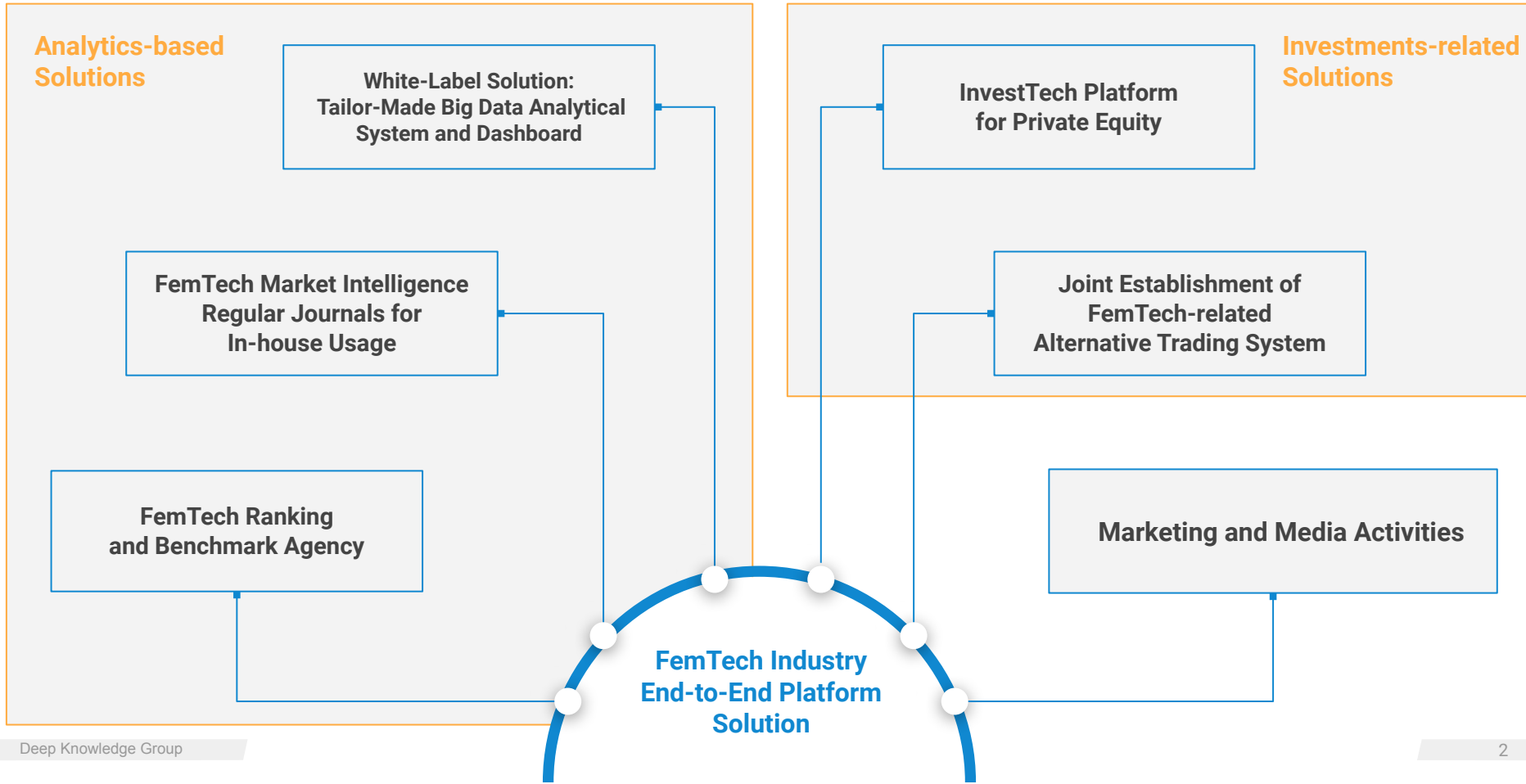


# FemTech Global Ecosystem End-to-End Platform Solution

# FemTech Global Ecosystem End-to-End Platform Solution



# About Deep Knowledge Group

**Deep Knowledge Group** is a consortium of commercial and non-profit organisations active on multiple fronts in the realm of DeepTech and Frontier Technologies (AI, Longevity, FinTech, GovTech, InvestTech), ranging from scientific research to investment, entrepreneurship, analytics, media, philanthropy and more.

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



DEEP  
KNOWLEDGE  
VENTURES



InvestTech  
Platform



LONGEVITY  
FINANCIAL  
CLUB



DeepTech and  
Longevity Industry  
Financial Advisors



LONGEVITY CARD



LONGEVITY  
CAPITAL

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



LONGEVITY  
INTERNATIONAL



Swiss  
Longevity  
Valley



Biogerontology  
Research Foundation  
Prevent. Restore. Preserve.

**FemTech Analytics (FTA)**, an analytical subsidiary of **Deep Knowledge Group**, is a strategic analytics agency focused on the emerging FemTech sector. FTA offers a range of services including research and in-depth analysis on the FemTech industry; profiling of companies and government agencies according to their innovation potential and business activity; and consulting and analytical services to advance the FemTech sector as a whole.

## FemTech is Focusing on Three Key Activities:

### Conducting Market Intelligence

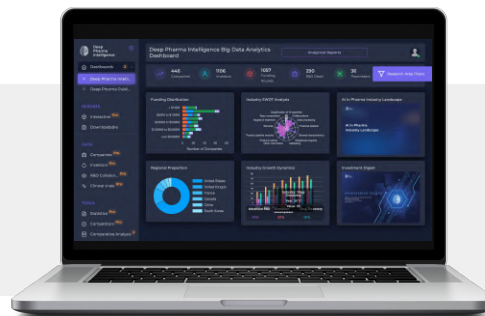
Producing regular **open-access and proprietary reports** on the emerging topics and trends in the FemCare industry. All reports are supported by our back-end analytics systems and tools that allow to receive fresh insights and updates about opportunities and risks.

### Creating Big Data Analytical Dashboards

Building a comprehensive **Big Data Analytical Dashboard** (SaaS) as a one-stop-platform for all market and business intelligence operations our customers may need, including profiling thousands of companies, market signals and trends based on tens of millions of constantly updated data points.

### Producing Scientific Content

FTA provides a **full-cycle development of articles, scientific journals, and books**. We are ready to develop a detailed Requirement Specifications document, including layout of the journal, fully designed brand book, with example templates for each chapter.



# Global FemTech Ecosystem Q2 2022

Reproductive Health & Contraception

Pregnancy & Nursing

Companies – 1,400  
Investors – 1,300  
Community Organisations – 25  
R&D Centres – 15

- Companies
- Investors
- R&D Centres
- Community Organisations

- Mental Health
- Longevity
- Menopause Care

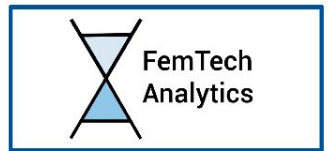
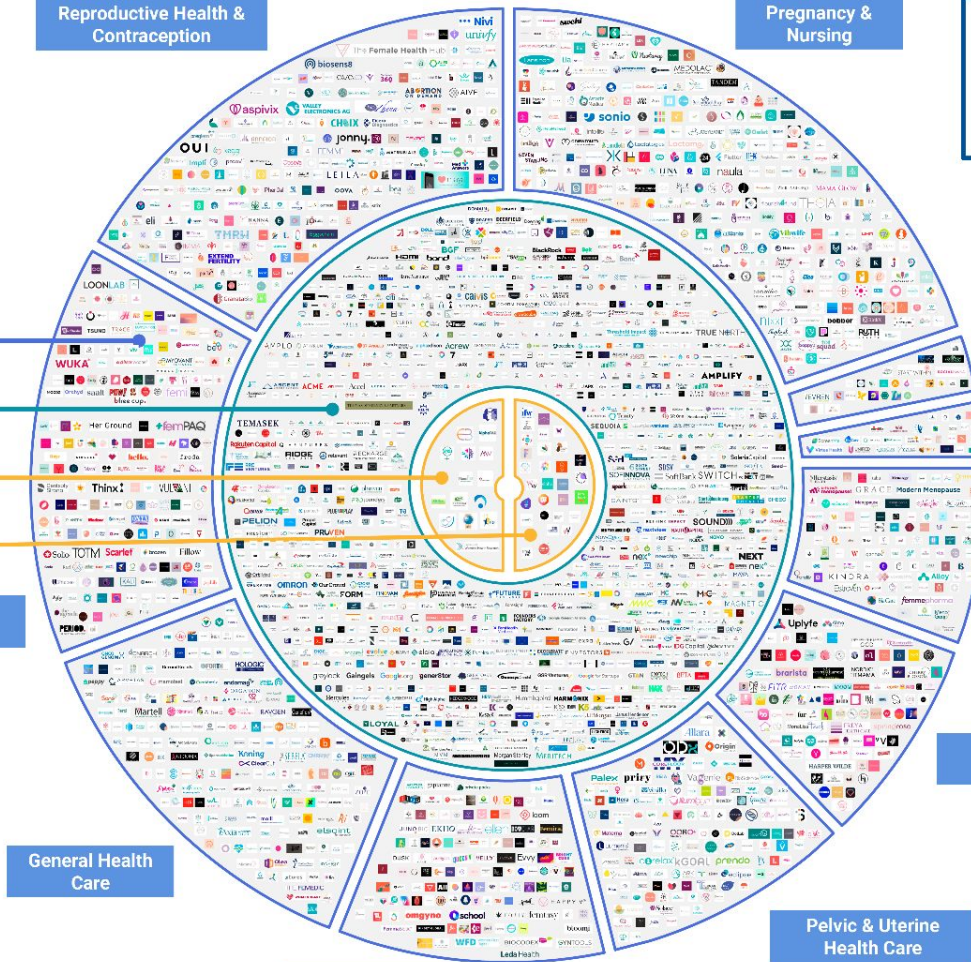
Menstrual Health

General Health Care

Sexual Health

Pelvic & Uterine Health Care

Women's Wellness



# FemTech Industry Framework

**FemTech**, also referred to as **Women Health Technology Industry**, involves the wide range of technologies 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. FemTech industry attempts to create targeted solutions to meet the needs associated with women's health.

## FemTech Industry Framework





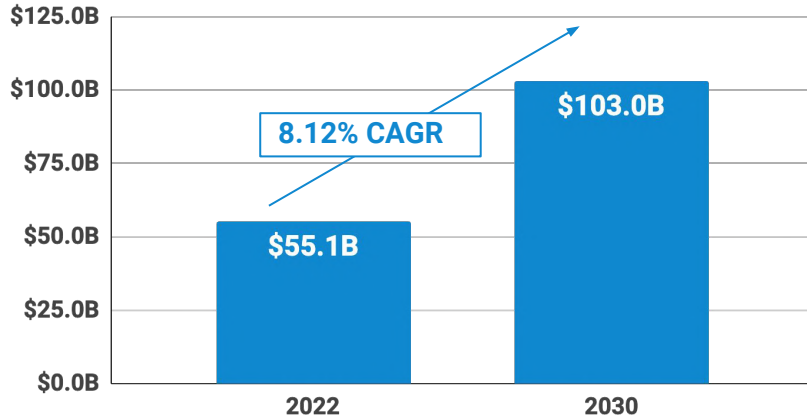
# Macroeconomic and Investment Trends in FemTech Industry

A huge market opportunity of FemTech has been underfunded for years, and the needs of those who could have benefited from these products and services have largely gone unmet.

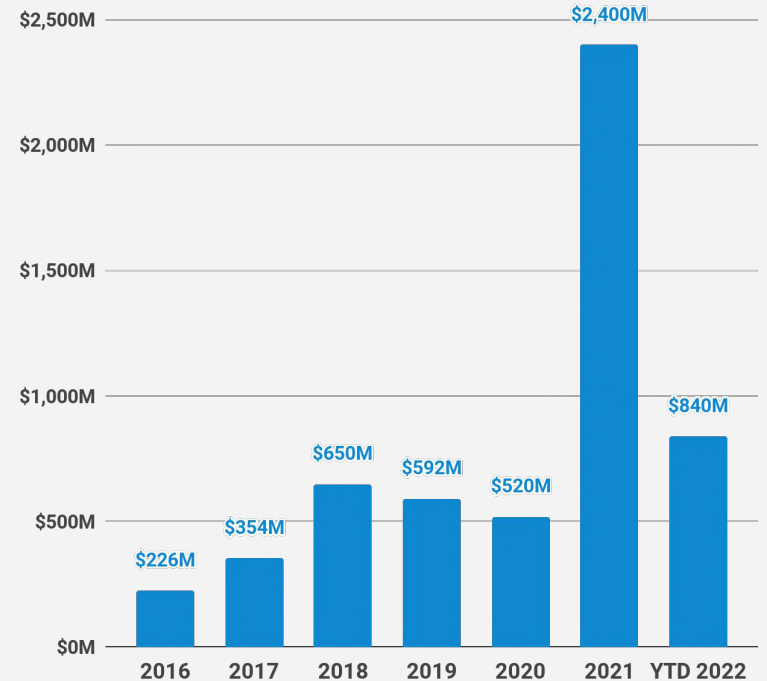
The recent investment activity in the field has accelerated: in 2021 FemTech companies raised record **\$2.4B**. During economic slowdown in 2022 FemTech companies secured **\$840M** of private investments.

The FemTech Industry is poised to demonstrate the future growth during upcoming years and strong interest from investors.

## Projections of Global Health FemTech Market Size



## Global Private Investment in FemTech Industry, 2016-2022

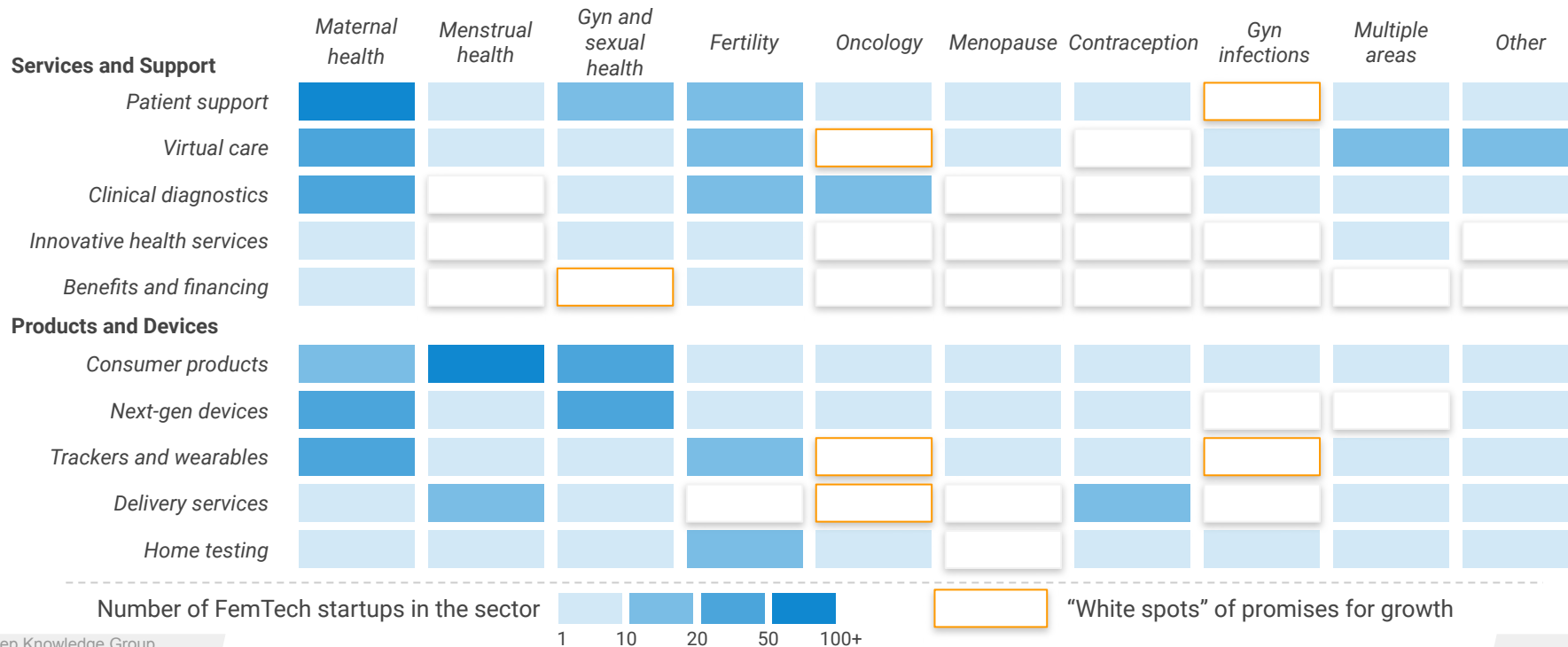


Source: [FemTech Analytics](#)

# Platform Solution to Detect White Spots of FemTech Industry






Currently, FemTech companies are filling gaps not yet addressed by biopharma and device incumbents, such as in the area of maternal health. Yet this is clearly, and promisingly, only the beginning of what FemTech can address. **To this end, the End-to-End Platform Solution aims to detect and meet such 'white spots' in the FemTech Industry and assist in achieving the market dominance of the client.**

## White Spots of the FemTech Industry Currently not Sufficiently Met by Startups









# Comparative SWOT Analysis Example by Major Parameters

Parameters / Companies					
<b>Key Research Areas</b>	Toxicology, Chemistry, Endocrinology, Dermatology	Psychiatry, Neurosciences, Oncology	Endocrinology, Oncology, Psychiatry, Neurosciences	Hematology, Oncology, Toxicology	Endocrinology, Oncology, Neurology
<b>Number of peer-reviewed scientific publications</b>	10,576	35,646	35,406	7,505	4,839
<b>Highly Cited Papers</b>	18	288	211	29	80
<b>Number of completed clinical trials</b>	121	1,054	1,882	1,663	2,202
<b>FDA Fast Track Designation Approvals (since 2012)</b>	-	9	6	(7)	-
<b>FDA Breakthrough Therapy designation (since 2013)</b>	-	7	4	(2)	-

**400+ Additional Parameters in the Final Solution**

# Comparative SWOT Analysis Example by Major Parameters

Parameters / Companies		L'ORÉAL			
<b>Key Areas in Cosmetic development</b>	Skin care, Personal care	Hair color, Skin care, Sun protection, Make-up, Perfume, Hair care	Skin care, Hair care, Oral care	Skin care, Hair care	Skin care, Make-up, Fragrance, Hair care
<b>Number of peer-reviewed scientific publications</b>	1032	92	389	106	9
<b>Presence of Research centers</b>	3 Research centers and 3 Labs	21 Research centres	3 Research centres	5 Research centres	Collaborations with other
<b>Investment in R&amp;D in 2021</b>	\$200M	\$1029M	\$1B	\$504M	\$307M
<b>Patents in Science</b>	2060	517	20000	22164	4276
<b>Alternative methods for products testing</b>	Multi-organ chips	First reconstructed skin, Digital and modeling methods	Computer modelling and Cell culture-based experiments	Phenion skin model, Computer-aided analysis	Synthetic skin technology

**400+ Additional Parameters in the Final Solution**

# Strategic Advantages of FemTech End-to-End Platform Solution

FemTech End-to-End Platform Solution serves the business needs of large corporations working in the FemTech Industry. The products and services outlined in the current deck will help the corporation to become a global leader within the FemTech industry and will secure its constant strategic competitive advantages.

**The unique advantages FemTech End-to-End Platform Solution can be defined as follows:**

## **Client-centric approach: permanent enhancement of solutions to satisfy the strategic goals of the client**

The most fundamental competitive advantage of FemTech End-to-End Platform Solution lies in the ability to constantly adjust features to the specific business goals of the client. The every component of the platform solution takes into account the strategic goals of improving the competitive positions of the client through providing the valuable market analytics tools, conducting investment- and marketing-related activities, increasing the media presence etc.

## **Validated and operational solutions**

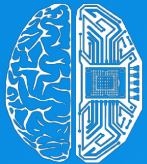
The platform solution involves the components validated on the market and meet the goals of one or more already-launched projects under the umbrella of Deep Knowledge Group. Once assembled into one new integrated system within 3-6 months as a spin-off from Deep Knowledge Group subsidiary companies and adjusted to the needs of the client, the end-to-end platform solution will be able to save time for the realization of go-to-market strategy. FemTech End-to-End Platform Solution can be purchased by interested counterparties and subsequently enhanced according to specific needs of the buyer.

## **Reliance on industry knowledge of Deep Knowledge Group and FemTech Analytics**

The partnering organization will leverage our deep expertise in the FemTech Industry and holistic approach applied to the creation of wide range of solutions of crucial importance for the players in the FemTech Industry.

# FemTech Industry AI-driven Big Data Analytical System and Dashboard

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DEEP  
KNOWLEDGE  
GROUP



**FemTech**  
**Analytics**

# Analytical Methods and Systems Developed by Deep Knowledge Group



Created frameworks as a basis for further analytical research of complex industries

**Frameworks of Complex Longevity and DeepTech Industries**

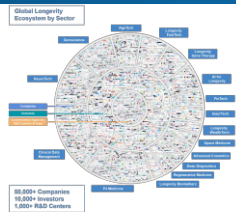
2013



Produced first-of-their-kind reports on Longevity and DeepTech

**Fundamental Analytical Reports**

2014 - 2018



Industrial and regional representation of the market development

**Advanced Visualization of DeepTech Industries**

2019



Different analytical products arranged into thematic dashboards

**Big Data Analytics Dashboards**

2020 - 2021



Extended the number of dashboards' tools and added the embedded AI Engine

**AI-driven Big Data Analytics System and Dashboards**

2021 - 2022

# Existing Solution for Longevity Market

We provide profound investment and data science insights on the private and public markets via **customized IT-Platforms and Dashboards**.

512,000+	Companies
40,000	Investors
33 million	Data Points
170	Parameters of Automated SWOT Analysis



## Market Intelligence Focus

HealthTech

DeepTech

BioTech

Longevity

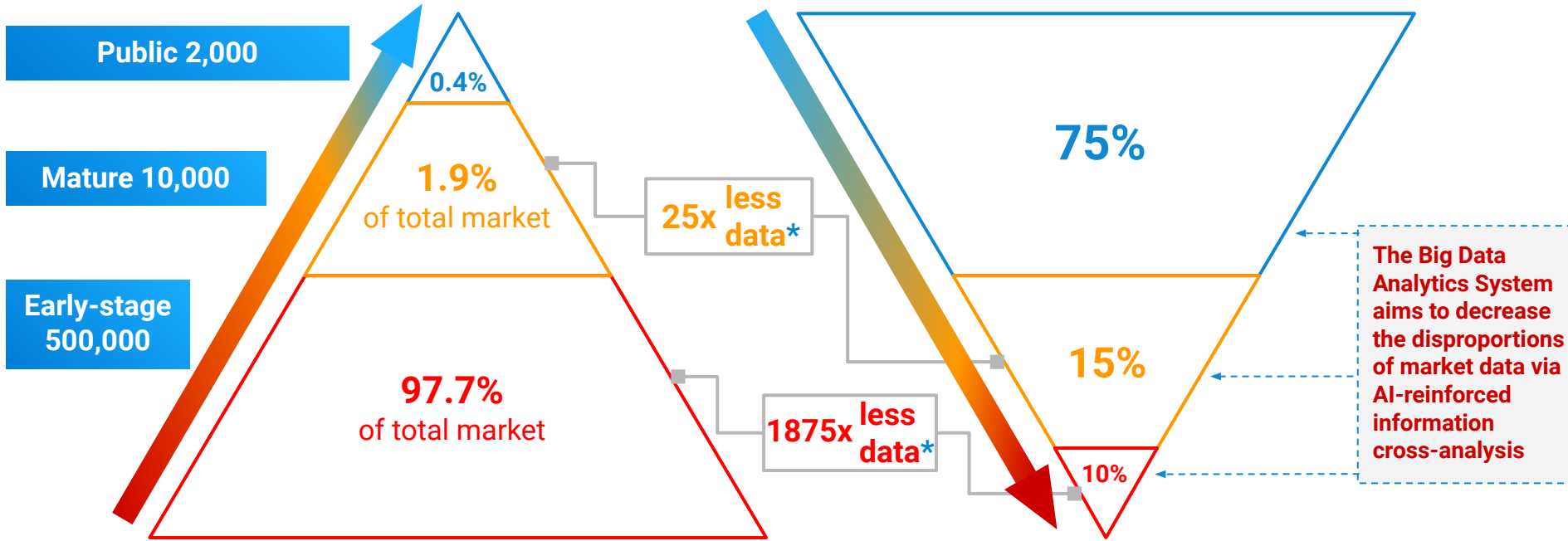
GovTech

Philanthropy

# Significant Disproportions in Number of Companies and Data Available

Number of Companies by Maturity Stage

Proportion of Available Data & Market Intelligence



\* disproportion accounts for the difference between the number of public and private companies and the amount of available relevant market intelligence

Patterns recognition

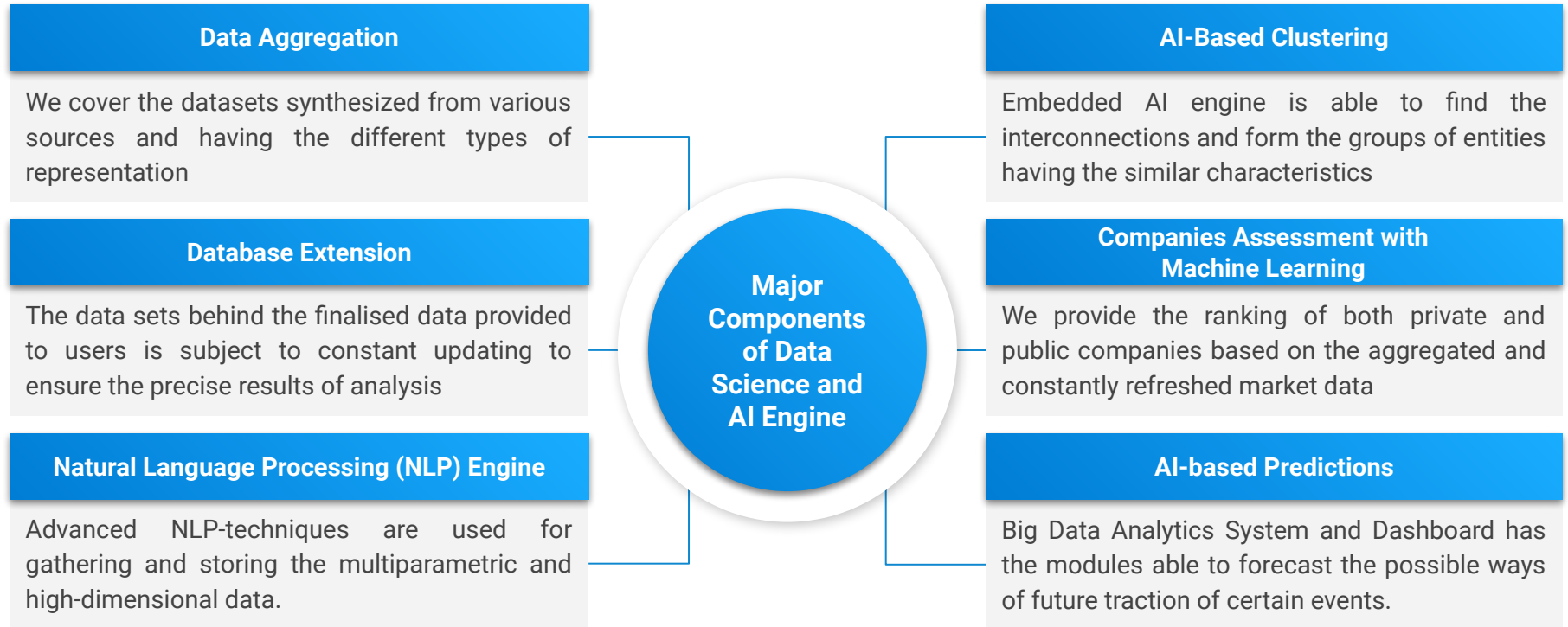
Eliminating the disproportions

AI-driven cross-analysis

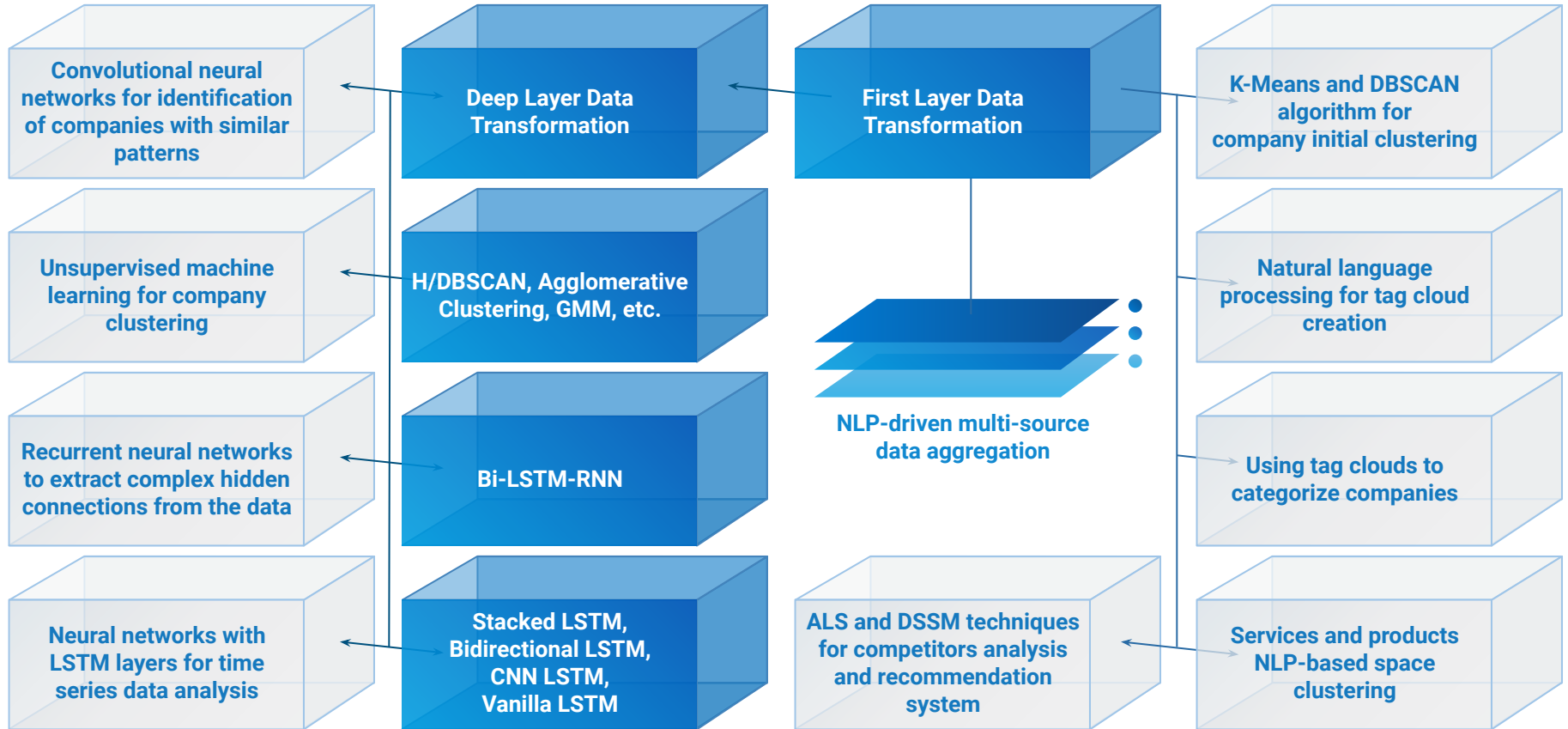


# Data Science and AI Solutions in Our Analytics

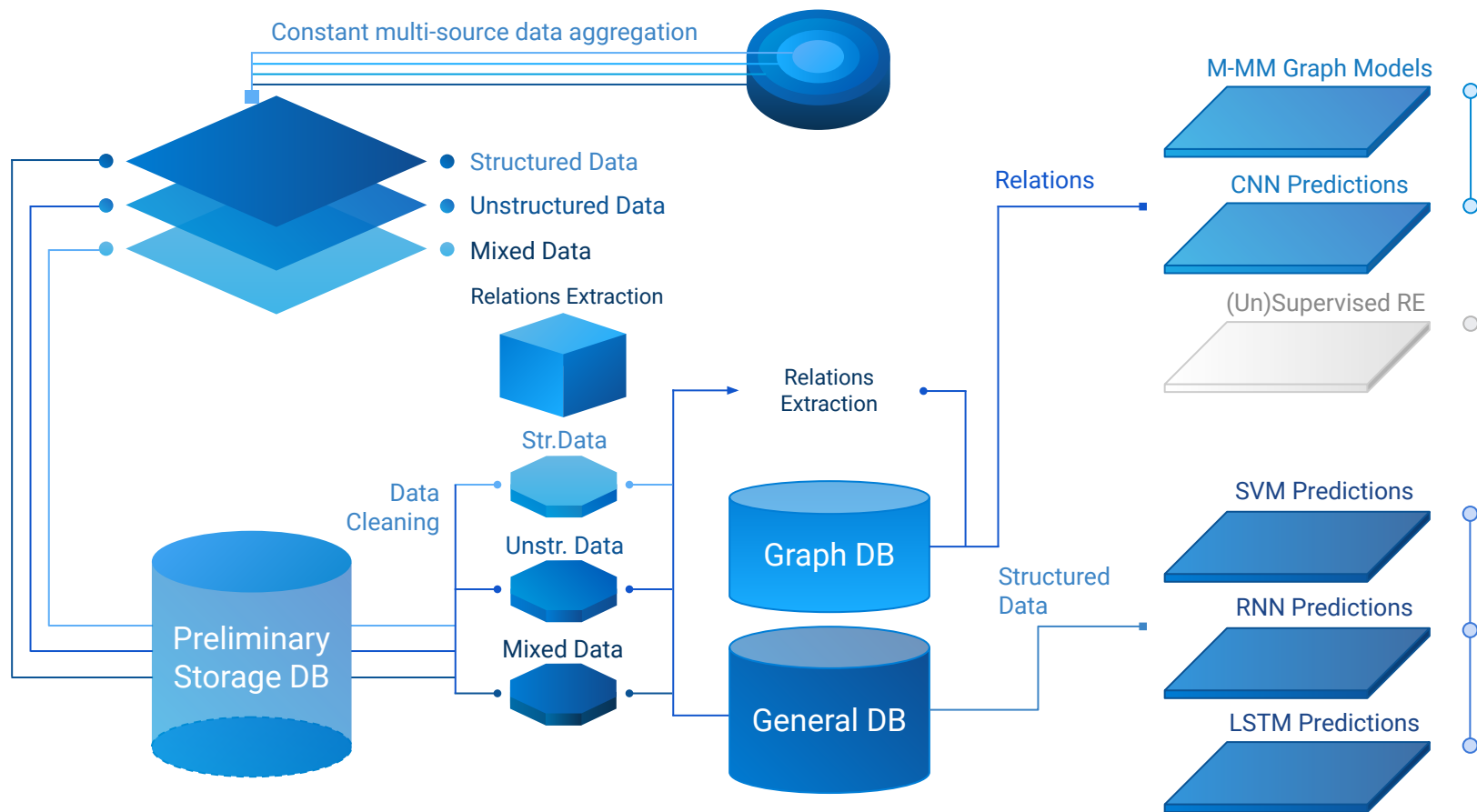
At Deep Knowledge Group and FemTech Analytics we believe in the power of data. It is essential for us to present data that tells a story about markets and trends and that points to unique growth opportunities and investment prospects.



# Machine Learning Approaches for Company Assessment

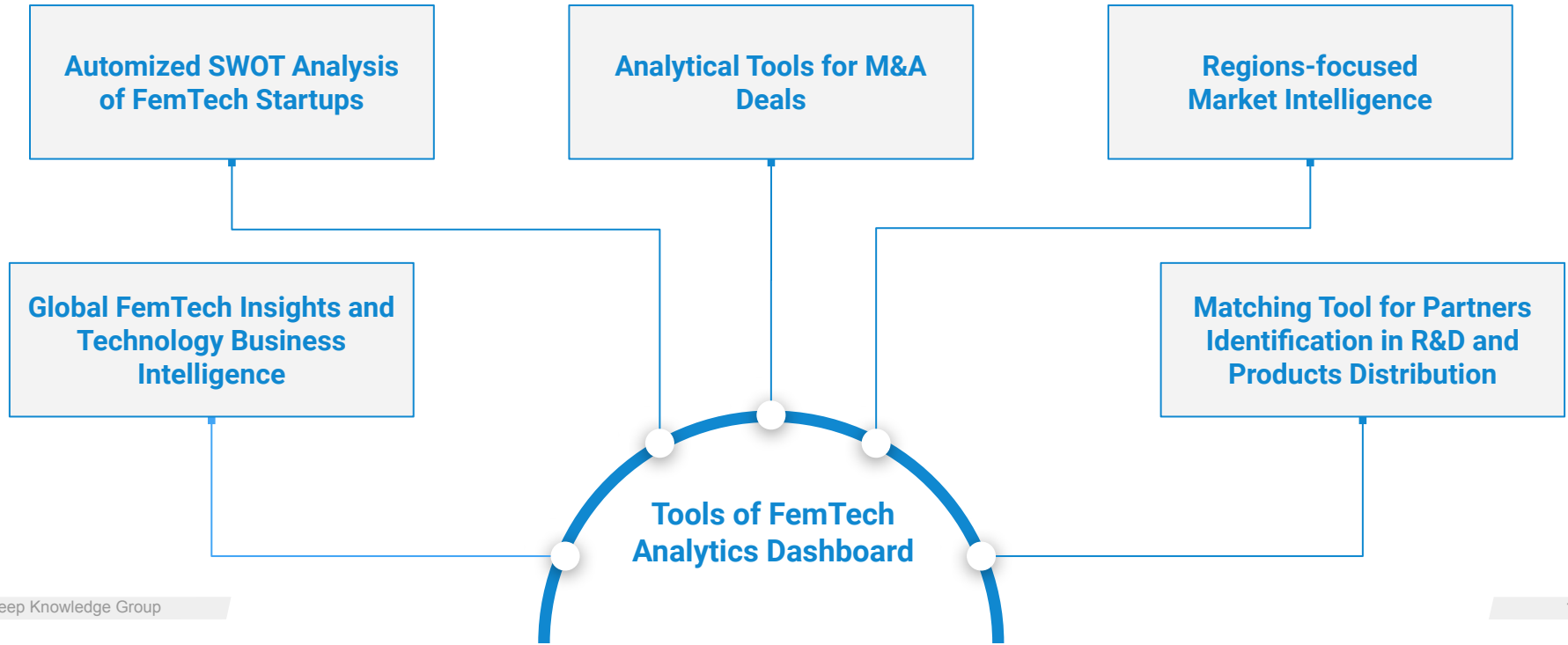


# AI-based Prediction Mechanism



# FemTech Tailor-Made Analytical Dashboard

Deep Knowledge Group has a broad expertise in creation of analytical solutions called Big Data Analytical Dashboards. To date, we have created the Dashboards focused on Longevity and DeepTech domains which were validated by the market needs. There is an opportunity to create the analytical dashboard focused on FemTech market and tailored to the specific business needs of consumer oriented corporations with FemTech focus. The following scheme presents the major components of the Dashboard.

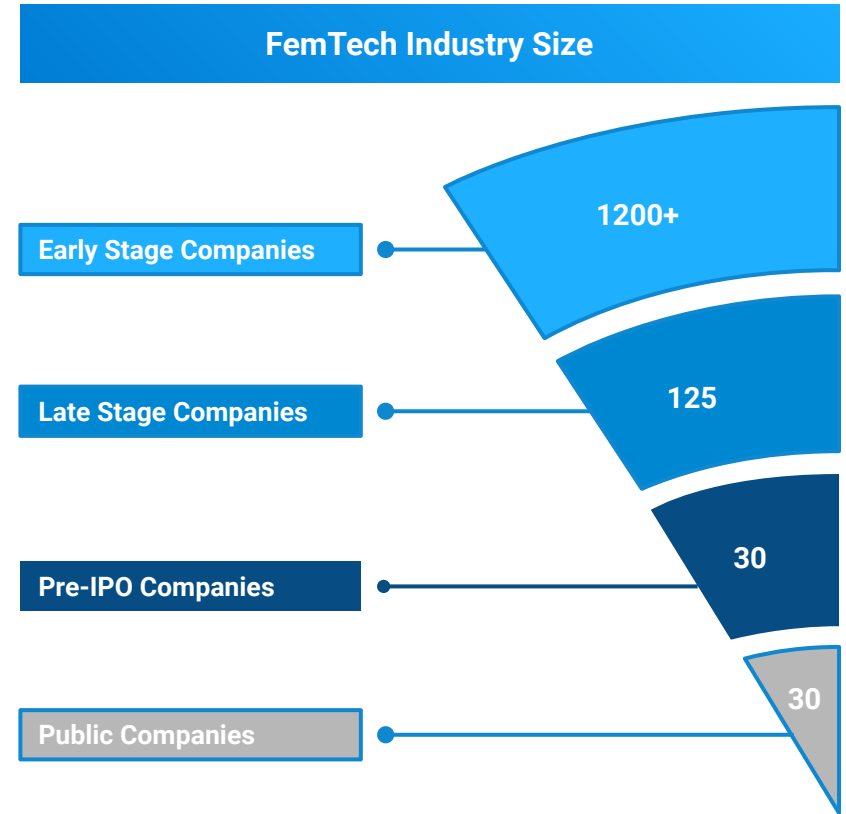


# FemTech Big Data Analytics Dashboard for Market Intelligence

The primary goal of FemTech Big Data Analytics Dashboard lies in delivering on-demand market intelligence analytics through data coverage across the FemTech Industry.

The following list involves the practical applications of Dashboard's tools for corporations engaged in FemTech. Moreover, the additional features can be implemented in the Dashboard in accordance with the specific requirements of the clients.

- Identification, due diligence and comparison of FemTech companies based on set of parameters;
- AI-driven tools providing fair evaluation of FemTech companies at different funding stages that will help to select the promising targets for investment deals or M&A transactions;
- High level of customization for users allowing to generate various types of analytics;
- Matching with investors and partners active in the same industry domains;
- Constant tracking of FemTech industry trends, hidden interconnections between companies allowing to achieve the strategic awareness on the traction of the FemTech Industry.



# Region-focused Market Intelligence

## FemTech Big Data Analytics Dashboard for Region-focused Market Intelligence

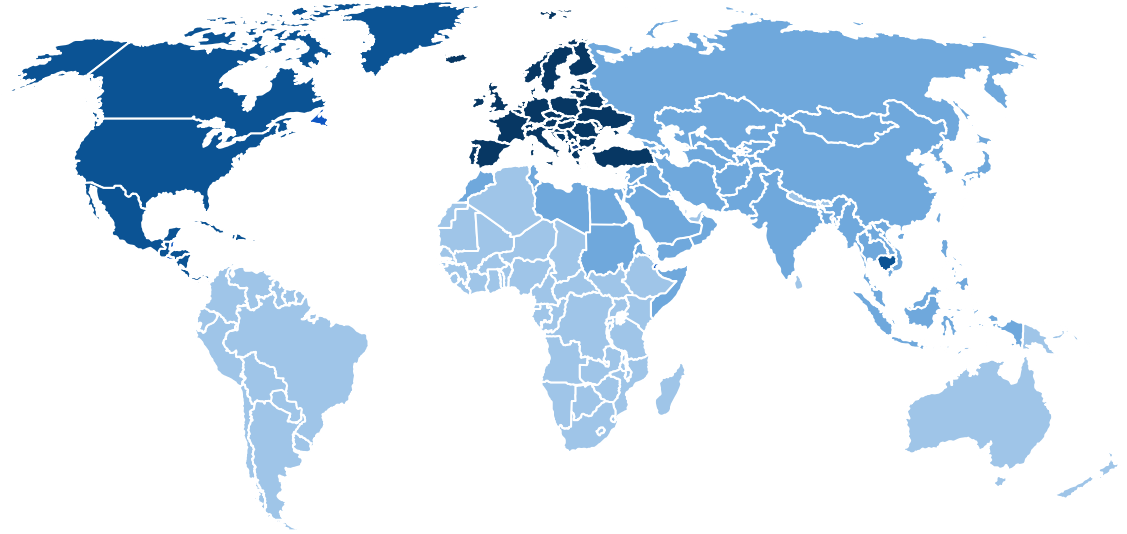
### Geography Scale of Insights

Global

Continent

Region

Country



The Dashboard is set to be the white-label solution exclusively designed for FemTech market participants. Dashboard aims to serve as a first-of-its-kind resource for knowledge-based, validated partnering insights covering the major FemTech industry domains. It includes a sophisticated cloud-based engine for advanced market and business intelligence, infrastructure for expert data curation, knowledge graphs and competitor analysis across various geographical domains.

# Tool for Market Intelligence: Automated SWOT Analysis of FemTech Startups

Automized SWOT Analysis can be a handful tool for the market intelligence of the FemTech Industry and identifying the market positions of startups.

## Main Features

Aggregation of different types of market data and representation of derived insights in user-friendly form

Cutting-edge Natural Language Processing algorithms

Coverage of large number of startups

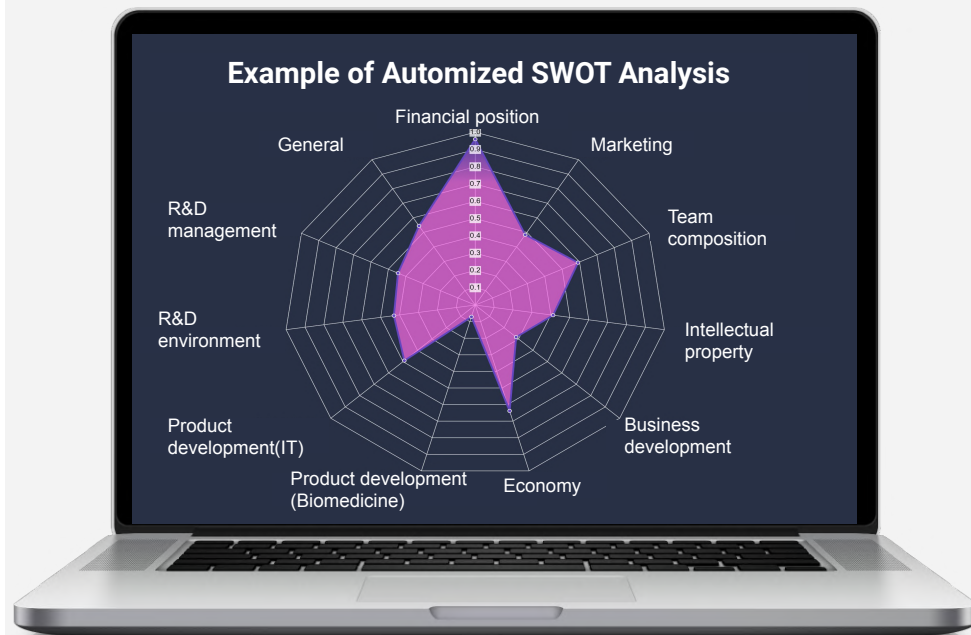
Comprehensive assessment of business activity based on variety of parameters

Market niche- and regions-based coverage

Cross-validation made by industry experts

Elimination of Intellectual Property Rights infringement

Automized SWOT Analysis embedded in Longevity and DeepTech Big Data Analytical Dashboards of Deep Knowledge Group generates market intelligence for 11 business domains based on 170 parameters.





# Analytical Tools for M&A Deals

FemTech Analytics and Deep Knowledge Group understand **the strategic importance of M&A in the the business operations of large companies**. Hence, FemTech Big Data Analytical System and Dashboard meets the several needs of M&A process:

## Analytical Tools for M&A Deals

### M&A Market Analytics

The analytical tools will assist in conducting the market intelligence for identifying potential target companies. Backed by tools of Big Data and AI, such solutions simplify the market research and allow to detect best-fit candidates based on the set of parameters, for example geographic location, customer base, tech stack, market niche). The selected target companies can be subsequently evaluated.

### Evaluation Tools

Deep Knowledge Group has been developing the analytical tool able to assist in making the valuations assessment for the given entities based on the available set of data about the target company. Such tool may play the core role in the identification of M&A companies candidates and shortlisting the candidates for the further engagement.

### Intellectual Property Analysis

The assessment of candidates for M&A deals involves strong evaluation of intellectual property of the target companies in order to secure that completion of M&A may bring the strategic benefits for corporation and guarantee the opportunities to achieve competitive dominance on the market.

# Matching Tool for Partners Identification in R&D and Products Distribution

Tailor-made Analytical Dashboard focused on FemTech market may provide an embedded tool for identification of **partners** for specific business needs. This solution is aimed to solve the following key goals:

## Partner Candidates for Product Distribution purposes



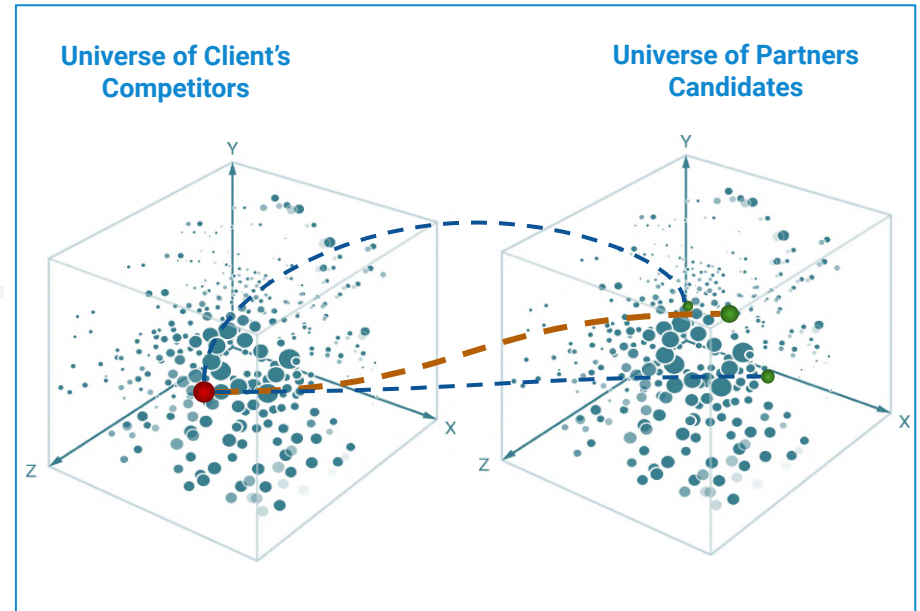
The tool can be set to screen the companies engaged in distribution or market positioning of FemTech products and suggest the best fitting partners in each specific market niche of the client



## R&D Partner Candidates

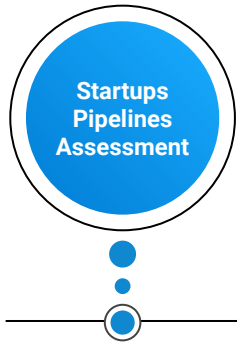
Building the partners network for acceleration and enhancement of R&D initiatives of consumer oriented corporations with FemTech focus

The matching tool is able to identify the partner organizations out from the large set of entities based on input data parameters. AI engine embedded into the tool allows to identify the companies that can fit the various needs of the client in multiple areas: R&D activities, products distribution etc.



# Global FemTech Insights and R&D Business Intelligence

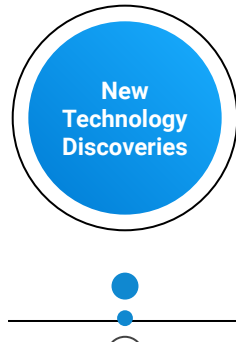
FemTech Big Data Analytics System and Dashboard will cover the datasets synthesized from various sources and have different types of representation. Advanced NLP-techniques will be used for gathering and storing the multiparametric and high-dimensional data.



Discovering and gathering production pipelines of various FemTech startups across the globe.

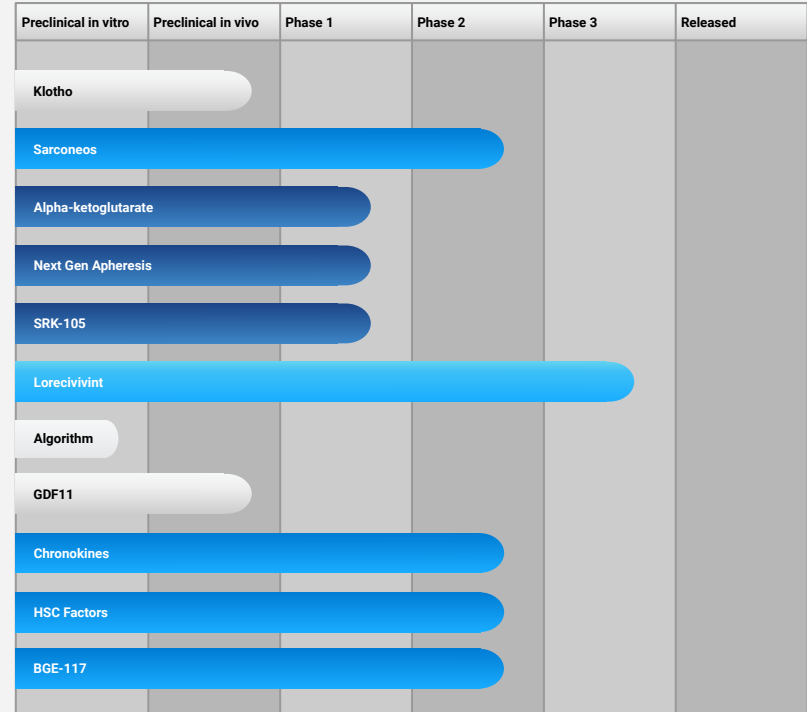


Constantly growing database of completed and ongoing FemTech-related clinical trials.



Thousands of patents on the FemTech Industry to track the latest developments across sub-sectors.

## Innovations\* Tracking in Pharma Industry. Developed Feature of the Longevity Investment Dashboard



\*- clinical trials as R&D representation in Pharma Industry

# Synergetic Effect of FemTech Tailor-Made Big Data Analytical System and Dashboard

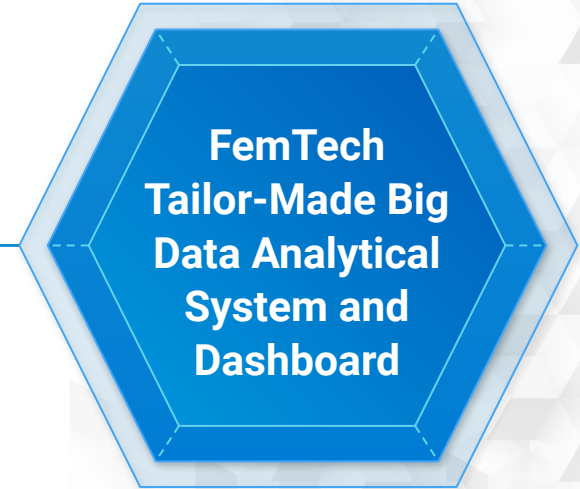
White-Label Solution for market Intelligence in FemTech Industry, embodying the best practices and most sophisticated approaches pre-validated and developed for other Deep Knowledge Group Big Data Analytical Systems

The FemTech Industry Big Data Analytical System and Dashboard will serve as the ideal source of data-driven on-demand analytics guaranteeing uniquely and decisively asymmetric advantages for those who have access to it

AI-driven Big Data analytical tools providing real-time analytics on FemTech startups, identification of promising targets for investment and M&A deals

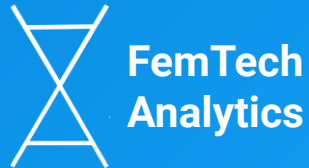
Solution for permanent monitoring of R&D initiatives of the competitors and deriving the trends on research activities across the FemTech Industry

Comprehensive suite of AI tools for competitors landscape mapping and conducting tangible, practical and actionable data-drive and endpoint-focused market intelligence



# FemTech Market Intelligence Regular Journals for In-house Usage

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# FemTech Market Intelligence Regular Journals for In-house Usage

Whereas Big Data Analytical System and Dashboard aims to accumulate the advanced tools for data analysis, FemTech market intelligence journals can serve as the summary of analytics, containing descriptive content, infographics and conclusions. Such thematic journals may serve the multiple needs: they may be distributed across the employees of the company or shared with interested parties. Such digests may be devoted to predefined topics and can be released on the regular basis to keep the readers' awareness on the key trends in the industry and analytics-backed projections.

### Epigenetic Ageing Clocks: Milestones

**Epigenetic Ageing Clocks: Milestones**

2011: Horvath's CpG clock (DNA methylation)

2012: Hannaford's methylation clock (DNA methylation)

2013: GrimAge (DNA methylation)

2014: DunedinPACE (DNA methylation)

2015: PhenoAge (DNA methylation)

2016: GrimAge 2.0 (DNA methylation)

2017: DunedinPACE 2.0 (DNA methylation)

2018: GrimAge 3.0 (DNA methylation)

2019: DunedinPACE 3.0 (DNA methylation)

2021: Near Future: Accurate, individualized epigenetic clocks

Source: Longevity Biomarkers Landscape Overview\*

The DNAm clocks also known as epigenetic ageing clocks were developed very dynamically in the past decade as a promising accurate tool for age prediction. Competition for the most successful ageing clocks develops increased drastically. All these kids are designed as a convenient way for patients to estimate age and the risk of age-related conditions. Recent products (TruAge (TruLife Labs), DeepMaze 2021 (Deno Longevity)) are equipped with AI for more precise biological age predictions.

### Clinomics Ageing Clocks: Choice of Biomarkers Set

**Clinomics Ageing Clocks: Choice of Biomarkers Set**

Source: Longevity Biomarkers Landscape Overview\*

Clinomics, an analysis of clinical lab data, is an important part of multi-omics ageing clocks because of data availability and informativity. The main current direction is the optimization of the set of analyzed biomarkers to find the most relevant ones and to reduce the overall number of lab tests that need to be performed. Blood glucose, triglycerides, and LDL and HDL cholesterol are essential to estimate the risk of cardiovascular and metabolic

Longevity Science 56

disorders and are part of most clinomics. Biomarkers of the liver (albumin, ALT, AST, AP, bilirubin), kidney (blood urea, AP, creatinine) function, inflammation (ESR, C-reactive protein, TNF-alpha), and health state (Complete Blood Count Indexes) are also present in the minimal 'core' set of biomarkers in clinomic ageing clocks.

### Sample Type vs. Ageing Clocks: State in 2021

**Sample Type vs. Ageing Clocks: State in 2021**

Source: Longevity Biomarkers Landscape Overview\*

Ageing clocks are supposed to be performed regularly and therefore their non-invasiveness is one of the most important demands. Most commercial ageing clocks (95.4%) utilize data obtained from analysis of blood samples. Saliva is used as a sample in 16.4% of analysed ageing clocks. Other possible samples involve urine, cells, tissues, gut bacteria, images, and questionnaires. It should be highlighted that blood samples provide material for a variety of analyses: from common blood works to protein profiling, genomics, epigenomics, transcriptomics, etc.

### Types of Commercial Ageing Clocks and Companies: State in 2021

**Types of Commercial Ageing Clocks and Companies: State in 2021**

Source: Aging Analytics Agency Analyst\*

\* https://data.longevityinternational.org/longevity-biomarkers-report.pdf  
\* www.sagepub.com

Longevity Industry 2022

The vast majority of R&D centres that conduct anti-ageing research are located in the United States, where 60% of the whole range of analysed R&D centres are located. The United States is distinctly followed by Germany and Finland, which together account for 16% of all R&D centres. The main domain of anti-ageing research studies the biology of ageing and searches for new potential therapeutic targets and pathways. Around 85% of centres conduct research in this field.

### BioTech Companies Founded in 2021 by Region

**BioTech Companies Founded in 2021 by Region**

Source: www.sagepub.com/longevity-science-2022

Companies that were created in 2021 are referred to in the report as 'New Companies'. The global economic crisis has affected the development of this market, and 87 new BioTech companies and start-ups were created in 2021. Some 70% of these new companies are located in the USA, with an additional 13% in the European Union, 9% in the United Kingdom, and 5% in Switzerland. The majority (70%) of companies conducting anti-ageing research in 2021 are located in the United States. The United States is distinctly followed in this regard by the United Kingdom, the European Union, and Switzerland, which together account for 21% of the total number of companies analysed.

### Distribution of New BioTech Companies by Hallmarks of Ageing, %

**Distribution of New BioTech Companies by Hallmarks of Ageing, %**

Source: www.sagepub.com/longevity-science-2022

Longevity Science 25

In 2021, the Regeneration sector (cell therapy and organ engineering) and the Mitochondrial Disorders sector had the largest shares of the BioTech market, at 25% and 17% respectively, even exceeding the rates of previously more popular sectors such as Calorie Restriction and Telomere Attrition.

### Distribution of New Companies by Specialisation

**Distribution of New Companies by Specialisation**

Source: www.sagepub.com/longevity-science-2022

The main areas of specialisation of BioTech companies are Anti-Ageing Therapy, Diagnostics, and AI and Machine Learning for R&D, which account for 26%, 17%, and 17% of all companies respectively.

### The Biggest Acquisitions Among BioTech Companies in 2021

**The Biggest Acquisitions Among BioTech Companies in 2021**

Source: www.sagepub.com/longevity-science-2022

Longevity Industry 2022

# Journals Production

FemTech Analytics provides a full-cycle development of journals covering the developments across the industry. Such journals serve as a static representation of analytics that can be updated on the periodic basis. The final product may include but is not limited to:

**1 Industry overview and top notable company profiles** with description of industry leaders, potential cooperation, etc.

**2 Science news and overview of current research ideas.** Includes articles highlighting research dedicated to specific FemTech-related topics.

**3 Industry Developments.** Highlights business activity and industry developments in the selected areas.

**4 Investor's Handbook.** Provides readers with an analytical summary on investments and financial deals in the industry.

**5 Events digest.** Presents a digest of events in the industry. Digest includes conferences, webinars, workshops, meetings, etc.

## Example of Journal Pages

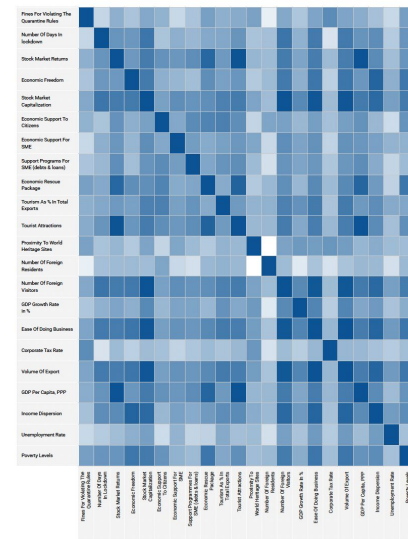
**Table 4: Weight Profile by Indicator Groups**

Category	Weighting factor
<b>1 Economy Resilience</b>	
1.1 Coronavirus Domestic Economic Impact	18.39%
1.2 Economic Impact Of Tourism Decrease (%)	18.42%
1.3 Economy Rescue Package	18.39%
1.4 Economy Vitality	18.41%
1.5 Market Attractiveness	11.75%
1.6 Wealth Indicator (Level Of Inequality)	14.64%
<b>2 Government Efficiency</b>	
2.1 E-Readiness	22.84%
2.2 Emergency Response Mechanism	21.49%
2.3 Public Involvement	12.94%
2.4 Satisfaction With Government Performance	24.89%
2.5 Surveillance Practices	17.83%
<b>3 Healthcare Management</b>	
3.1 E-Health Score	12.91%
3.2 Health System Resources	22.53%
3.3 Healthcare Covid Response	19.55%
3.4 Population Vulnerability	22.53%
3.5 Public Health	22.49%
<b>4 Quarantine Efficiency</b>	
4.1 City Preparedness	14.04%
4.2 Containment Policy	22.34%
4.3 COVID-19 Detection	17.50%
4.4 Post-Covid Strategy	23.78%
4.5 Prevention Of COVID-19 Spread	22.34%
<b>5 Vaccination Rate</b>	
5.1 Affordability Of COVID-19 Vaccines	21.11%
5.2 Deployment Of COVID-19 Vaccines	31.66%
5.3 Vaccine Allocation	31.59%
5.4 Vaccine Development And Production	15.63%

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**Economy Resilience - Correlation Matrix**



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# Longevity Industry 2022 Journal



**Longevity Industry 2022 Journal** is designed to serve as the first dedicated industry journal for the exponentially expanding Global Longevity Industry, and the first in a series of journals updated and released every financial quarter.

Longevity Industry 2022 Journal reflects a maximally objective and unbiased digest of:

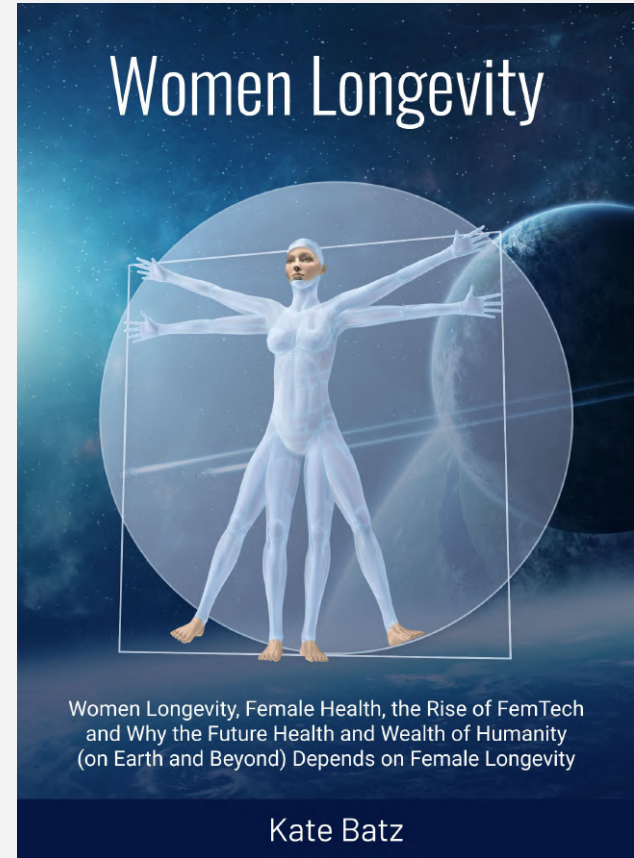
- The current state of the Longevity Industry
- The main challenges and opportunities for all market players
- The near-future of Longevity Industry subsectors and domains

Website: [www.longevity-journal.info](http://www.longevity-journal.info)

# Women Longevity Book

The book will outline the following topics:

- the ways in which FemTech, Female Health, and Women Longevity will come to shape the optimization of human health and performance;
- the ongoing rise of female Longevity and HealthTech thought-leaders (scientists, entrepreneurs, investors, and policy-makers);
- updated overviews on the present state and future potential of the global FemTech and Advanced Cosmetics industries;
- the intersections between Women Longevity and the Longevity Financial Industry and how female-focused approaches to health and Longevity have the potential to unleash enormous levels of untapped investment capital for the benefit of the industry as a whole;
- the need for a full-lifecycle approach to optimize health, wealth, performance, Longevity, and QALY (beginning even before birth);
- intersections between Women Longevity and Space Medicine; how to DeepTech engineer the roadmap toward giving birth on Mars; and how the fate of humanity's long-term survival in many senses depends upon the rise, growth, and maturation of tangible approaches for optimizing Women Longevity on Earth and beyond.



# FemTech Market Intelligence Regular Journals for In-house Usage

Journals are designated for the all potential users seeking for aggregated analytics and insights on the defined topic (e.g. the whole FemTech Industry or specific segments).

The thematic journals will involve the analytics generated by Big Data Analytics Dashboard, will serve as a summary of derived insights.

The journals can be on-demand solution developed exclusively for the needs of the client. They may serve various purposes and designated for internal or external use.

Having its benefits of practical use, journals may be populated across the company's employees to achieve the awareness on the major trends across the FemTech market.

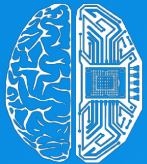
Journals can be used by key decision makers within the organization. They may assist in building the strategy of the company, understanding the vectors of further business development, identification of "white spots" to get into new market niches etc.



**FemTech Market  
Intelligence Regular  
Journals for  
In-house Usage**

# FemTech Rating and Ranking Agency

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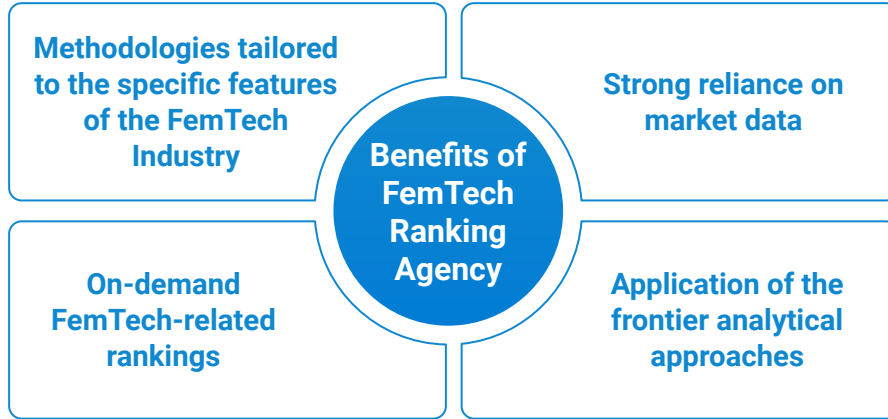


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# FemTech-Focused Ranking Agency

Deep Knowledge Group has extensive analytical capabilities that have already led to the creation of analytics in the form of sophisticated IT products and proprietary reports which cover the most advanced technological domains.

Such expertise allows to initiate the establishment of FemTech Ranking and Benchmark Agency aiming to deliver the industry-related analytics, rankings and benchmarks for making the strategic decisions, proper market intelligence and defined business needs.



## General Ranking Parameters\*



# Focus Areas of FemTech Ranking and Benchmark Agency

## Rankings of FemTech Companies

FemTech Ranking Agency will resolve the need of **a comprehensive assessment of the performance of FemTech companies**. It's supposed that the final ranking thesis will not be based solely on the credit risks assessment but will take into account the scoring of all business directions, product maturity, prospects of future growth etc.

## FemTech Sectors Rankings

This type of rankings **aims to identify the prospective sectors within the FemTech industry** that are of potential to secure the future growth. It also involves the mapping of landscape of the given sector, identification of market players, providing projections for future trends within the sector.

### Focus Areas of FemTech Ranking Agency

## Regional Rankings

Such type of rankings **delivers the regions-based coverage of the development of FemTech Industry**, identifies the innovative geographical clusters of significant potential for future growth. The results of regional rankings can serve as the basis for strategic expansion on new markets or proper assessment of competitive environment.

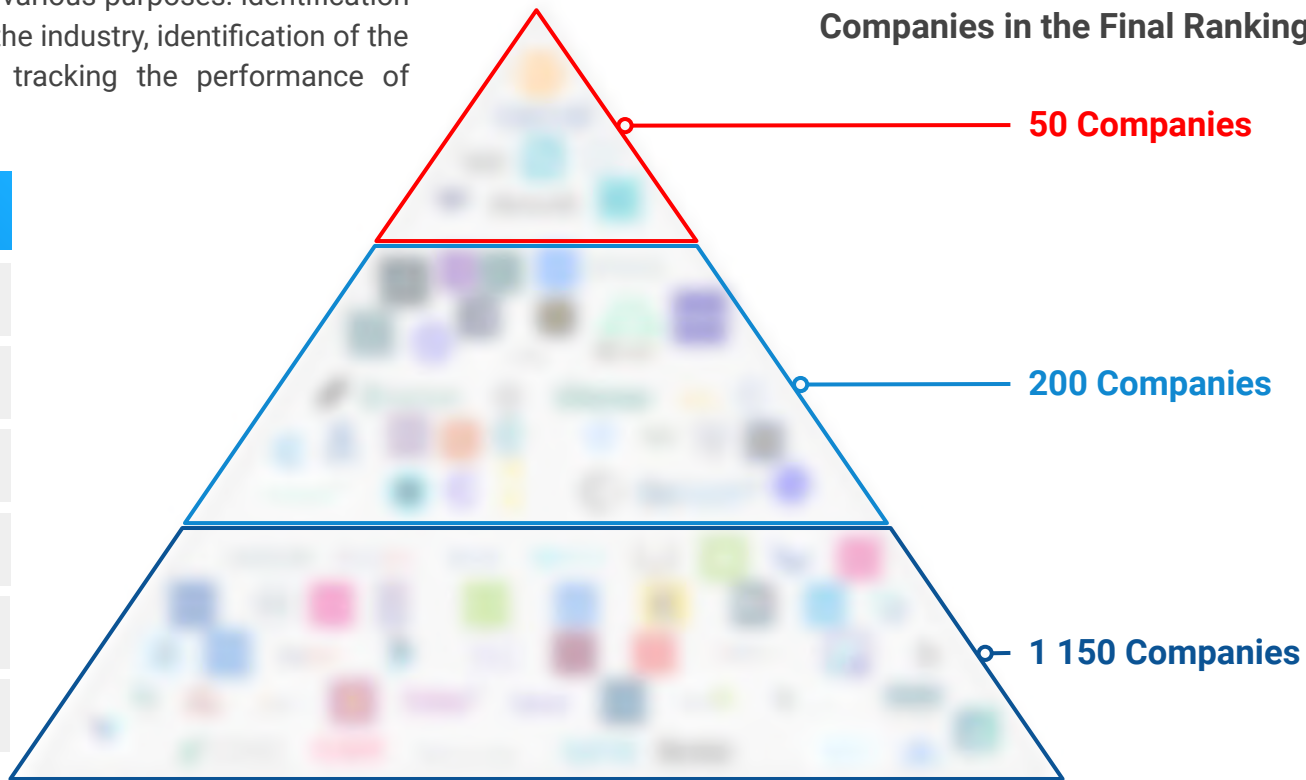
## Creation of FemTech Thematic Market Indices

The **indices composed from the stocks of public companies active in FemTech** are supposed to represent the traction of overall FemTech Industry or its specific sectors, increase the amount of investments from large and medium-sized players. It also will reflect the investment attractiveness of the companies via multiple parameters of advanced SWOT analysis.

# Ranking Example

The thematic rankings may serve the various purposes: identification of the most innovative companies in the industry, identification of the most active investors in the field, tracking the performance of publicly traded companies, etc.

Parameters for Ranking
Sophistication of Technologies in Use
Market Performance
Team Composition
Audit Reviews
Innovativeness
100+ Parameters





# Strategic Benefits of FemTech Ranking and Benchmark Agency

FemTech Ranking and Benchmark Agency will serve as the primary source of market analytics, thematic rankings and data-driven industry benchmarks to track and monitor developments and trends of the whole FemTech Industry

FemTech Industry-related benchmarks and rankings will be developed using proprietary methodologies backed by the analytical tools of Big Data Analytical System and Dashboard

Generation of unique market analytics and methodologies of ranking which can be utilized for in-house use by the client, media coverage, overall development of FemTech Industry etc.

In-time identification of new trends and challenges confronting FemTech decision makers, generation of actionable insights to effectively react to dynamically and rapidly changing competitive landscapes

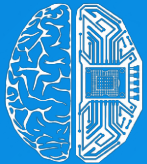
Identification of new opportunities for growth of FemTech companies and generation of approaches to mitigate the risks of inappropriate or under-informed business decisions



**FemTech Ranking  
and Benchmark  
Agency**

# InvestTech Platform for Private Equity

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# InvestTech Platform

Deep Knowledge Group aims to remove existing barriers to investing in private equity markets and to add value for all stakeholders with its **InvestTech Platform**. This end-to-end solution allows investors to deploy capital quickly in an efficient, timely manner enabling startups to raise funds and keep growing. Innovative LegalTech tools and e-documentation provide a clear, step-by-step investment process which is enhanced by additional service integrations such as investment and financial analytics, specialized CRM and corporate payment solutions.

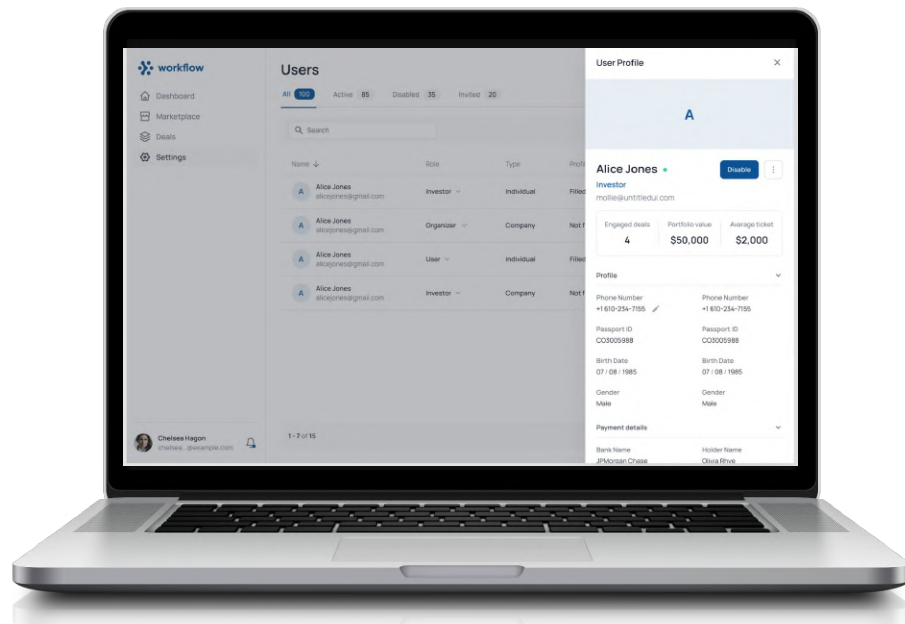
## InvestTech Platform Benefits

End-to-end LegalTech IT-based System

Full Scope of Investment Transactions  
for Private Equity Markets

Intellectual Property  
Investment & Trading Platform

Extra Mile Service Integrations



# InvestTech Platform Key Features

## End-to-end Digital Solution for Private Equity Markets

Clear and Transparent  
Investment Process

Mitigation of  
Compliance Risks

Investing on a  
Deal-by-Deal Basis

Enhanced Risk  
Management

In-Depth Performance  
Analysis

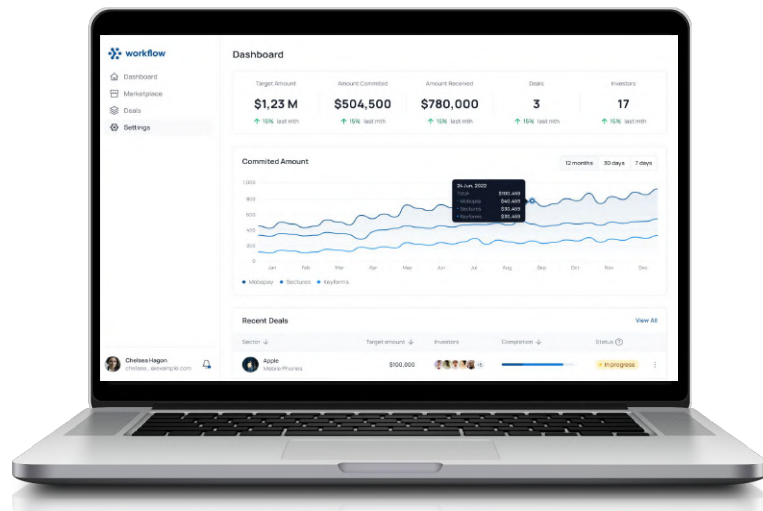
Alignment with Initial  
Investment Vision

Tailored to the  
Needs of Investors

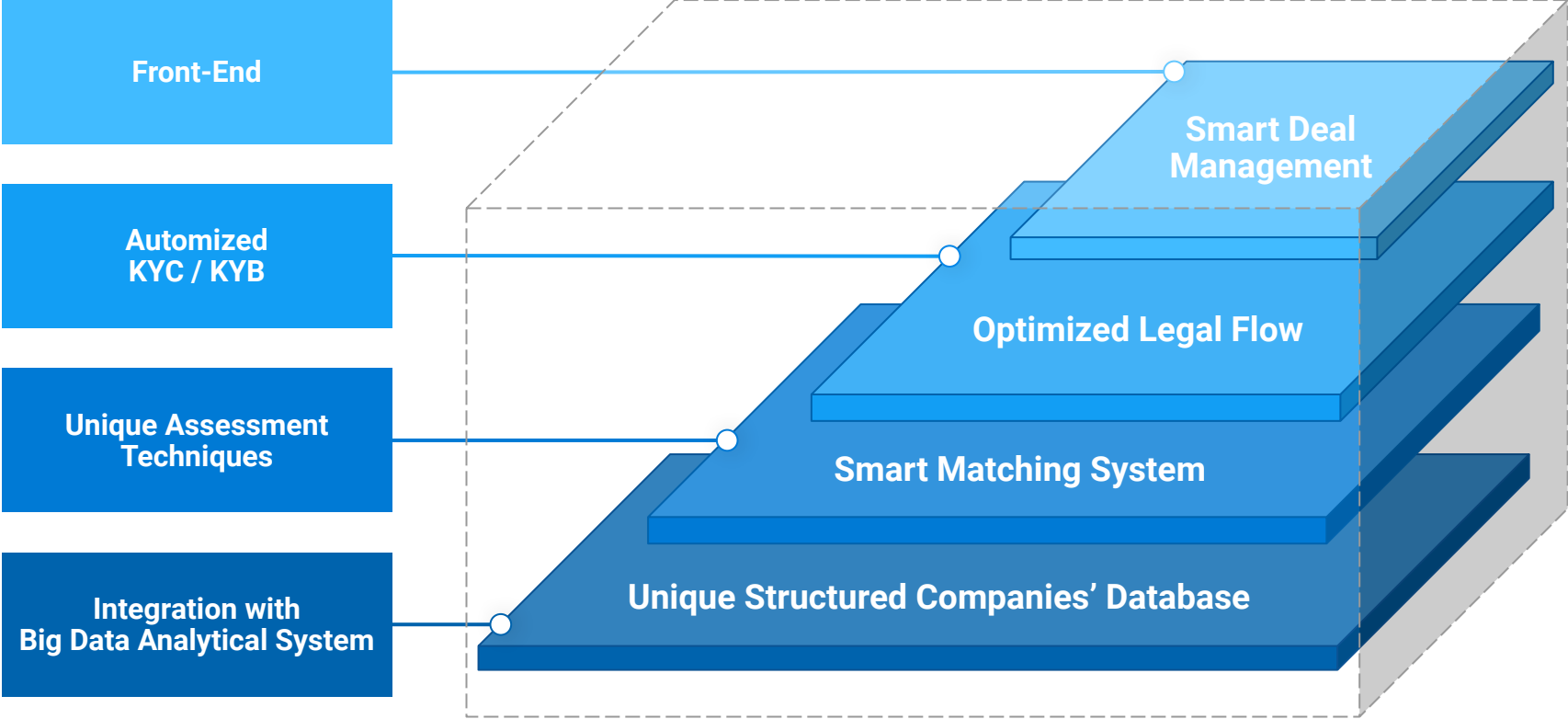
Suitable for Family Offices  
and Angel Syndicates

## Comprehensive Investment Infrastructure

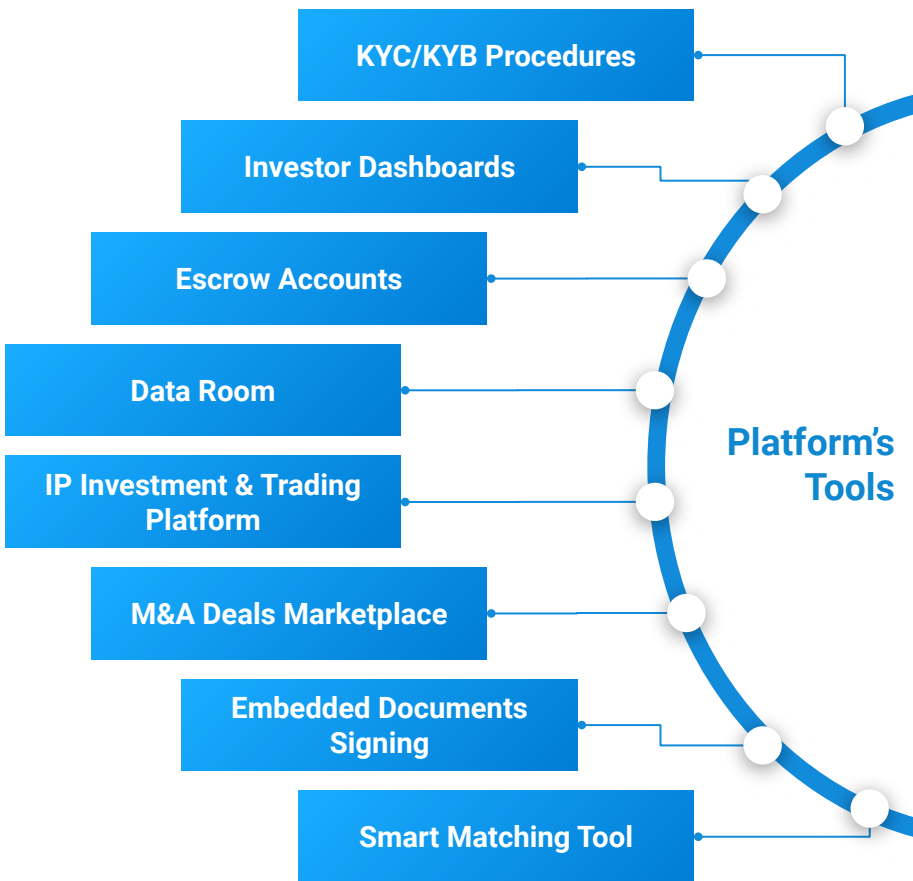
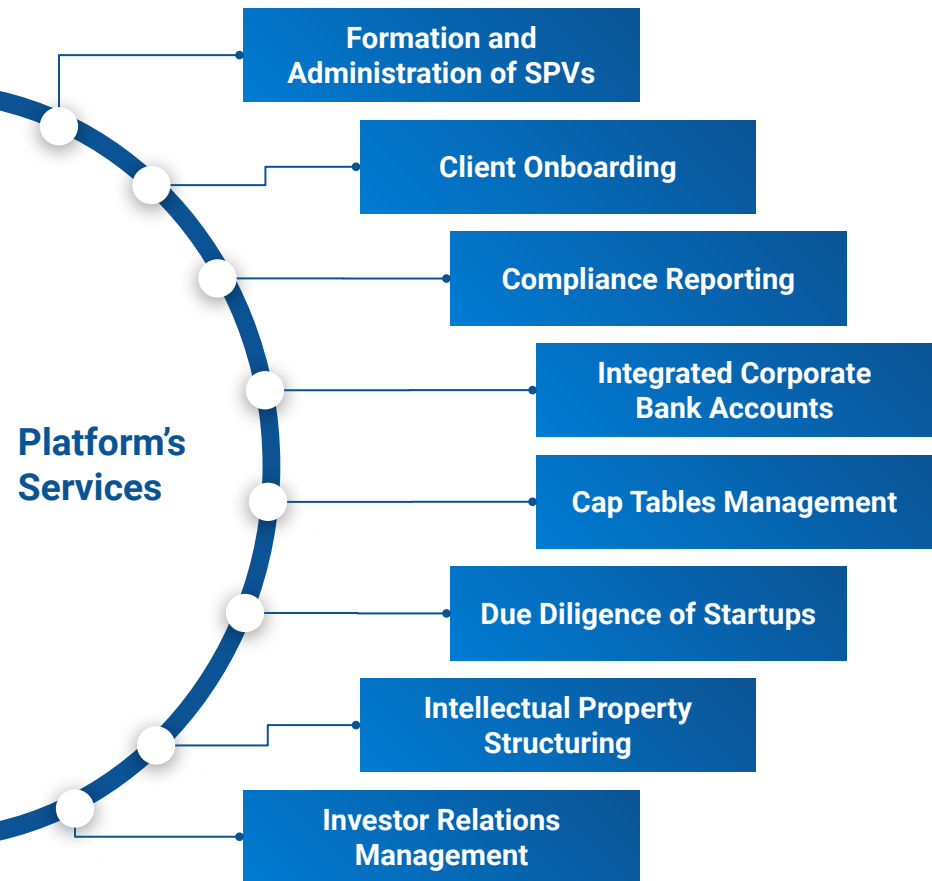
- State-of-the-Art IT Platform
- Automated Processes
- Legal coverage, Document Templates



# InvestTech Platform IT Architecture

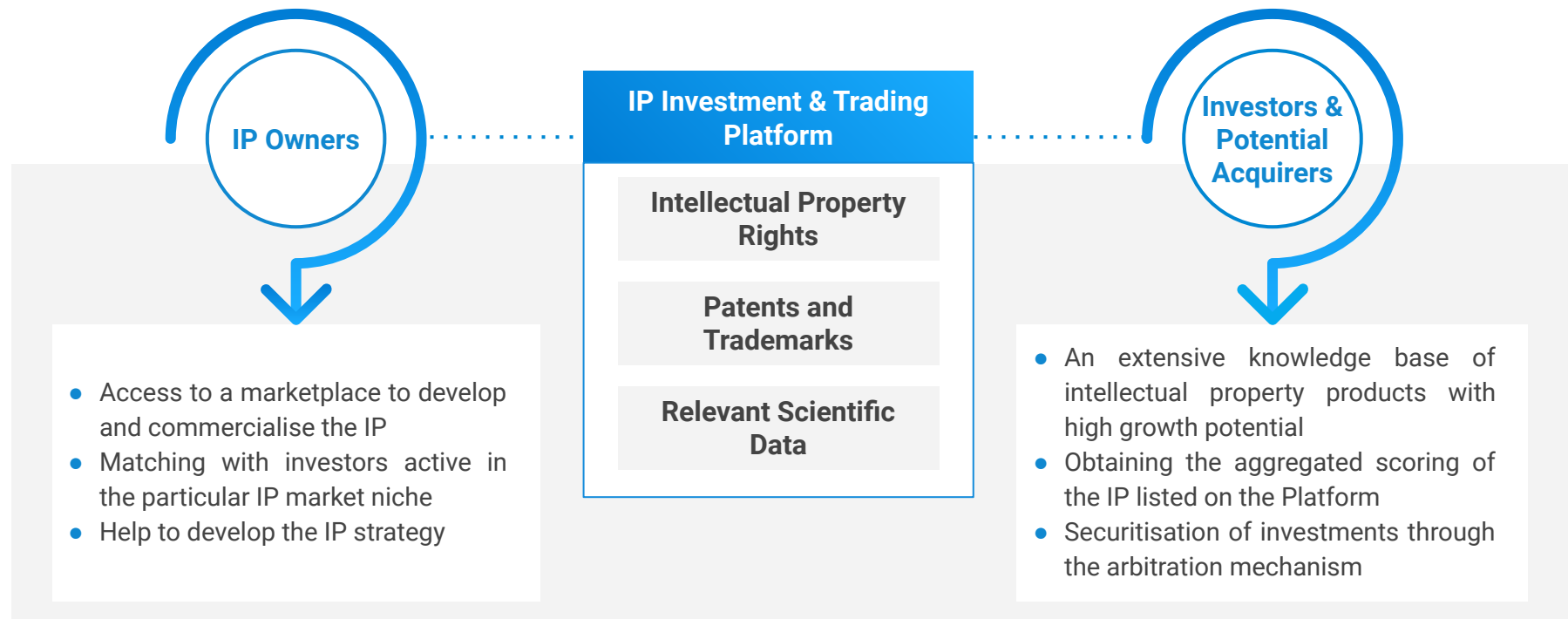


# InvestTech Platform's Services and Tools



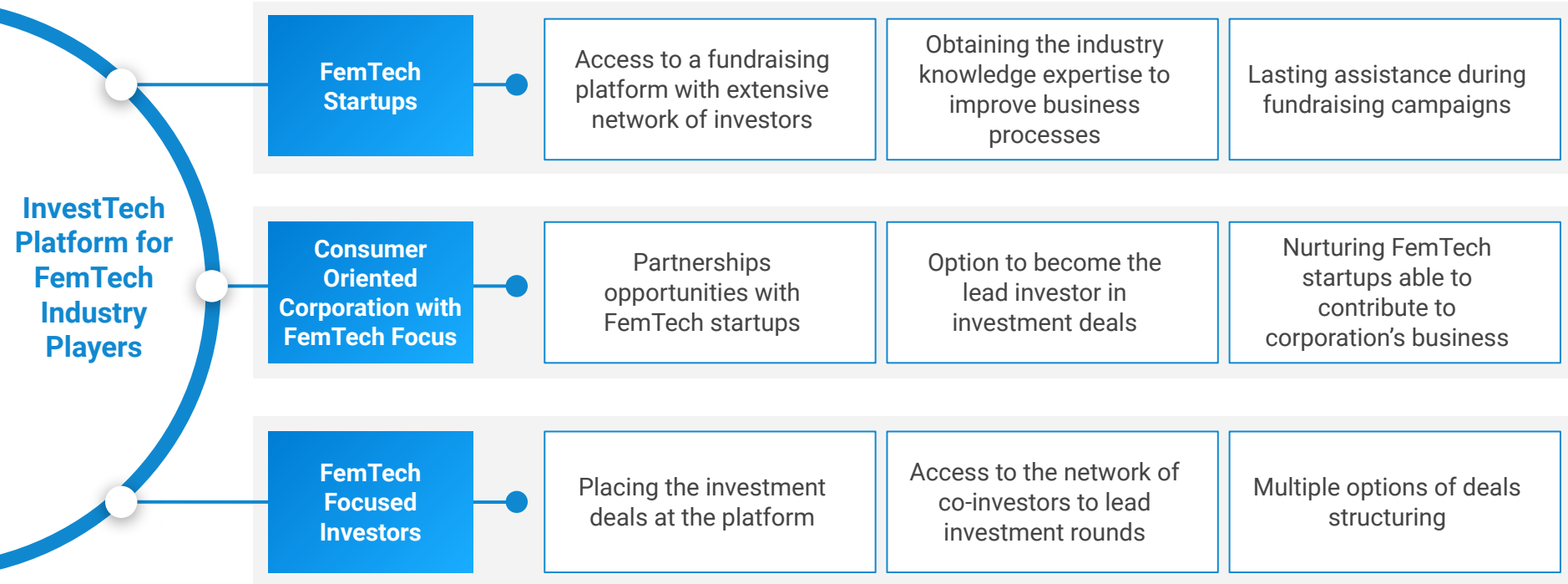
# Access to Intellectual Property Investment & Trading Platform

Deep Knowledge Group will facilitate the growth of DeepTech industries, FemTech in particular, by establishing a first-of-its-kind IP Investment & Trading Platform which will offer IP-related structured investment products. This service will be a solution for companies and R&D organisations who wish to commercialise their IP and will provide investors intending to allocate capital to intellectual property with a ready-made marketplace.



# InvestTech Platform's Benefits for FemTech Market Participants

Initially developed as the solution to help innovative tech startups to fundraise and investors to allocate capital, InvestTech Platform is of significant potential to satisfy the business goals of actors within the FemTech Industry, namely FemTech startups, FemTech-focused investors (both individual and institutional) and large corporations.





# Benefits of InvestTech Platform for FemTech Companies

InvestTech Platform will serve as one-stop shop solution which meets multiple complex goals in private investing.

Organizations having access to this investment solution will be uniquely able to build high-calibre networks of startups and VC investors active in FemTech Industry and play pivotal, competitive roles in the development of the market.

InvestTech Platform provides a robust fundraising solution for innovative startups and carefully curated marketplace for investors to find and join investment deals. Its unique set of features will help to smoothly initiate investment deals and intelligently track capital allocation.

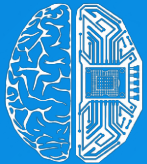
The InvestTech Platform will guarantee exclusive access to investment deals. The owners of this solution can utilize the platform to organise investment deals with unparalleled precision and build strong relationships with investors.

The InvestTech Platform can also serve as an ideal tool for establishing partnerships and relations between FemTech startups and corporations active in the similar niches



# Integration with Thematic Multilateral Trading Facility (MTF) / Alternative Trading System (ATS)

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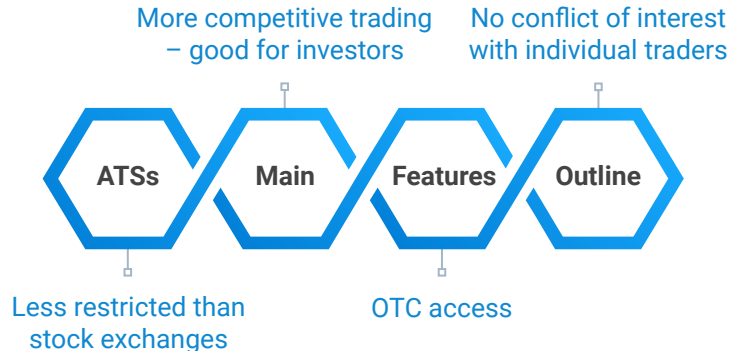


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# Alternative Trading System (ATS) / Multilateral Trading Facility (MTF)

**Alternative Trading Systems (ATSs)** in the United States (also known as **Multilateral Trading Facilities (MTFs)** in European jurisdictions) are trading systems that facilitate the exchange of financial instruments between multiple parties mostly over-the-counter.

ATSs / MTFs allow contract participants to gather and transfer securities, especially those without an official market. Market operators or investment banks control these facilities. Electronic order submission matches buyers and sellers.



Alternative Trading System (ATS) provides the following benefits for its participants:

- 1 Pre-trade transparency** – Buy and sell prices are clearly available through data feeds to traders prior to placing a trade.
- 2 Post-trade transparency** – Trade results are immediately shown in real-time.
- 3 Clear operating procedures** – ATF must include a written rulebook that details how it operates.

Establishment of Alternative Trading System (Multilateral Trading Facility) provides a number of advantages. Consumer oriented corporation with FemTech focus may initiate the establishment of Alternative Trading System (Multilateral Trading Facility) to back promising FemTech companies and bring additional liquidity to them.

# FemTech-related Alternative Trading System

Having significant and long-term expertise in FemTech market, consumer oriented corporations have a potential to initiate the establishment of Alternative Trading System in order to increase the strategic dominance in the industry and to create the pool of FemTech companies seeking additional sources of capital. Ultimately, the creation of ATS or MTF may unlock new revenue streams for such corporations.

## Strategic Benefits for consumer oriented corporations from Establishment of FemTech ATS

Achieving strategic impact of corporation in private investing at FemTech industry

Empowering corporation's competitive positions

Extending the network of co-investors

Optimized investment strategy of investing in private FemTech companies

First of its kind trading venue for FemTech companies

Opportunities of M&A transactions

## Scope of Services Provided by Deep Knowledge Group

Identification of prospective candidates for listing at ATS

Screening of FemTech startups

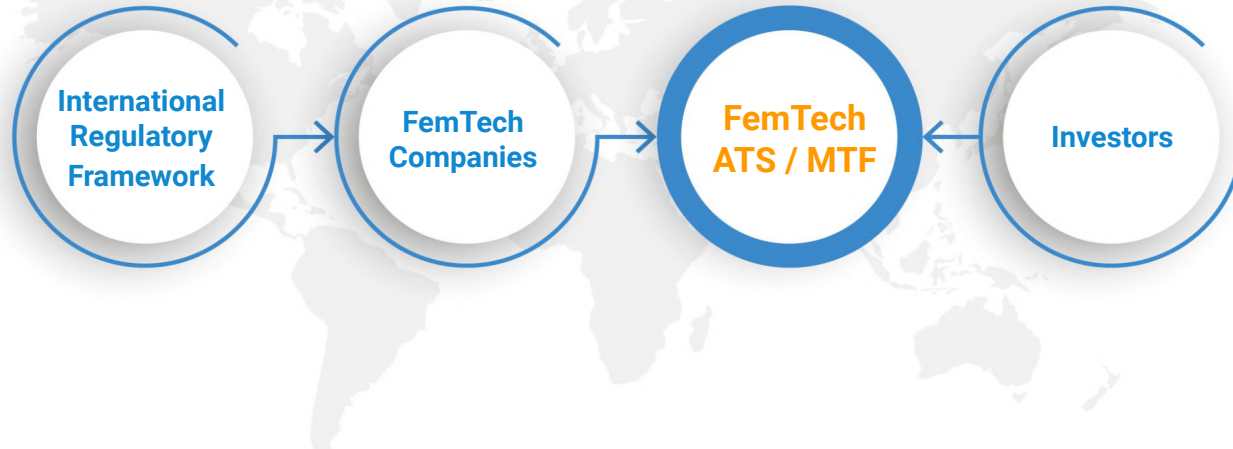
Strategic advisory in FemTech market movements

Providing FemTech market analytics

Optimising investing strategy

Project promotional activities

# FemTech-related Alternative Trading System



## ATS Benefits for Establishment of Specialized Stock Exchange

**Easier Trading**

**Lower Trading Costs for Investors**

**Fewer Restriction than Traditional Exchanges**

**No Conflict of Interest with Individual Traders**

**Competitive Pricing of Financial Securities**

**Additional Trading Markets**

# Benefits of FemTech-Focused Alternative Trading System

Consumer-oriented corporation with focus on FemTech which would initiate the establishment of thematic ATS may achieve the strategic dominance on the market and play the leading role in nurturing the FemTech Industry.

Trading venue providing access to additional capital for matured FemTech companies, both financially and technologically, to boost the future growth.

First-of-its-kind Alternative Trading System focused on the FemTech industry leveraging a massive and untapped first-mover advantage.

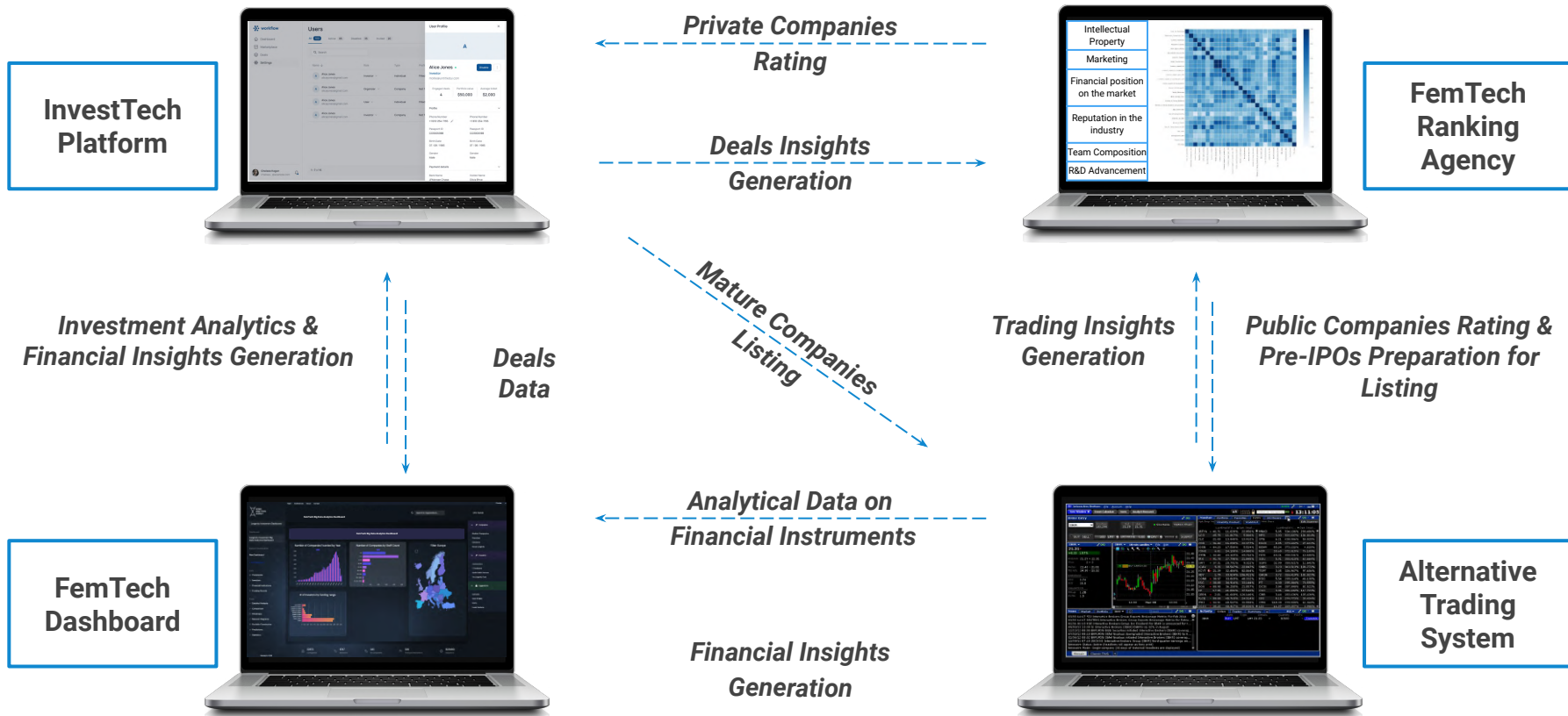
Strengthening the competitive positions of consumer-oriented corporations with focus on FemTech, ensuring actionable opportunities for improve their brand positions within the market.

Generation of substantial volumes of highly unique trading data that can be utilized for production of industry-related analytics



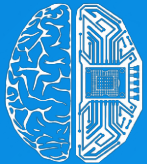
**FemTech Focused  
Alternative Trading  
System**

# FemTech Platform Solution: Dashboard - InvestTech Platform - ATS - Ranking Agency



# Marketing and Media Activities

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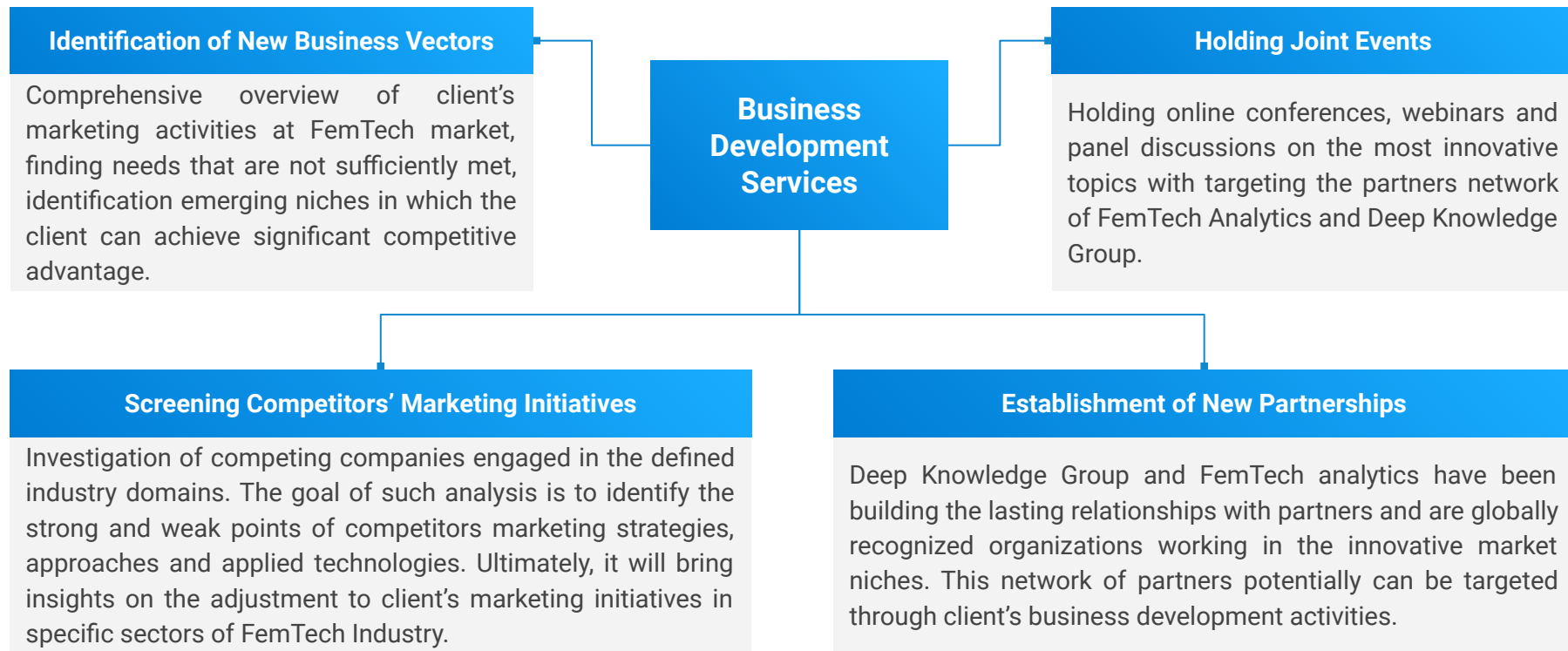


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# Business Development Services

Deep Knowledge Group conducts the range of initiatives related to marketing and business development aimed at improving the competitive positions of consumer oriented corporations with FemTech focus.



# Publication of Joint Analytical Reports & Holding the Thematic Events

## Analytical Reports

Analytical subsidiaries of Deep Knowledge Group produce regular open access reports covering emerging technologies, innovations, companies, and trends across the variety of DeepTech domains.

## Proprietary Analytics

Some of the more in-depth research is only available to our clients and strategic partners as proprietary analytics. As a rule, this analytics covers the topics that are of great interest to parties concerned and delivers the extensive scope of information on particular topics.

## Longevity-Related Conferences



London-based [Longevity Financial Club](#) was launched with the support of [Longevity Financial Advisors](#) and DKG.



# FemTech-Related Conferences Hosted by FemTech Analytics

FemTech Analytics periodically hosts the conferences aimed to help leaders to exchange industry knowledge, trends and represent the projects of the organizations which they represent



Recent conference discussing investment in Women's Health, opportunities and challenges of fundraising in 2022, latest strategies and innovations in FemTech.



Free virtual event combining speaker's talks and the panel discussion on what to expect in women's health and FemTech in 2022.



Free virtual event combining speaker's talks and the roundtable discussion on crucial investments topics. The lack of investments is a fundamental challenge for FemTech companies.



Virtual 1-day conference featuring a number of FemTech influencers, including founders & CEOs of startups and established companies, investors and scientists.

# Strategic Importance of Marketing and Media Activities

Strategic advisory services focused on multi-vector analysis of possible business and brand development optimization strategies, informed by comprehensive data-driven comparative analysis, monitoring and screening of competitors' marketing strategies.

Enhancement of brand development activities tailored to increase awareness among other decision makers in the FemTech Industry of the innovative approaches applied by the client.

Enhancement of business development initiatives that would help to extend the client's network of partners and clients.

Targeted matching of clients with prospective entities, companies and decision makers of other market segments within the extensive partners network of Deep Knowledge Group, and the forging of collaborative and cooperative relationships in industry segments of mutual interest.

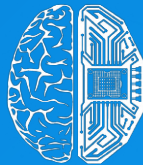
Increasing the overall media presence of the client, and the extend of their coverage in top-tier media outlets



**Marketing and  
Media Activities**

# Proposition Summary

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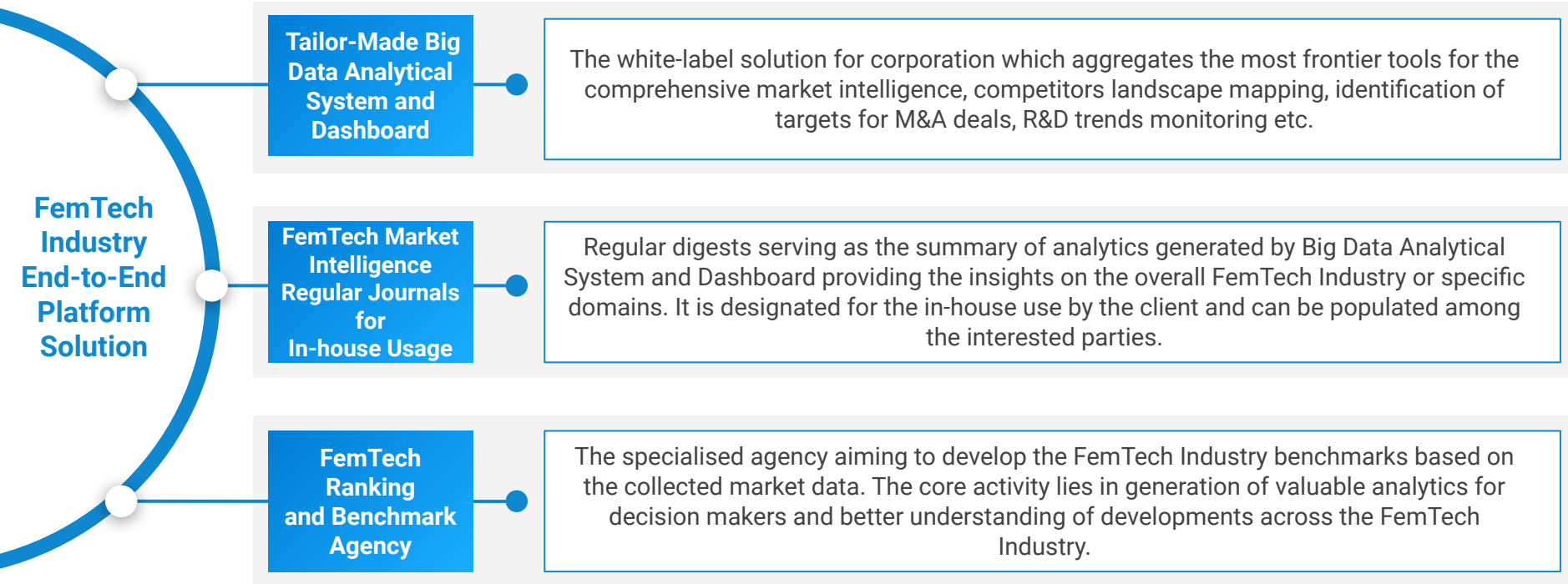
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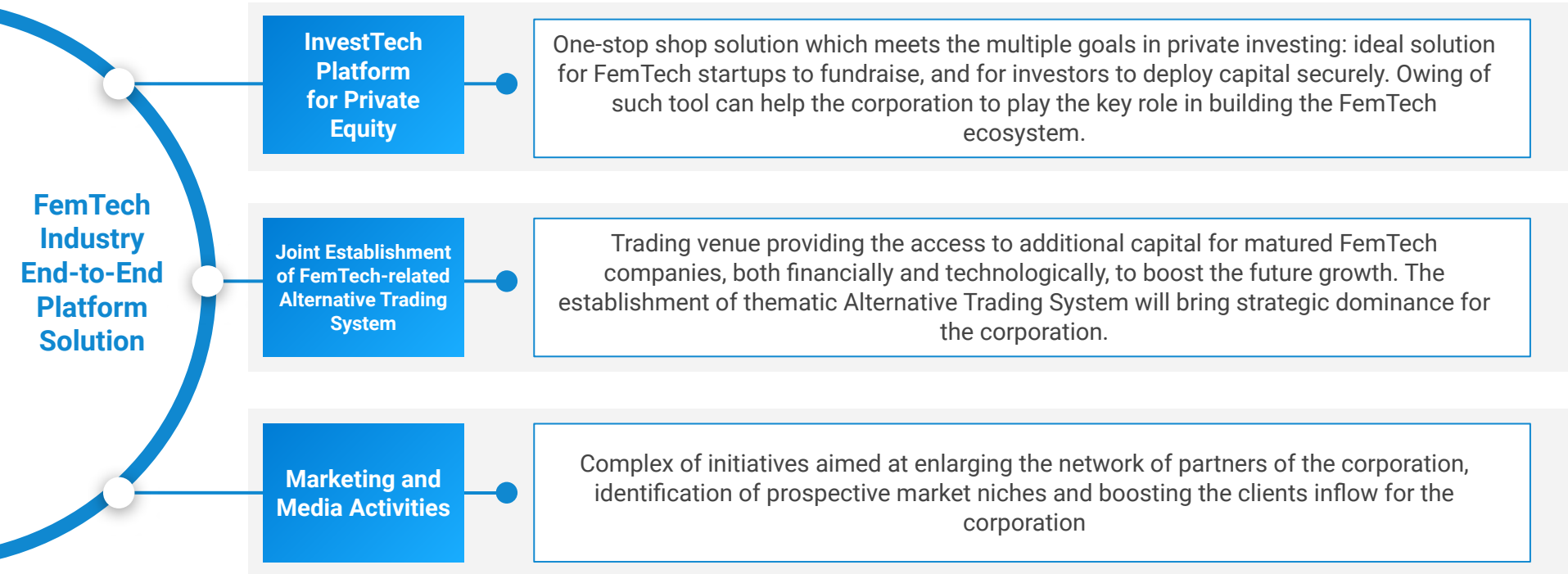
# Proposition Summary: Analytics Oriented Solutions

The following three components of the FemTech Industry end-to-end platform solution are the core solutions for providing the high-level analytics required for making strategically vetted decisions of consumer oriented corporations with FemTech focus.



# Proposition Summary: Investment and Marketing Oriented Solutions

The following components of FemTech Industry end-to-end platform involve solutions related to investments and marketing initiatives that are of strategic importance for consumer oriented corporations with FemTech focus.



# Proposition Summary to FemTech End-to-End Platform

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Deep Knowledge Group and FemTech Analytics are building the set of solutions related to FemTech Industry outlined in the current document. To this end, **the auction is planned be made in Q1 2023 among the potential partners across consumer-oriented corporations active in FemTech Industry, which would be** interested in leveraging the End-to-End Platform outlined in the current document.

The project is subject to the sale to the partnering organization with **the opportunity to purchase 51% stake**. Additionally, **50% of all obtained by DKG capital will be allocated to the further development, refinement and adjustment to the defined business goals and other relevant specifics of the partner and overall maintenance of the project for the next 5 years**.

The ultimate goal of post-purchase platform development is to strengthen the competitive positions of the partners we form collaborative relationships with in the FemTech market, further refining the practical outcomes of the FemTech End-to-End Platform.

**The purchase of 51% stake in the FemTech End-to-End Platform will secure the market dominance of the purchaser within the FemTech Industry and their capacity to achieve unparalleled competitive advantages, while also leveraging substantial brand development benefits by highlighting their commitment to the design, development and implementation of most innovative technologies and approaches in the FemTech industry. A consumer-goods oriented corporation gaining the ownership of the FemTech End-to-End Platform would be able to achieve a number of tactical and strategic competitive advantages.**

***Strictly Confidential***



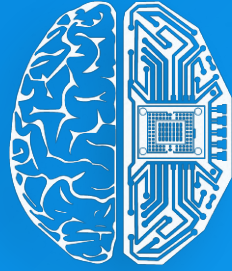
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