

FemTech Industry: Insights, Trends & What's Next

Kate Batz

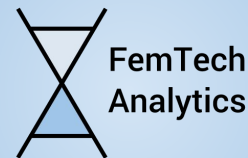
Co-Founder, CEO of FemTech Analytics

Managing Partner at Deep Knowledge Group

FemTech & Consumer Innovation Summit

New York, US

June 8, 2023



Deep Knowledge Group Structure



Deep Knowledge Group runs several data-driven **investments and financial vehicles**

DEEP KNOWLEDGE VENTURES InvestTech Platform LONGEVITY FINANCIAL CLUB LONGEVITY CAPITAL
DeepTech and Longevity Industry Financial Advisors LONGEVITY CARD LONGEVITY CLUB

Deep Knowledge Group's **analytical subsidiaries** are world leaders in analytics for DeepTech and Longevity industries

AGING ANALYTICS AGENCY Big Data Analytics Department GovTech Analytics FemTech Analytics
NeuroTech Analytics DEEP KNOWLEDGE ANALYTICS SpaceTech Analytics DEEP PHARMA INTELLIGENCE

Deep Knowledge Philanthropy pioneers several infrastructural **social impact projects**

DEEP KNOWLEDGE PHILANTHROPY 5th Industrial Revolution Institute Swiss Longevity Valley LONGEVITY INTERNATIONAL Biogerontology Research Foundation Philanthropy International

About FemTech Analytics

In June 2021, with a solid foundation in Analytics on Longevity and Women's Health, we launched FemTech Analytics, an analytical subsidiary of Deep Knowledge Group, specializing in the emerging FemTech sector. We provide a variety of services such as research, in-depth industry analysis, company and government agency profiling based on innovation potential and business activity, along with consulting and analytical services to promote the overall growth of the FemTech sector.

FemTech Analytics is Focusing on Three Key Activities:

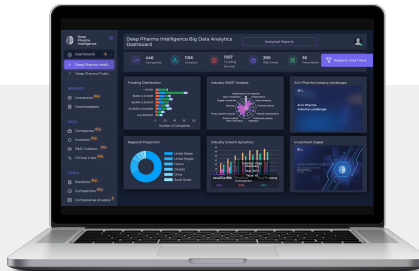
Market Intelligence

Producing regular **open-access** and **proprietary reports** on the emerging topics and trends in the FemCare industry. All reports are supported by our back-end analytics systems and tools that allow to receive fresh insights and updates about opportunities and risks.



Big Data Analytical System & Dashboard

Building a comprehensive **Big Data Analytical System & Dashboard** (SaaS) as a one-stop-platform for all market and business intelligence needs of our customers (SWOT analysis, M&A tools, region-focused market intelligence, market signals and trends based on tens of millions of constantly updated data points).



Virtual Events and Webinars

Organizing **virtual conferences** featuring FemTech influencers, including founders & CEOs of startups and established companies, investors, scientists and other key players in the Women's Health industry.



Open Access Analytics

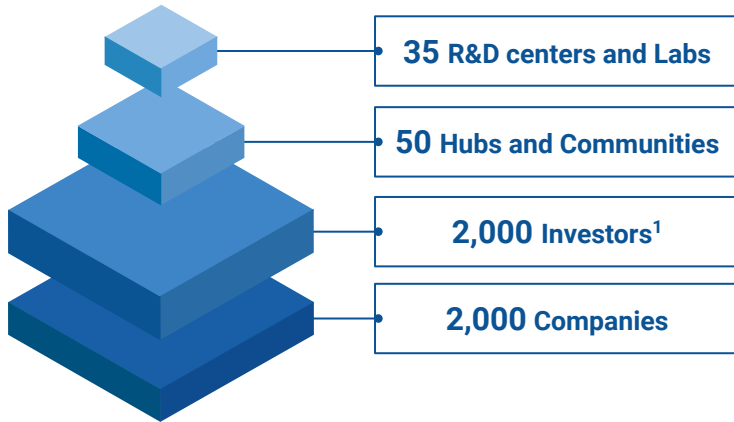


www.femtech.health/open-access-analytics

Methodology and Approach

- **FemTech Analytics** relies on various research methods and analytics techniques to **provide a comprehensive overview of the FemTech Industry**. We use advanced digital tools, AI and machine learning to collect and analyze the data.
- Although there are varying views on the definition of FemTech, **our definition is based on industry research, ecosystem feedback, and expert advice**.
- **The proprietary database of FemTech Analytics is created, regularly updated, and improved by femtech analysts under the supervision of industry experts from femtech organizations**. We update information on existing companies (sourced from news, press releases, social media), new organizations are added, and closed ones are removed.

The proprietary database of FemTech Analytics includes 4 main ecosystem clusters:



Major data sources include:

[Suggest a FemTech Organisation form](#) on our website for adding new companies

News and updates of regional femtech associations, e.g., FemTech France, Femtech Canada

Industry newsletters and media platforms, e.g., Femtech Insider, FemTech World, FemTech.Live

News and updates of incubators and accelerators, e.g., Femtech Lab, Tech4Eva

Reports, articles, data and insights of authoritative organizations, e.g., McKinsey, Deloitte, Financial Times

Social media subscriptions to femtech leaders

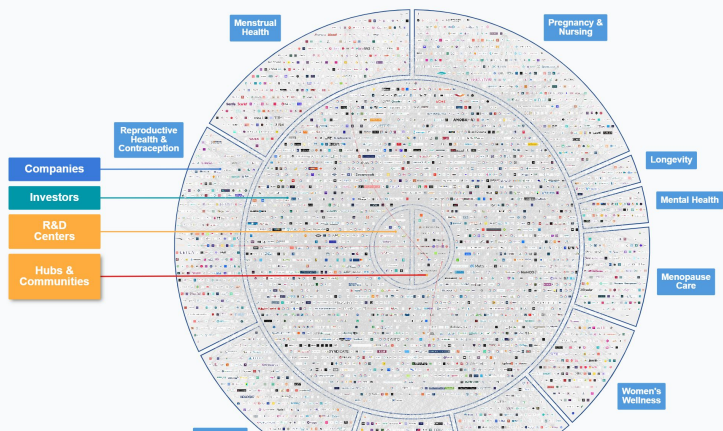
Interactive Mindmaps: Profiling Complex Industry Ecosystem

Visualization of Industry Ecosystem

Including companies, investors, and hubs, making it easier to understand the landscape and identify key players.

Interactive Search Tool

Quickly locate and explore information about specific organizations within the industry



Categorized Breakdown

Organized into categories, allowing users to easily navigate and analyze different segments of the industry



500+ FemTech Personalities

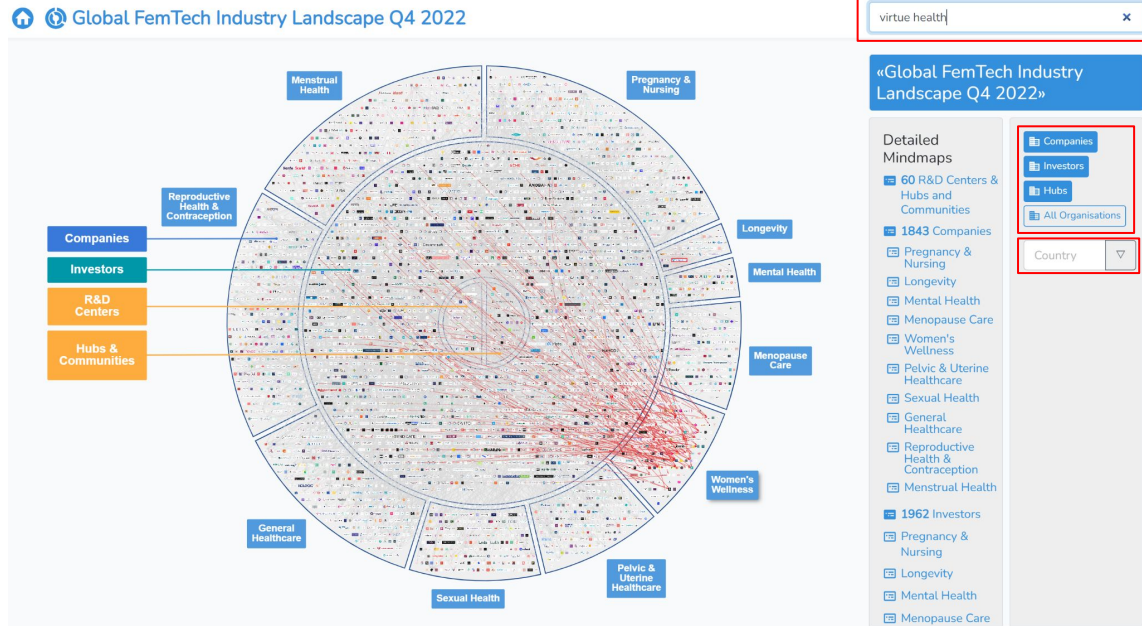


Complex Data in a Few Clicks

Mindmaps enable enhanced analysis and easy interpretation of complex market dynamics

Key Functionalities: FemTech Interactive Mindmap

- **Search button** to easily locate specific companies or investors within the mindmap
- Click on the **"Companies," "Investors," or "Hubs" buttons** to access the complete list of organizations in the mindmap.
- **Filter the mindmap** by selecting a specific subsector to display only the relevant information
- **Click on a company logo** to view detailed information about the company and see its connected investors
- On interactive mindmaps, **hover over a company logo** to reveal the red line that indicates connections with other companies
- Utilize the **"Country" button** to easily identify and view companies that are headquartered in a specific country within the mindmap



FemTech Market Definition

FemTech Definition

FemTech (Female Technology) is technology empowering women's health and well-being. This term is often applied to products, services, applications and software, medical devices, telehealth, wearables, hardware, therapeutic drugs, vitamins and supplements, digital platforms, and consumer products designed to improve or support women's health.

Product Types



Diagnostics



Apps /
Software



Devices
(Wearables,
Hardware,
etc.)



Services



Drugs,
vitamins &
supplements



Consumer
Products

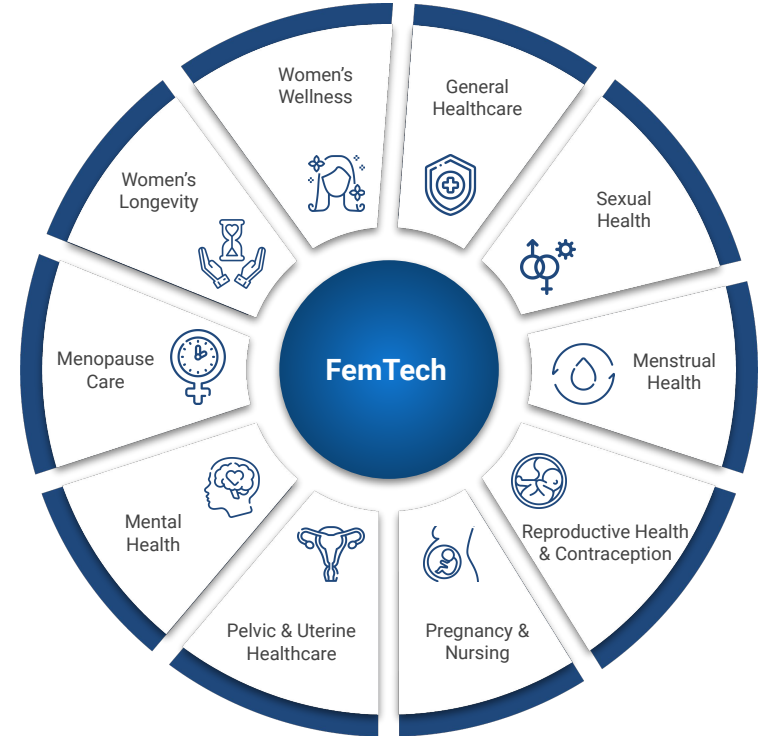


Telehealth

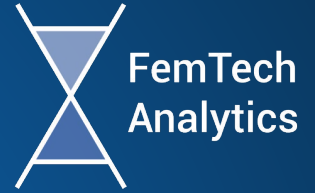


Digital Platform

Subsectors*



*There is an overlap between the subsectors but FemTech ensures more holistic healthcare for women; therefore subsectors work in alignment to support the overall health of women.



FemTech Industry at a Glance: Current State

www.femtech.health

FemTech Industry at a Glance: Current State

FemTech Industry 2021

1,300 Companies

1,290 Investors

\$13.9B Total Funding



FemTech Industry Today

2,000 Companies

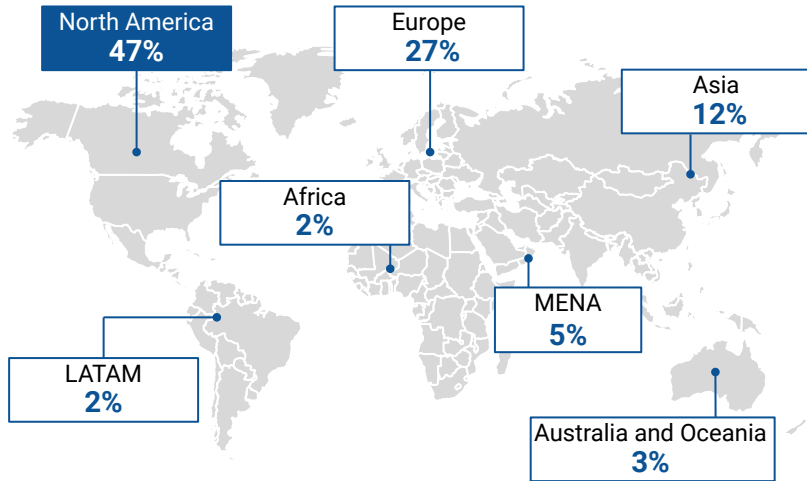
2,000 Investors

\$21.8B Total Funding

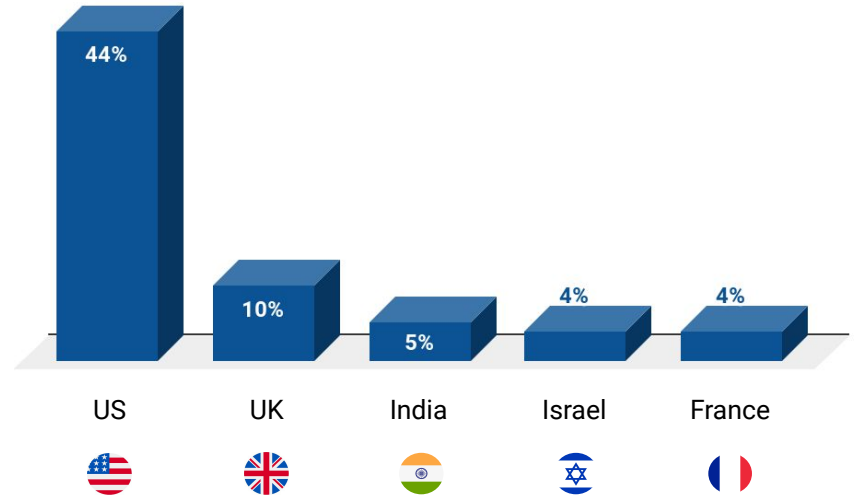
- **54% increase in the number of companies** operating between Q4 2021 and Q2 2023, with the count rising from 1,300 to 2,000.
- **55% growth in investor participation during the same period**, with the number of investors increasing from 1,290 in Q4 2021 to 2,000 in Q2 2023.
- **Funding in the FemTech sector soared by 57% between Q4 2021 and Q2 2023**

FemTech Companies: Regional Distribution

Distribution of FemTech Companies by Region, Q2 2023



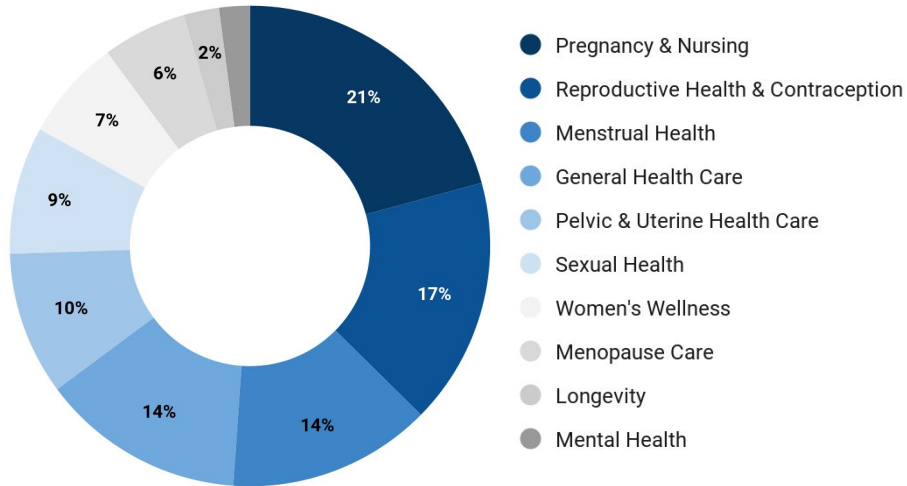
Top 5 Countries by the Number of FemTech Companies, Q2 2023



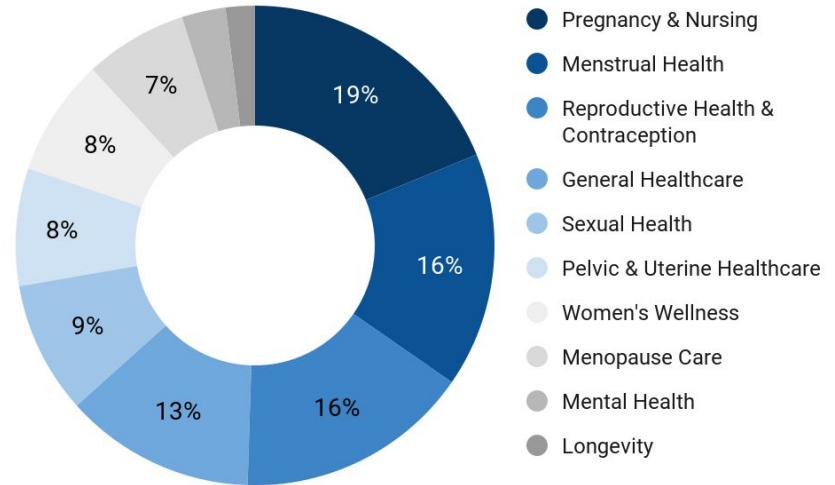
- **North America** dominates the global FemTech market by number of companies, accounting for **47%**
- **Europe** is second with **27%**, followed by **Asia** with **12%** and **MENA** with **5%**
- The **United States** and the **United Kingdom** with 44% and 10% respectively

Analyzing the Shift in Sector Breakdown Over Time

Share of FemTech Companies by Subsector, Q4 2021



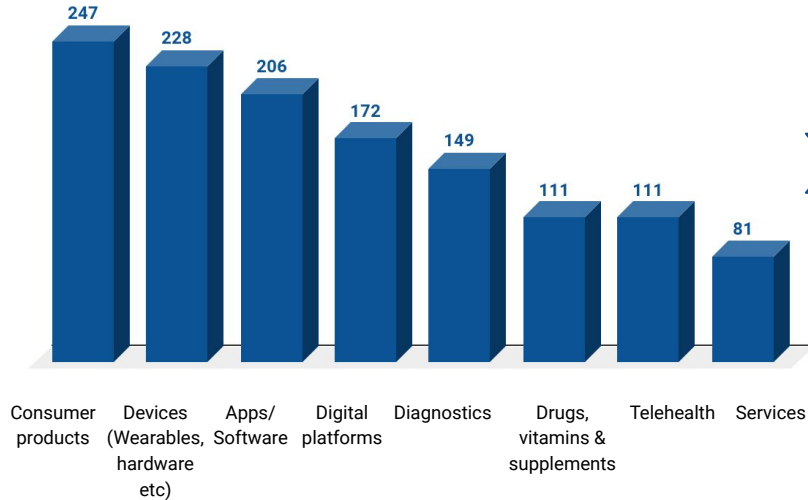
Share of FemTech Companies by Subsector, Q2 2023



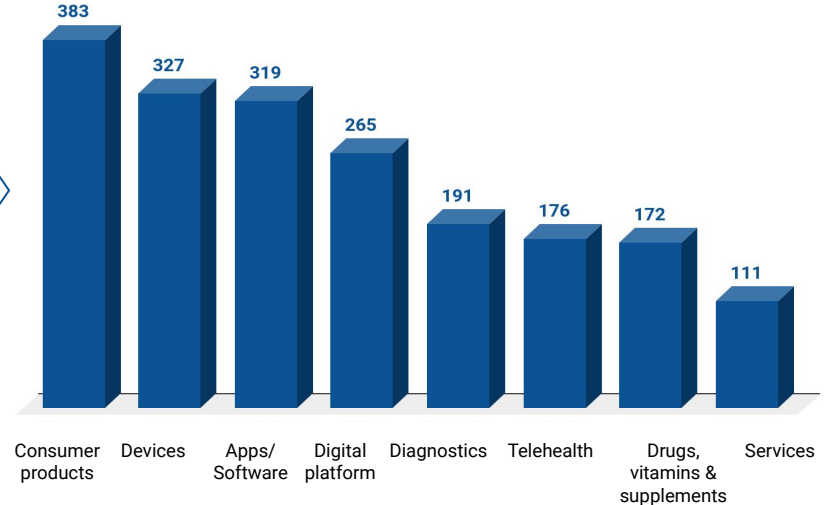
- Pregnancy & Nursing is still the largest subsector, however share of Pregnancy & Nursing sector decreased 2%
- Share of Menstrual Sector grew by 2% and surpassed Reproductive Health & Contraception in Q2 2023
- Sexual Health sector grew by 40% by number of companies

FemTech Company Growth by Product Types

Number of FemTech Companies by Product Type, Q4 2021



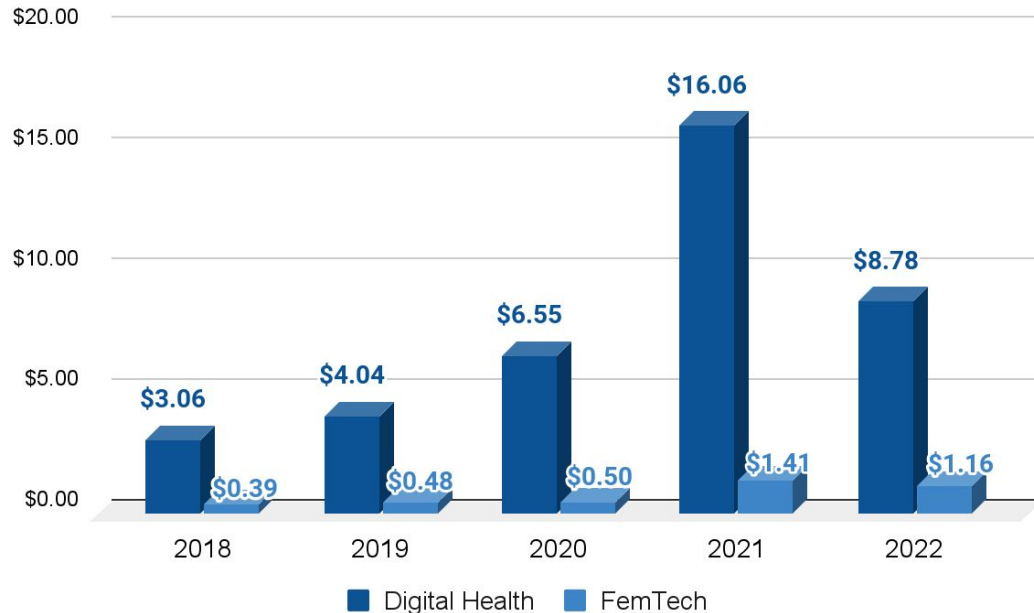
Number of FemTech Companies by Product Type, Q2 2023



- In both 2021 and 2023, **consumer products (menstrual health products, skincare, clothing, etc.) continue to dominate as the leading category in terms of the number of companies**, accounting for 19.0% and 19.7% of all companies, respectively
- In Q2 2023, the number of companies providing **health apps and software increased by 55%**
- **With a 58% growth, the number of telehealth surpassed drug, vitamins & supplements companies**

Investments Landscape Overview

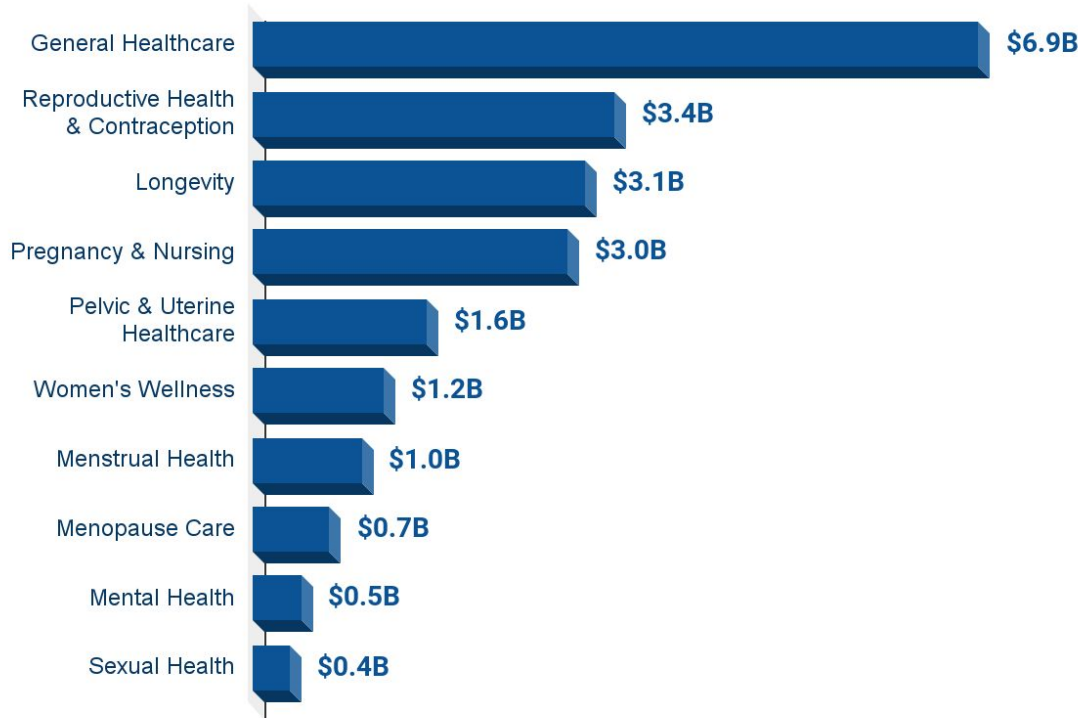
Capital Raised in Digital Health and FemTech's Share of it, \$B



- FemTech companies raised approximately **\$1.16B in funding in 2022, slightly lower than the \$1.41B raised in 2021 (-17.7%)**
- Femtech's share of digital health funding accounted for **13.2% in 2022** compared to **8.75% in 2021, 7.6% in 2020, and 11.8% in 2019**
- Currently only **4% of pharma R&D budgets are targeted at women's health issues**. Historically, women were **excluded from clinical trials until 1993**, and R&D continues to be male-centered.
- Only **10% of venture capital decision makers are female** and in 2022, **only 2% of venture capital funding went to female-led startups**, as reported by PitchBook

Total Funding in FemTech by Subsectors

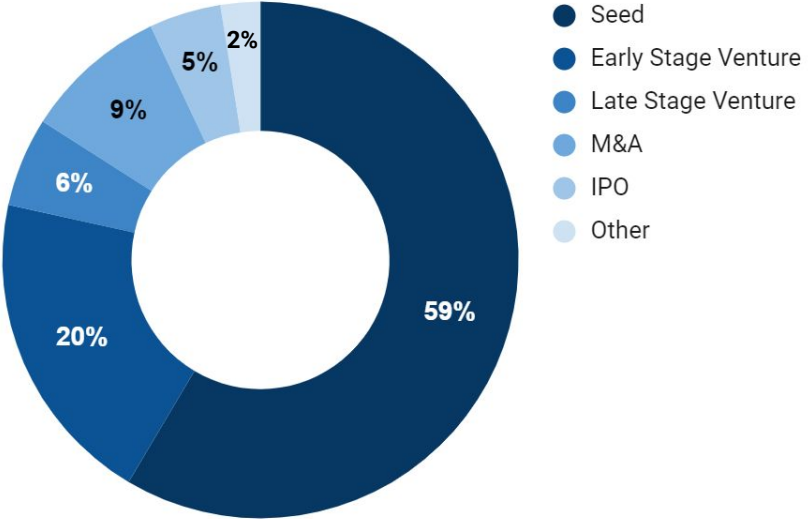
Total Funding by Subsector, Q2 2023



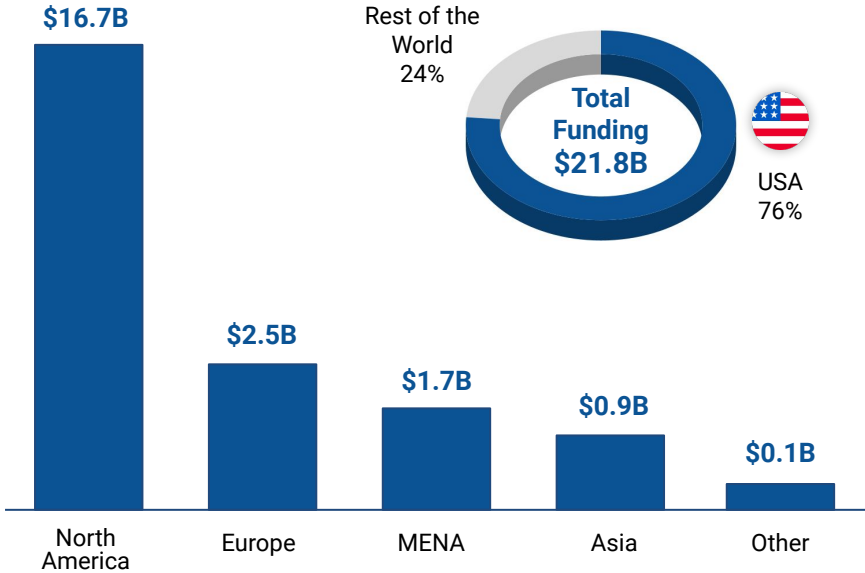
- As of June 2023, the total funding to the FemTech sector was **\$21.8B** (+57% compared to December 2021).
- The **General Healthcare** (preventive care, hormonal health, chronic diseases, breast & ovarian cancers, etc) subsector leads the market by total funding of approximately **\$6.9B as of the reported period**.
- The two other largest subsectors by funding are **Reproductive Health and Contraception** (\$3.4B) and **Longevity** (detection, monitoring, treatment of chronic diseases + biometrics & lifestyle solutions - (\$3.1B).
- While the top five subsectors remained the same, remarkable increase was seen in **Women's Wellness** (nutrition, fitness / holistic approach and **Mental Health**, although they are still much underfunded.

Breakdown of Funding in FemTech

FemTech Companies by Funding Status, Q2 2023



Total Funding by Region, Q2 2023



- FemTech companies are mostly seed and early-stage venture
- Almost **60% of all FemTech companies were seed-stage**
- The United States being the major capital flow direction in the space (**76% of all investments**)

Why Invest in FemTech?

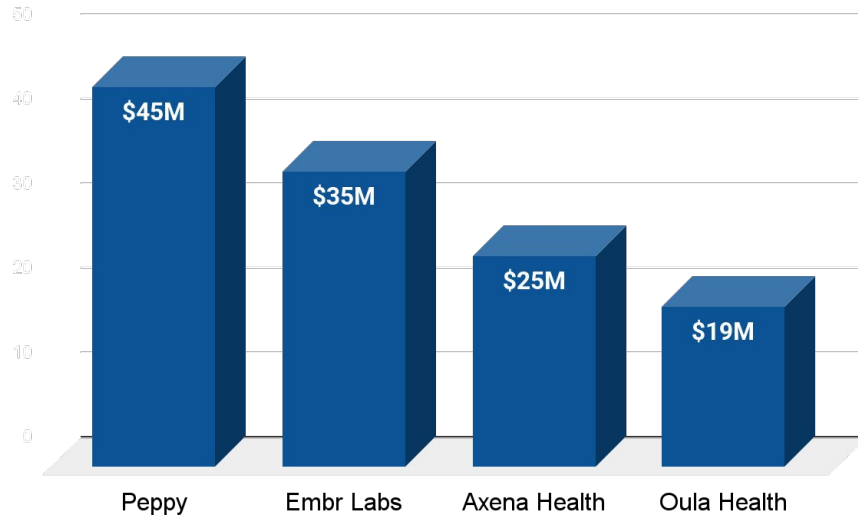
Unlocking the Power of Women's Health Investment

- **Market Size and Growth Potential:** The global FemTech market is projected to reach \$97.3B by 2030.
- **Expanding Women's Healthcare Market:** Women make up approximately 50% of the global population. Women's healthcare spending is estimated to reach \$3.5T globally by 2025.
- **Addressing Unmet Needs and Specific Health Challenges:** Women have unique health needs, such as reproductive health, menopause, and maternal health. Women are actively seeking innovative solutions for contraception, fertility tracking, and menopause management.
- **Technological Advancements and Digital Transformation:** The integration of digital health technologies, wearables, and mobile apps has revolutionized women's healthcare. FemTech offers remote monitoring, telemedicine, and personalized health tracking.
- **Increasing Investment and Funding:** Investment in FemTech reached \$21B in 2022. Funding rounds for FemTech companies have seen significant growth, reflecting investor confidence in the sector's potential.
- With the **increasing demand for healthcare solutions specifically tailored to women**, FemTech companies have the potential to offer unique and profitable investment opportunities.

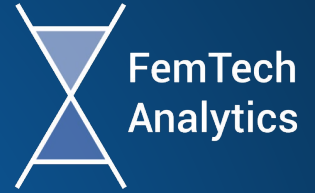
Investors With a Focus on FemTech



Largest Deals in FemTech Industry as of H1 2023



- May 2023: [Embr Labs](#) has raised **\$35M** via IP-based debt financing for its thermoregulating wristband for women going through menopause.
- February 2023: [Axena Health](#) secures **\$25M** Series A investment to accelerate global adoption of Leva, its digital health treatment for female incontinence.
- January 2023: [Oula Health](#), a New-York based maternity clinic focused on pregnancy and childbirth, adds **\$19.1M** in Series A funding to advance its full-service maternity care model.
- January 2023: [Peppy](#), the London-based digital health startup focused on women's health has raised **\$45M** in Series B funding led by Albion VC.



AI Implementation in FemTech

AI Implementation in FemTech

Examples of AI Tools Implementation in FemTech

- AI-powered **fertility tracking** and prediction tools
- **Breast cancer detection** using AI algorithms
- AI-powered **menstrual cycle tracking and prediction** apps
- **Personalized nutrition plans** generated by AI analysis of user data
- AI-powered **virtual assistants for women's health** concerns
- AI-based **telemedicine platforms for remote healthcare** services
- Machine learning models for **predicting and preventing pregnancy complications**
- AI-powered **mental health support** and therapy services
- Wearables using AI algorithms to **track and analyze health data**
- AI-powered **medical imaging analysis for gynecological and obstetric** conditions

Potential Impact of AI on FemTech Market

Improved Diagnosis and Treatment

Personalized Care

Cost-Effective Healthcare

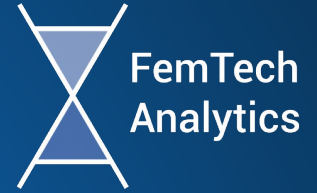
Improved Patient Engagement

Regulatory Compliance

Social Impact

Technological Advancement

- AI can aid in accurate and quick diagnosis, leading to **better treatment plans and outcomes** for women's health.
- AI can provide **personalized care plans** by analyzing vast amounts of patient data, including genetic and lifestyle factors.
- AI can **optimize healthcare delivery, reduce medical errors, and improve patient outcomes**, leading to cost savings.
- AI can improve patient engagement through **personalized educational materials, reminders, and support**, leading to better adherence to treatment plans.
- AI can ensure compliance with regulatory requirements by **monitoring and reporting adherence to regulations**.
- AI-powered FemTech solutions can **improve healthcare access and outcomes for women worldwide**, particularly those in underserved communities.
- AI integration in FemTech can lead to **new technological advancements**, such as wearable devices and improved diagnostic tools.



Trends and Innovations in FemTech

www.femtech.health

FemTech Innovations and Gadgets

Top-10 FemTech Companies that Produce Devices Including for Women by Total Funding

INSIGHTTEC

InSightec



IceCure Medical

minerva
The Uterine Health Company

Minerva
Surgical

Pulsenmore® PulseNmore

OURA

Oura

Materna
Medical

Materna Medical

theranica

Theranica



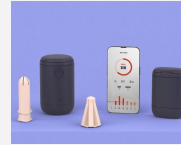
Vensica Medical



INNOVO by
Atlantic
Therapeutics

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Examples of FemTech Innovations and Gadgets



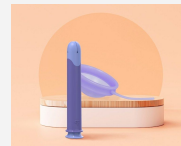
Emm is a smart bio-wearable menstrual product that uses sensor technology to generate insights into a user's reproductive health.



MoxyPatch™ is eco-friendly, over-the-counter stress urinary incontinence solution. The device is small, discrete, comfortable and reusable.



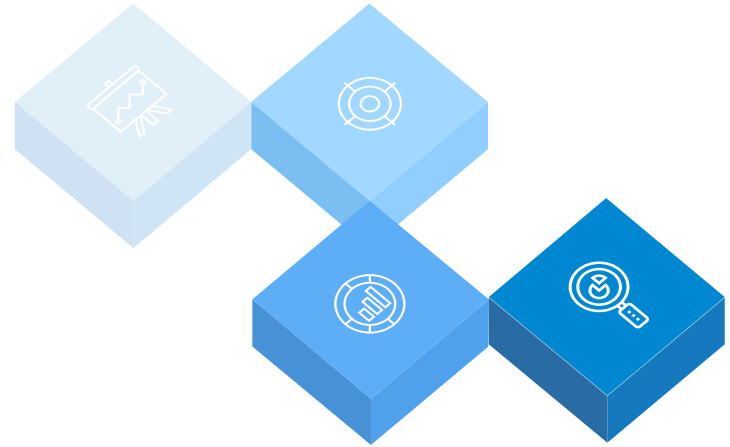
Yona is an early-stage experience design concept that reimagines the pelvic exam from a patient-centered perspective.



Fillow Disc is an innovative menstrual product that combines the ease and convenience of use of tampons with the reusability of menstrual cups.

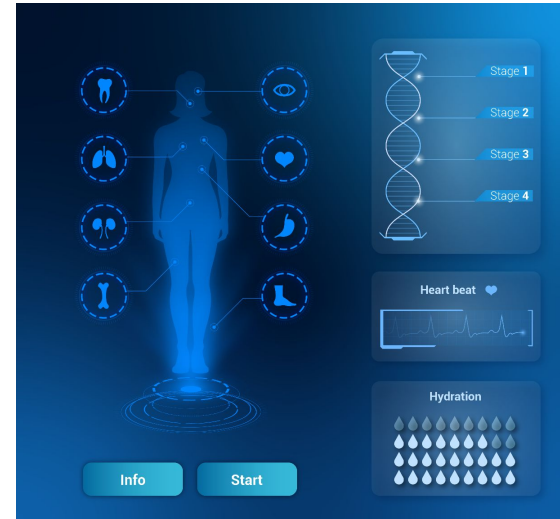
FemTech Trends to Watch in 2023

- **Wearables and at Home Diagnostics:** Home diagnostic testing provides richer data gathering for better understanding. High costs of wearables and at-home diagnostics exclude many women. Companies prioritizing access for all will succeed.
- **Focus on Debilitating Chronic Diseases:** Bias in traditional medicine marginalizes women, who often feel unheard and dismissed. Companies addressing nuanced women's health conditions will have a significant impact.
- **Alternatives to Contraception:** Growing interest in alternative, non-hormonal, and holistic contraceptives drives the demand. More companies are likely to address this trend and offer diverse contraceptive options.
- **Hormone Literacy:** Tech-enabled hormone health solutions emphasize the importance of understanding hormones as intelligent regulators of the body.



FemTech Trends to Watch in 2023

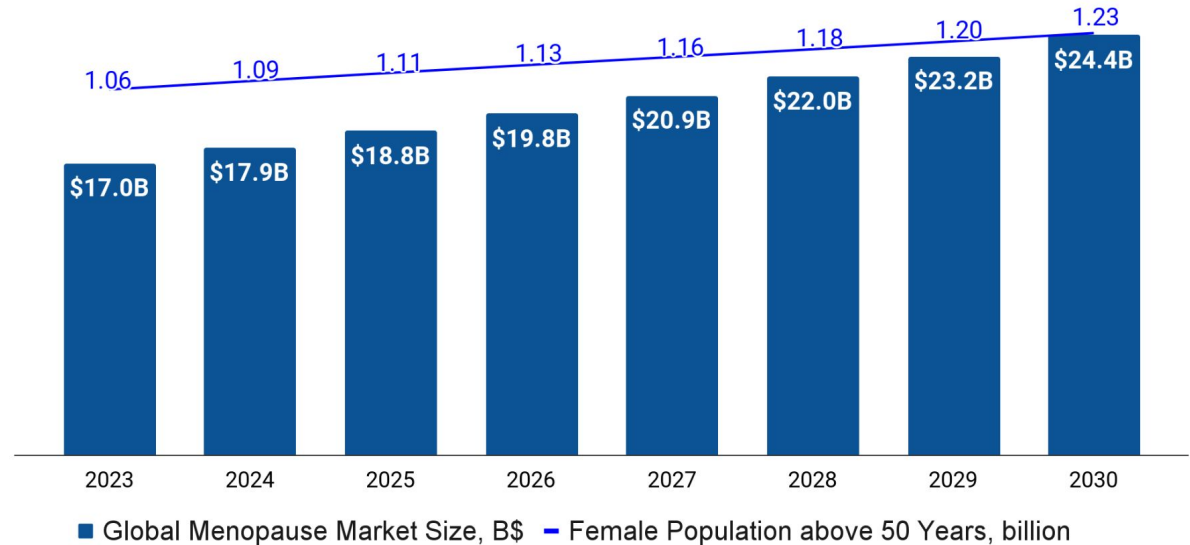
- **Menopause Care:** Increasing demand for innovative technologies and solutions catering to menopausal transition.
- **Biometric data:** Biometric data is a powerful resource driving advancements in trials, research, and development, while also promoting transparency for patients.
- **Homeopathic and Sustainable Consumer Brands:** Femtech expands into homeopathy and sustainability. Zero plastic pollution period products offer a sustainable solution.
- **Automation and Acceleration of Fertility:** The global shortage of embryology specialists poses challenges as the IVF (in-vitro fertilization) industry grows. Automation and personalization improve IVF outcomes.
- **Mental Health Support and Community:** Women-focused communities provide non-judgmental support for various health issues, including menopause, postpartum, and chronic illnesses.



Menopause Care: an Example of an Emerging Trend

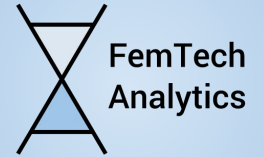
- **Female population above 50 is projected to reach \$1.23B** by 2030. Consequently, the number of women experiencing menopause-related issues is expected to increase.
- **Over 80% of women experience menopause symptoms**, creating a significant market opportunity.
- **Prevalence of post-menopausal syndrome** is on the rise, driving the demand for relevant solutions. The widespread use of women's health apps also contributes to the growth of the market.

Correlation Between Female Population Growth Above 50 Years and the Global Menopause Market, \$B








Global FemTech Survey 2023: Preliminary Results

In partnership with Femtech and Consumer Innovation Summit



Survey Methodology

 Timeline	<ul style="list-style-type: none">• March 2023
 Specializations of Respondents	<ul style="list-style-type: none">• Founders & CEOs of FemTech Companies and Community Organizations• Founders & CEOs of FemTech Nonprofits Organizations
 Geography	<ul style="list-style-type: none">• 16 countries, 4 regions
 Type	<ul style="list-style-type: none">• Online via Google Form
 Outreach	<ul style="list-style-type: none">• Via Newsletters• Social Media Posts

Quarterly, FemTech Analytics surveys FemTech founders and CEOs worldwide about their plans to respond to emerging opportunities and new challenges as they grow their companies. **This survey's fundamental goal is to better assess market size, trends, and growth while projecting the future of the FemTech market.**

Join the Global FemTech Survey

www.femtech.health



The image shows a screenshot of the FemTech Analytics website. The navigation bar is dark blue and contains the following items from left to right: the FemTech Analytics logo, links for Home, About, Open Access Analytics, Proprietary Analytics, FemTech Industry Overview, Blog, Events, and Contact. A red rectangular box highlights a button labeled "Global FemTech Survey 2023" which is positioned between the "Proprietary Analytics" and "FemTech Industry Overview" links. To the right of the navigation bar are two white buttons with dark blue text: "FemTech Industry Framework" and "Join Women Health Club". The main content area has a dark blue background with a blurred image of a woman. The text "FemTech Analytics" is prominently displayed in white, followed by the tagline "Big Data Analytics to Advance Women's Health". Below this is a paragraph of text describing the company's services. At the bottom of the main content area is a white button with the text "Learn More".

FemTech Analytics

Home About Open Access Analytics Proprietary Analytics FemTech Industry Overview Blog Events Contact

Global FemTech Survey 2023

FemTech Industry Framework

Join Women Health Club

FemTech Analytics

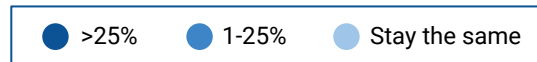
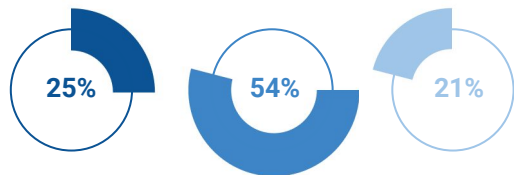
Big Data Analytics to Advance Women's Health

FemTech Analytics (FTA) is a strategic analytics agency focused on the emerging FemTech sector, providing insights into key subsectors such as Reproductive Health & Contraception, General Health Care, Longevity, Mental Health, Menstrual Health, Pregnancy & Nursing, Sexual Health, Pelvic & Uterine Health Care, Menopause Care, and Women's Wellness. FTA offers a range of services including research and in-depth analysis on the FemTech industry, profiling of companies and government agencies based on their innovation potential and business activity, and consulting and analytical services to advance the overall FemTech sector.

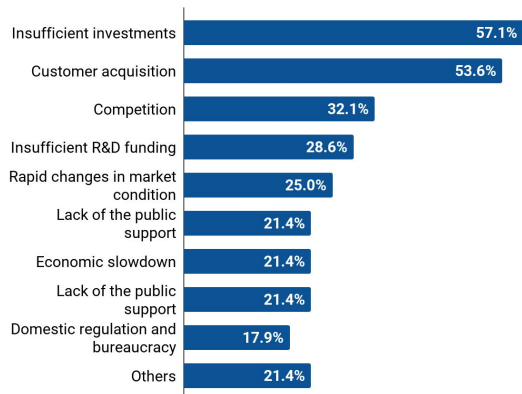
Learn More

Preliminary Results: Global FemTech Survey 2023

How much will your team grow in the next 12 months?

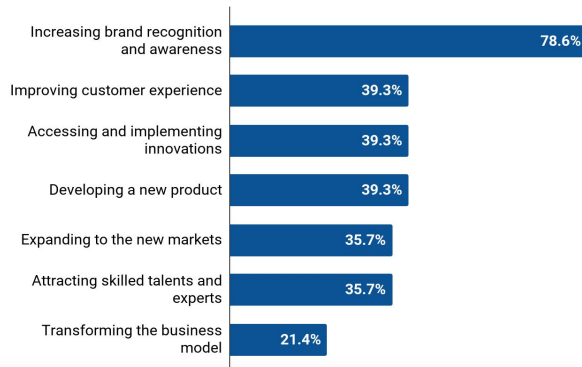


Top 10 challenges for future development*

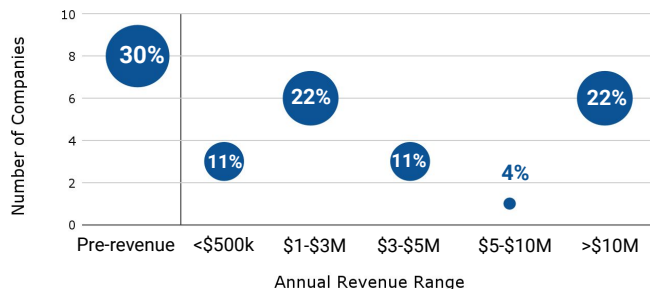


*A respondent could choose one or more options

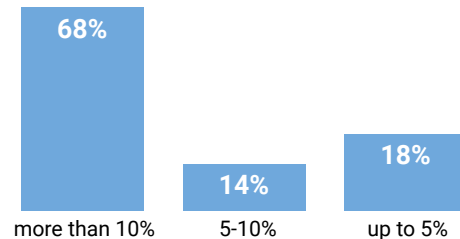
Which of the following opportunities in the FemTech industry will you focus on over the next 12 months?*



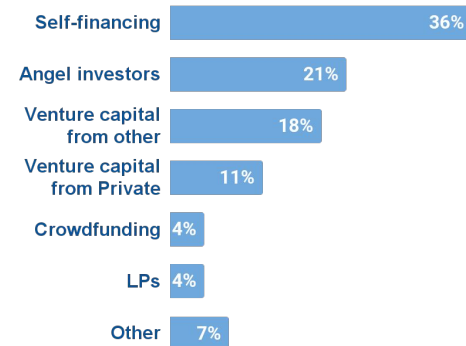
What is company's annual revenue?



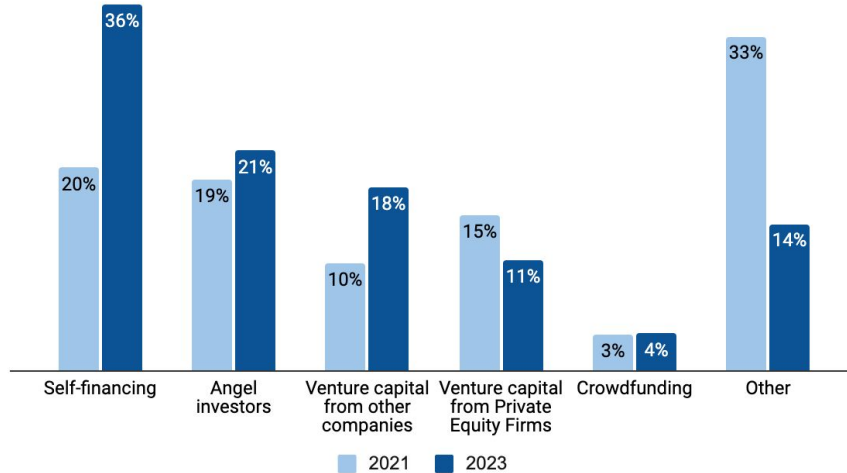
How do you see your projected sales growth over the next 12 months (general results)?



What is company's source of funding?

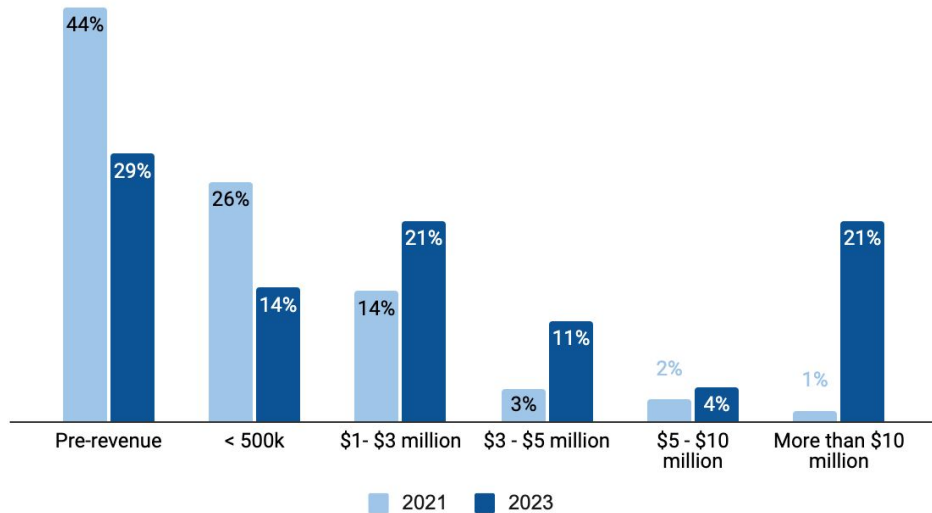


What is the company's source of funding?



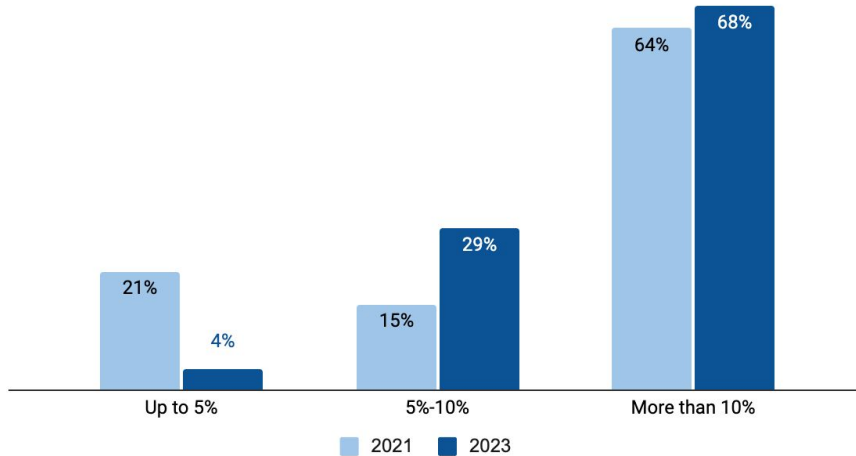
- **Self-financing is the most commonly utilized funding option**, representing 36% (+16% vs 2021) of the surveyed companies in 2023
- Funding from Angel Investors follows at 21% in , while venture capital account for 29%.
- Approximately **4% of startups rely on a combination of funding sources in 2023**

What is the company's annual revenue?



- 29% of the FemTech companies surveyed are in the pre-revenue stage in 2023 (vs 44% in 2021)
- 35% have annual revenues below \$3M, while 64% have annual revenues exceeding \$3M.

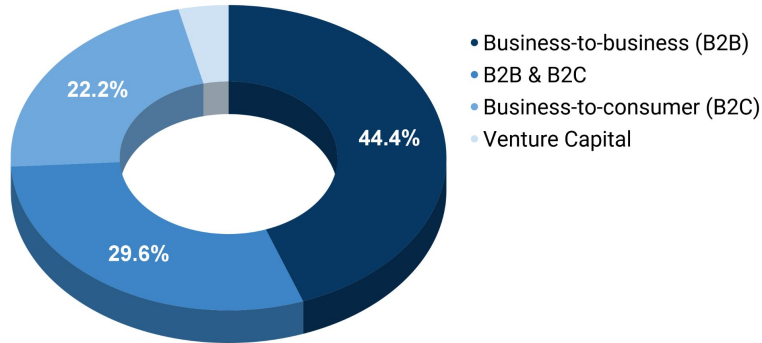
How do you see your projected sales growth over the next 12 months?



- 68% of companies are expected to have growth more than 10% in next 12 months
- 29% of companies see their growth at the level of 5-10%

Business Model and Distribution Channels

What is your company's business model?



- **B2B model is prevalent** in the survey results, accounting for approximately 44% of companies
- **30% adopted a hybrid business model** which allows diversification of revenue streams and expands market reach
- **22% solely focused on the B2C model**, catering to individual customers in the FemTech market.
- 3.7% of surveyed companies were **venture capital firms** investing in FemTech

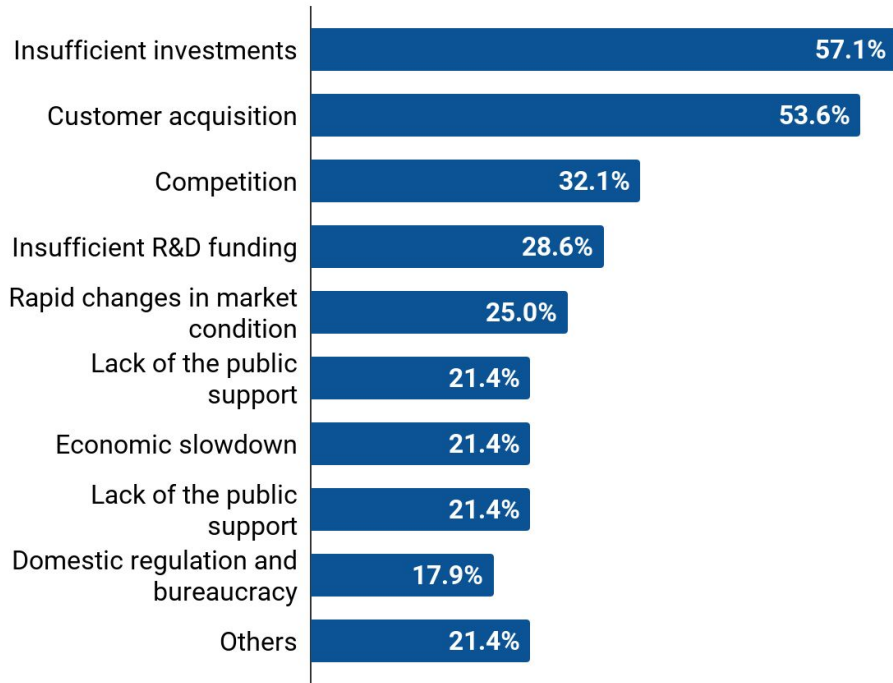
What is the company's primary distribution channel?



- **Online (e-commerce) is the most widespread distribution channel**, accounting for 44%, followed by distributors (22%) and wholesale (11%). About 7% of companies use retail and app stores.

Key Challenges in FemTech

Top 10 challenges for future development*



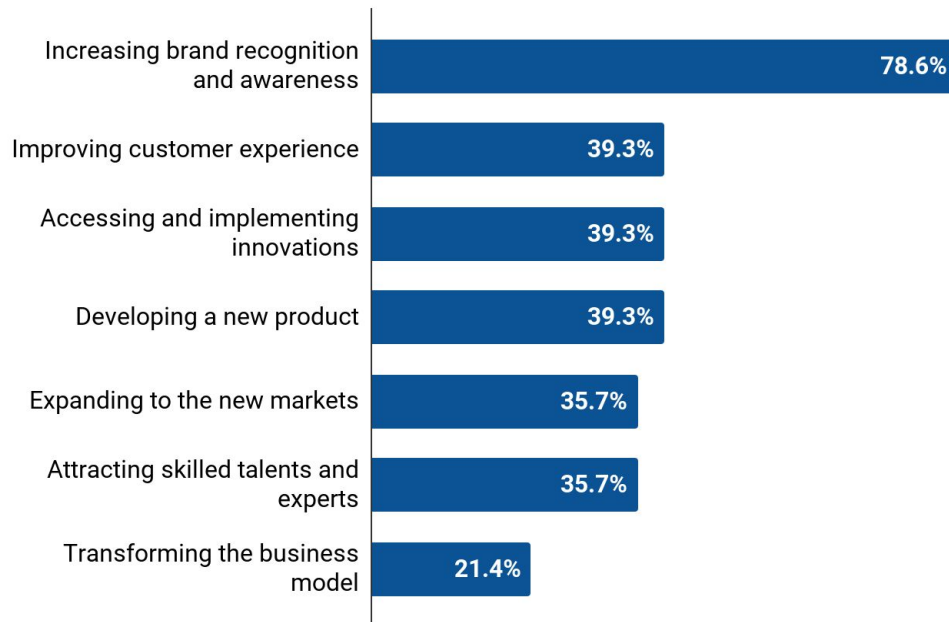
- For 57.1% of FemTech leaders, **insufficient investments** is identified as the primary challenge and obstacle for their companies
- 53.6% experienced challenges in **customer acquisition**
- 32.1% see **competition** as a key obstacle for future development

*A respondent could choose one or more options

Opportunities in FemTech

- **78.6% indicated that their main focus over the next 12 months will be on increasing brand recognition and awareness.**
- **Improving customer experience emerged as another significant area of focus, with nearly 40% of respondents emphasizing its importance.**
- **39% of respondents marked **Accessing and implementing innovations as a top priority****

Which of the following opportunities in the FemTech industry will you focus on over the next 12 months?*



*A respondent could choose one or more options

Our Leadership Team



Kate Batz

*Co-Founder & CEO of
FemTech Analytics*

- Managing Partner at Deep Knowledge Group
- Experienced corporate law attorney by background (adm. in CA & NY)



Julia Ivanytska

Chief Operating Officer

- 10+ years of experience in Market Intelligence
- Master's degree in economics & statistics



Maria Shmelova

*Senior Vice President of
Strategy and Business Development*

- ex-EY business consultant with a focus on performance improvement
- Master's degree in corporate finance



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