

FemTech Industry Landscape 2021: Discovering New Horizons



FemTech
Analytics

Conference

29 July 2021 | 5 PM BST - 8 PM BST



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Anna Butterworth

Founder
Ultra Violet Agency



Dr. Barbra Hanna

DO, NCMP, CEO
MyMenopauseRx



Kaile Zagger

Chief Operating Officer
Aspira Women's Health



Kate Batz

Director
FemTech Analytics



Dr. Simona Roggero

Entrepreneur, MD, PhD
CV Lab - Cardiovascular Laboratory



Karen Heng

Founder
The Della HQ



Dr. Elan Ziv

MD, OBGYN, FPMRS, CEO &
Medical Director ConTIPI Medical



Tal Catran

Startups & Accelerators Guru



Astrid Gyllenkrok Kristensen

Co-Founder & CEO
LEIA



Daniela Schardingner

VP Marketing & Medical Affairs
OCON Healthcare



Nicolas Loeillot

Co-Director, Tech4Eva
Chief Innovation Officer, Groupe Mutuel



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Opening Remarks

Moderator Anna Butterworth (Founder, Ultra Violet Agency)

Panel 1. Patient Centered Design

FemTech Industry Landscape Overview

Kate Batz (Director, FemTech Analytics)

The New Era in the Management of Pelvic Floor

Dysfunctions (PFD's) in Women

Dr. Elan Ziv (MD, OBGYN, FPMRS, CEO & Medical Director, ConTIPI Medical)

Redefining Postpartum Health: Why New Mothers Were Left Behind in the Digitalisation of Health

Astrid Gyllenkrok Kristensen (Co-Founder & CEO at LEIA)

Changing the Story through Transformation – A New Paradigm in Early Detection of Ovarian Cancer

Kaile Zagger (COO, Aspira Women's Health)

Why Menopause Matters - Providing Evidenced Based Care While Decreasing Healthcare Costs

Dr. Barbra Hanna (DO, NCMP, CEO, MyMenopauseRx)

Panel 2. Synchronicity of Innovation and Healthcare

FemTech: Opportunity vs Challenge

Tal Catran (Startups & Accelerators Guru)

Innovation and Trends in FemTech in Southeast Asia

Karen Heng (Founder, The Della HQ)

Innovation and Trends in Women's Iron Deficiency

Dr. Simona Roggero (Entrepreneur, MD, PhD, CV Lab - Cardiovascular Laboratory)

Novel "Smart" Drug-Delivery Technology that Finally Fits Women's Anatomy

Daniela Schardinger (VP Marketing & Medical Affairs, OCON Healthcare)

Opportunity for Co-Development and Data Federation in FemTech

Nicolas Loeillot (Co-Director, Tech4Eva; Chief Innovation Officer, Groupe Mutuel)

Closing Remarks

Moderator Anna Butterworth
(Founder, Ultra Violet Agency)



Anna Butterworth (Founder, Ultra Violet Agency)



Anna Butterworth is a FemTech pioneer. She has been at the epicentre of the industry for over six years - before the term was even coined. Starting her career in PR she quickly found her calling in wider creative campaign strategy and moved through cause led organisations that support marginalised communities and promote their voices.

Landing at Elvie in 2015 she was the first communications hire and quickly grew the brand across 60+ territories leading the way in FemTech marketing strategy. Since branching out to create the world's first FemTech focused creative agency Ultra Violet, she has worked with global disruptors such as Thinx, Become, Doppel, Wuka, Mooncup, Womanizer, Soho House, The Eve Appeal and more.

Forging new paths and being the very first on the scene is in the fabric of Anna's being. Not one to settle for the status quo, she consistently breaks barriers to test the waters for the latest innovation or venture. From securing the first live televised feature from a woman's vagina (ITV This Morning), producing the very first inclusive sex chat show Private Parts (Venus Libido X WowTech) or curating the first above the line ad campaign on Oxford Street for period pants (Thinx launch in Selfridges), Anna is never afraid of pushing the industry forward, whatever it takes.

The latest venture brings future forecasting to the industry in a way that has never been done before.

Kate Batz (Director, FemTech Analytics)



Kate Batz is Director of FemTech Analytics and Managing Partner of Longevity.Capital, a specialized investment fund focused on the Longevity Industry.

She is also Director of Strategy and Business Development at Deep Knowledge Ventures Group, comprising of Deep Knowledge Ventures, Aging Analytics Agency, and Deep Knowledge Analytics.

Kate is an experienced corporate attorney by background, licensed to practice law in California, New York, and Russia, with extensive sales and marketing experience.

At the beginning of her career, Kate was involved with international litigation when she worked for a former Pennsylvania state senator. As a corporate attorney, Kate worked with many Fortune 500 clients.

Compelled by the paradigm-shifting advances in science and technology in the fields of aging and Longevity, Kate joined Deep Knowledge Ventures Group. Kate is based in San Francisco, California.

Dr. Elan Ziv (MD, OBGYN, FPMRS, CEO & Medical Director, ConTIPI Medical)



Dr. Ziv graduated from the Sackler School of Medicine at the Tel-Aviv University in Israel and received his MD degree in 1979. He spent 5 years' service as a doctor in the Israeli Defense Forces, and then completed his residency in Obstetrics and Gynecology (OBGYN) at the Rabin Medical Center (campus Beilinson), from which he graduated in 1990. During that time he also had a fellowship in FPMRS (Urogynecology), as a clinical-research fellow at St Georges Hospital, in London, UK, under Prof Stuart Stanton (1987-88).

Until 2014, Dr. Ziv served as the Director of Institute of Urogynecology at Assuta Medical Centers in Tel Aviv, Israel.

As a urogynecologist, Dr. Ziv has a long standing interest in the non-invasive treatments of urinary incontinence and of pelvic organ prolapse in women. He is an active participant and presenter in many international professional meetings, participated as a Principle Investigator in many clinical studies, and holds 19 patents with over 100 patent applications.

Following the invention of various vaginal devices, he founded ConTIPI Ltd, in 2002. The company's first flagship product – the Impresa Device for Stress Urinary Incontinence in women, was sold to Kimberly-Clark Worldwide Inc. and is now on the shelves as an OTC product.

Astrid Gyllenkrok Kristensen (Co-Founder & CEO, LEIA)



Astrid Gyllenkrok Kristensen is Co-Founder and CEO at LEIA - a digital postpartum support for new parents, focused on unique needs of every person and redefining postpartum health for women worldwide.

Astrid has 15 years of experience driving digital innovation and growth strategy in executive roles for international companies globally. She has previously started and run own digital consultancy and social impact startup Yrkesdörren.

After having three children in five years she became acutely aware of the lack of postpartum support for new mothers and together with her co-founder Sandra Wirström she started thinking about a product that could help not only her but the 140 million new mothers giving birth every year.

Passionate about HealthTech, FemTech, and social impact.

Kaile Zagger (Chief Operating Officer, Aspira Women's Health)



Kaile Zagger is the Chief Operating Officer of Aspira Women's Health and has an exemplary track record of combining commercial and operational excellence into one horizontal deployment for companies she has served. She oversees the entire provider and patient experience, from acquisition to revenue cycle. Kaile is an accomplished industry executive with 20+ years whose expertise resides in transformational leadership, turnaround strategies, large scale work-outs and white space vertical builds. She fundamentally believes in the power of people and the teams they comprise, and lifting performance to its highest potential in order to deliver the unprecedented results that she has in her career.

Prior to joining Aspira Women's Health, Kaile served at various Fortune 500 healthcare companies, including St. Jude Medical, Intuitive Surgical, General Electric Healthcare, Boston Scientific and Philips Healthtech. Kaile joined Aspira because of a deep passion for the company's mission and vision. She has personally experienced the devastating nature of late-stage ovarian cancer, beginning with her mother's diagnosis at the young age of 40 and her passing from this horrific disease at 46 in 1999. Because of this, she is fiercely committed to the prevention, early detection, and mitigation of late-stage diagnosis. Kaile is an active philanthropist and co-founder of a non-profit organization, with Dr. Elena Ratner, that works to educate providers on strategies for early detection of gynecological disease with the intention to mitigate late-stage diagnosis.

Dr. Barbra Hanna (DO, NCMP, CEO, MyMenopauseRx)



Dr. Barbra Hanna always envisioned something better for women than the traditional medical visit. After completing her OB/Gyn residency at the University of Illinois in 1998, she quickly realized her true passion was women's health. In 2008, Dr. Hanna opened her own gynecology practice in the suburbs of Chicago. She ditched her white coat, paper gowns and plastic speculums for a more comfortable, modern style of women's healthcare.

A modern woman with modern ideas, Dr. Hanna embraced technology and telemedicine to break down barriers in women's healthcare. Realizing women suffering from menopause symptoms were desperately looking for safe, effective solutions and education, she became a North American Menopause Society Certified Menopause Practitioner.

In April 2021, she founded MyMenopauseRx, an online doctor's office devoted to evidence-based menopause treatment and education. She is on a mission to help women all over the US to stop suffering and get the help they deserve.

Tal Catran (Startups & Accelerators Guru)



Tal is a prominent figure in the global innovation ecosystem. Founded 16 startup accelerators since 2012, in both Israel and abroad, has rendered him a Guru on building accelerators, hubs and startup ecosystems.

Over the years Tal conducted 60 cohorts hosting near to a 1,000 startups in his accelerators. Tal serves as Advisory Board Member in various companies and technology startups, mainly in FemTech, CyberSecurity, IT, AdTech, Retail, Drones, Home Land Security and others. His active involvement with hundreds of startups, accelerators, incubators, innovation hubs, tech parks and other major players in the entrepreneurial ecosystems, stretches from Israel to Eastern Europe and Asia.

Tal is the co-founder of Israel's 1st FemTech Hub called EVE.

Tal is also a busy Keynote Speaker and TEDx Speaker, on tech startups, innovation, and entrepreneurship, sharing his professional toolbox to mentor, motivate and inspire entrepreneurs around the globe.

Karen Heng (Founder, The Della HQ)



Karen is a FemTech entrepreneur, with a deep interest in serving and bettering the access and quality to women's healthcare.

She is building two startups, in Singapore and in the United Arab Emirates, where she hopes to disrupt the status quo of modern female healthcare.

Her journey in FemTech started when she founded The Della HQ, an online FemTech ezine covering FemTech and sexual wellness all over the world but with a focus on Southeast Asia.

Dr. Simona Roggero (Entrepreneur, MD, PhD, CV Lab - Cardiovascular Laboratory)



Physician, ten years of clinical research experience in hematology, Dr. Roggero has coordinated international cooperation projects for congenital anemia. As a motivated entrepreneur, she has several years of experience in MedTech and LifeScience innovation. Dr. Roggero is working on a daily basis with entrepreneurs and venture capitalists, to carry out project management and support the launch of projects and start-ups in healthcare.

Dr. Roggero is passionate about life sciences, the ambition to contribute to medical innovation and social impact projects, and the deep love for people taking risks and looking for disruptive healthcare solutions. Her medical background and experience in several research areas (iron metabolism, newborn screening, congenital anemias, cardiovascular, and kidney diseases, oncology) have oriented passion and commitment to innovative solutions to diagnose and cure people with severe hematological and chronic diseases.

Over 10 years of practice in onco-hematology led Dr. Roggero to cultivate strong relationships with international Key Opinion Leaders and coordinate international cooperation projects for congenital and chronic diseases.

Daniela Schardinger (VP Marketing & Medical Affairs, OCON Healthcare)



Daniela Schardinger is an experienced Vice President (VP) Marketing & Medical Affairs at OCON Healthcare, a women's health company introducing innovative medical solutions that allow women healthier choices while improving their well-being and quality of life.

Ms. Schardinger has vast experience in Marketing & Sales, Medical Affairs and Management in the medical and pharmaceutical industries specializing in Women's Health, FemTech and Contraception around the globe for the past decade. Ms. Schardinger is advisor at FemTech Lab (United Kingdom), CuePod (United Kingdom), WoW Knowledge Hub (United Kingdom).

Prior to joining OCON Healthcare, Ms. Schardinger led and built up a Swiss Pharmaceutical Company (Gynial AG) as Managing Director - a Women's Health Firm focusing on bringing innovative FemHealth solutions to the market.

Nicolas Loeillot (Co-Director, Tech4Eva; Chief Innovation Officer, Groupe Mutuel)



Nicolas Loeillot is a senior technology entrepreneur and investor. Back in 2003, he founded a computer vision company in Japan. Pioneering in A.I. applications, his company served hundreds of projects with large companies in Japan, Asia and the US before being acquired by a GAFA in 2017.

Since 2010, he chairs the Tokyo Interaction Center, a privately-owned incubator in central Tokyo, focused on early stage deep technology start-ups.

In 2018, Nicolas Loeillot joined the Swiss health insurer Groupe Mutuel as Chief Innovation Officer to setup an innovation strategy, accelerate deployments of A.I. and craft a data-driven, prevention-focused future of the company.

In 2021 he joins InnoSuisse as Expert for a 4-year mandate.

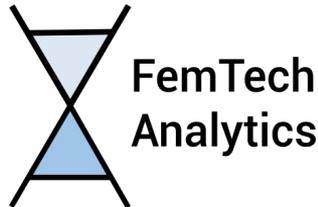
About FemTech Analytics

[FemTech Analytics](#), a new spin-off of [Deep Knowledge Group](#)'s flagship subsidiary, [Aging Analytics Agency](#), is a strategic analytics agency focused on relatively young yet already treated as the next big market disruptor FemTech market, which embraces the cornerstone subsectors such as Longevity for women, Mental Health & Healthy Lifestyle, Reproductive Health, and General Healthcare.

The range of activities includes research and in-depth analysis on major areas of high potential in the FemTech Industry, maintaining profiling of companies and governmental agencies based on their innovation potential and business activity, and providing consulting and analytical services to advance the FemTech sector.

The company is dedicated to producing powerful data mining and visualization systems; interactive analytics tools; and industry reports offering deep technical insights, business intelligence, and strategic guidance in the high-growth and significant opportunity areas of the FemTech Industry.

FemTech Analytics is producing regular open access reports covering emerging Longevity markets — technologies, innovations, companies, and trends. Our clients and partners can enjoy access to proprietary reports, featuring additional in-depth research conducted by our team on a regular basis.





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Contact Us

www.femtech.health
info@femtech.health

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