background element.

FemTech Trends and Opportunities for 2022



Rachel Braun Scherl

Co-Founder, Managing Partner & Chief Vagipreneur
at SPARK Solutions for Growth

Primary trends driving FemTech: Menopause tech, Sextech.

Upcoming trends and opportunities: There has been over \$1B invested in FemTech since the beginning of 2021. The media is engaged and interested. Consumers are demanding solutions. Collaboration, consolidation and acquisitions are opportunities for the market development in the USA.

I am focusing on: The collaboration between entrepreneurs, strategic partners and investors to identify the winners in each areas.



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

Primary trends driving FemTech: Fertility and pregnancy tech, menopause tech.

Upcoming trends and opportunities: Menopause health.

I am focusing on: Services related to pregnancy.



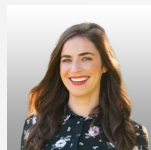
Lisa Krapinger

CMO at Carbomed Medical Solutions

Primary trends driving FemTech: Fertility and pregnancy tech.

Upcoming trends and opportunities: Women understanding more and more that their female cycle says a lot about their overall health status. Tracking her cycle becomes important for every woman, regardless of whether she is trying to conceive or not. We can see a major trend here. Also education is very important. The new generations are very inquisitive and much more open-minded.

I am focusing on: Awareness for cycle tracking and fertility tech.



Megan Capriccio

CEO of FemTech Collective, Innovation Consultant

Primary trends driving FemTech: Fertility and pregnancy tech, Menopause tech, Sextech, Contraception

Upcoming trends and opportunities: Menopause, Fertility, and advancing access and education in emerging markets.

I am focusing on: Education and research in the FemTech space to help support new innovations and provide a better understanding of female health and the FemTech industry more broadly.

Primary FemTech trends and opportunities for 2022



Oriana Kraft

Producer at FemTech Summit

Primary trends driving FemTech: *Diagnostics and care.*

Upcoming trends and opportunities: *Telehealth consultations to be able to more comfortably and more rapidly discuss highly sensitive issues, communities to be able to exchange with others who have gone through the same experience, a better understanding of how female health and reproductive health influence each other and disease manifestation, just a general increase in the quantity and quality of solutions available in the FemTech space.*

I am focusing on: *Personalization of contraception, innovations in female health diagnostic space, innovation in gynaecological therapeutics.*



Olga Pavuka, Founder & CEO at DeepH

Primary trends driving FemTech: *Fertility and pregnancy tech, period tech, mental tech.*

Upcoming trends and opportunities: *A raise in mental health, mindfulness, spirituality products demand.*

I anticipate: *Increasing of VC, angel investors funding in FemTech.*



Kanchi Baldwa

Marketing Lead at PadCare Labs

Primary trends driving FemTech: *Menopause tech, Sextech, period tech.*

Upcoming trends and opportunities: *Birth control, menopause, breastfeeding aids.*

I am focusing on: *Certainly sustainability. More ideas, more innovation, and ultimately, more choice for women while deciding their preferences for an eco-friendly period.*



Joanna Krahe, University of Witten-Herdecke

Primary trends driving FemTech: *Fertility and pregnancy tech, period tech, mental tech.*

Upcoming trends and opportunities: *Fawcett Society's studies on the impact of menopause for working women in London's financial centre.*

I am focusing on: *Menopause as this stage of life lays the foundation for the following years in terms of physical and mental health.*

The background features a light blue and white color scheme. In the top right, there is a large blue hexagon with a white number '4' inside. Below it, there are several concentric blue hexagonal outlines. In the bottom right, there is a large, light gray hexagon. The overall design is clean and modern, typical of a corporate presentation.

4

Key opportunities in the FemTech Industry on your local market

Key opportunities in the FemTech Industry on your local market



Switzerland

Ksenia Tugay: "Historically Switzerland is very strong in the development of medical devices. Therefore medical devices related to gynecology and obstetrics are clearly on the strong trends in the Swiss FemTech market."

Oriana Kraft: "Key opportunity would be to use the top-rated EPFL and ETH educational institutions to combine the different range of expertise they have housed under one house, from the mechanical engineering side to data science to medical to pharmaceutical to be able to come up with a range of solutions in the FemTech space."



Germany

Joanna Krahe: "The topic of menopause in Germany is still very hidden and the chance to access a large new market with tech savvy 'middle-age' women is huge."

In the UK and the USA this is already being observed."



Latvia

Olga Pavuka: "Latvia is a small European country, there are not many products designed for women in digital market."

But at the same time a lot of women are choosing digital professions. So there is a huge opportunity in this field."



Australia

Megan Capriccio: "FemTech as an industry in Australia is very much growing, but still quite nascent compared to the US and UK."

With more education and awareness, Australia has a great infrastructure for FemTech to thrive."



India

Kanchi Baldwa: "One of the most lucrative opportunities in India is medtech for women-centered illnesses such as menopause, breast cancer, PCOD, uterine cancer, etc."

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5

FemTech threats and challenges on the global and local market



FemTech threats and challenges on the global and local market



Rachel Braun Scherl

Co-Founder, Managing Partner & Chief Vagipreneur at SPARK Solutions for Growth

"Funding, access to advertising and societal comfort are the Top 3 FemTech challenges globally. In the US we are flush with good ideas, but execution on a large scale will be critical."



Ksenia Tugay

PhD, Strategic Innovation Expert, Groupe Mutuel

"For the industry in general, the challenge is that it's still wrongly considered 'niche' market. Other key barriers are taboos and lack of investment."

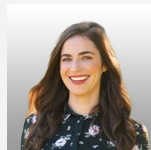
For the local Swiss level I would say taboos and lack of FemTech investors are challenges also, as well as fragmentation of the market."



Lisa Krapinger

CMO at Carbomed Medical Solutions

"Both for the global and European level, the main issues are lack of female data in healthcare, advertising restrictions and lower number of investors than in other tech branches."



Megan Capriccio

CEO of FemTech Collective, Innovation Consultant

"There is a need for more data and research, less fragmentation across the global industry, and more investment at the pre-seed and seed stage."

FemTech threats and challenges on the global and local market



Oriana Kraft

Producer at FemTech Summit

*"**Lack of recognition** from the general healthcare ecosystem (FemTech seen as a niche) and **over-segmentation** is an issue.*

*In Switzerland there is a lack of understanding on the healthcare side (by providers and insurers) on **what to do with the information collected** and **how to incorporate it into optimal care** for their patient."*



Olga Pavuka

Founder & CEO at DeepH

*"**Fewer venture capital funds** historically going to women start ups. Women's health topics still are **not openly discussed**. **Less research** on specific topics.*

*Regarding Latvia, I would like to emphasis **lack of support, information, FemCommunity in Tech**."*



Kanchi Baldwa

Marketing Lead at PadCare Labs

*"**Overbearing social stigma, lack of funding** and **privacy concerns** are the major threats in FemTech.*

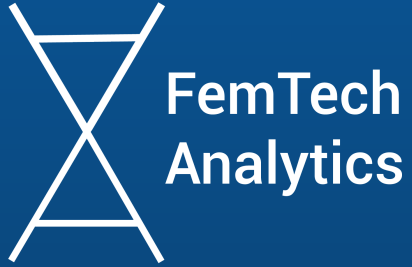
*In a country like India, where **period is not just a taboo, but also a mythologically decided factor for untouchability**, there's a long way to go when it comes to and sincerity of efforts in community education. Brands like Nua, PeeSafe, Sanfe are trying to break the barriers and think beyond these cultural constraints, and we stand in solidarity with them."*



Joanna Krahe

University of Witten-Herdecke

*"In my opinion, Top 3 FemTech challenges are **lack of financial investors** who ignore women's issues, **male dominance in venture capital**, and **taboo** topics. The last one is actual for Germany as well."*



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Website: www.FemTech.health

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