



Medi-Tech Insights

FemTech – Digital Revolution in Women’s Health

Medi-Tech Insights

About us

Medi-Tech Insights is a healthcare-focused business research & insights firm. We are a partner to the world's leading Fortune 500 Corporates, Start-ups & Investors. We help our clients by deeply researching their sector, performing due diligence on companies & generating new ideas for accelerating growth. We leverage our proprietary knowledge of the healthcare sector & our global industry expert network in bringing unique, actionable insights for our clients.

Some of our services include:

- Market Assessments
- Identification of High Growth Segments
- Market sizing & Entry strategy
- Competitive Intelligence
- Commercial Excellence
- Investor Pitch Decks

Interested to discuss how we could support you?

Reach us at info@meditechinsights.com or visit our website www.meditechinsights.com

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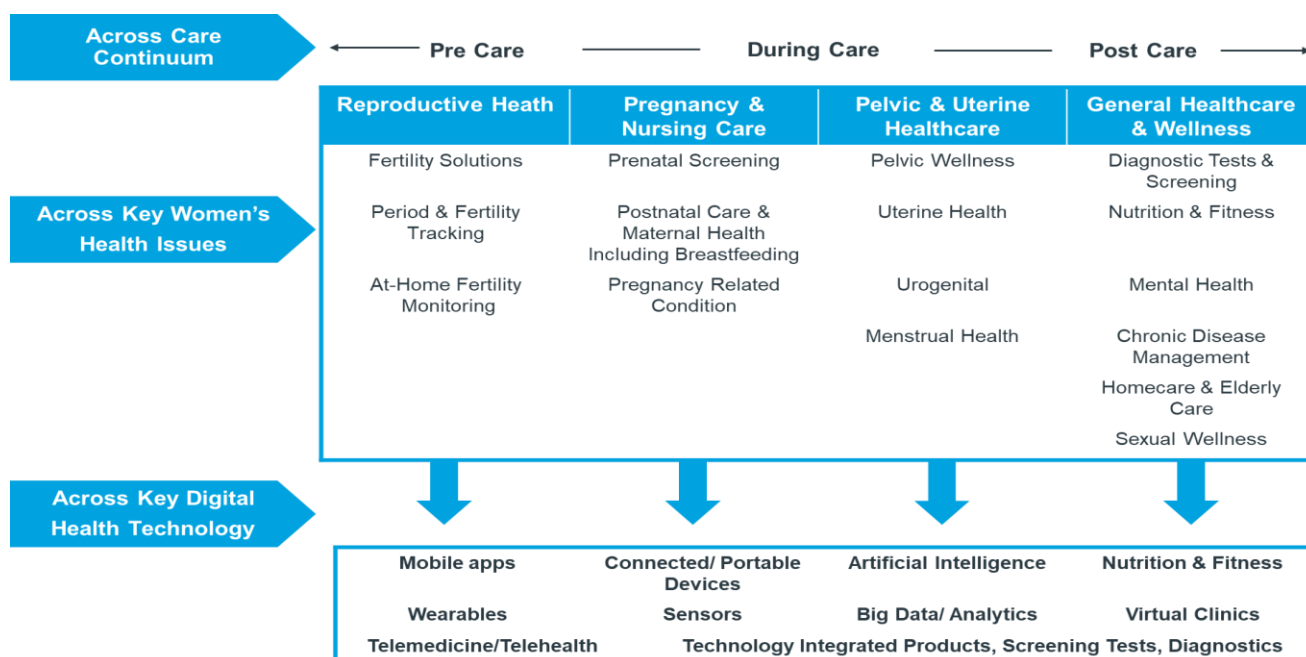
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Women’s health is frequently side-lined as a niche market. Historically too, there has not been a specific women-oriented tech market.

Also, the companies which manufactured and marketed products explicitly aimed at women consumers have failed. However, currents are changing and this can be attributed to the rise of the ‘**she-conomy**’. Women are now playing a pivotal role across the healthcare continuum as consumers, decision makers, healthcare professionals & caregivers. Many startups and companies have realized the gap left and this resulted in the emergence of FemTech.

FemTech is defined as **software, diagnostics, products and services that leverage technology to improve women’s health**. It involves the use of digital health to positively impact women’s health and wellbeing.

Positioning of FemTech – Products & Services



Sources: Healthcare Information and Management Systems Society (HIMSS), Israel Advanced Technology Industries (IATI) Report, Primary Research, Medi-Tech Insights Analysis

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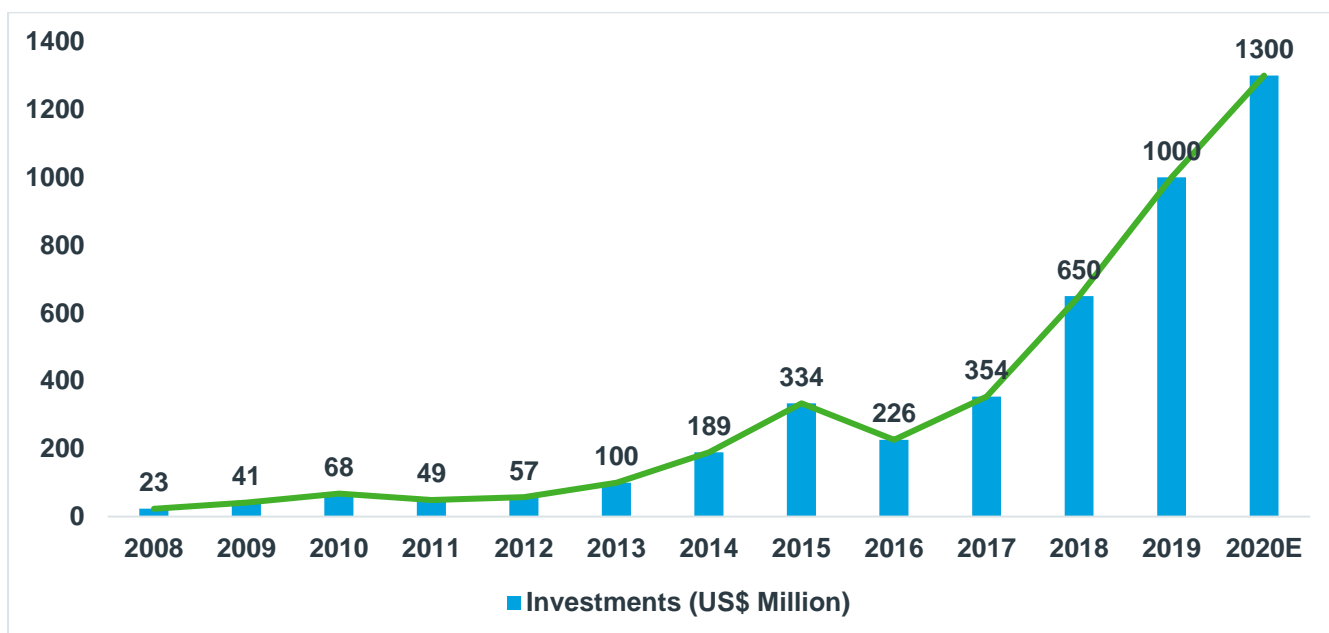
Competitor Landscape - FemTech



Sources: Primary Research, Medi-Tech Insights Analysis

Investor Spotlight

Continued Investment in FemTech by Venture Capital & Investors Globally



Sources: PitchBook Data, Healthcare Information and Management Systems Society (HIMSS), Israel Advanced Technology Industries (IATI) Report, Primary Research, Medi-Tech Insights Analysis

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Top 10 Most Active Investors in the FemTech Sector (Past 10 Years)



Y Combinator



Arboretum Ventures



Box Group



NEA



Founders Fund



Astia Angels



InterWest Partners



Chrysalis Ventures



Catalyst Health Ventures



Union Square Ventures

Sources: PitchBook Data, Primary Research, Medi-Tech Insights Analysis

FemTech Market Dynamics



- Continued Investment by Investors Despite Outbreak of Covid-19 Pandemic
- Growing Burden of Both Chronic & Infectious Diseases Among World's Female Population
- Incessant Technological Advancements
- Growing Emphasis on Reproductive Health & Sexual Empowerment in Developing Economies
- Increasing Awareness Among Women Related to Detection & Management of Early Illness
- Greater Adoption of Telehealth – A Positive Outcome of the Pandemic for the FemTech Sector



- Strict Policies Related to Advertising of Products
- Women's Health Issues are not Always Understood by Investors
- Female Underrepresentation in the Investment Community
- Adverse Impact of Covid-19 on Clinical Trial Enrolment

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FemTech Areas with Unmet Need - Primed For Innovation

Following segments of FemTech offer significant white space for meaningful innovation and thus opportunities ripe for investment



Support for Medicaid mothers – They Represent ~ Half of all Births in the US



Fighting Maternal Mortality Crisis for Black Mothers in the US



Inclusive Care for Queer & Transgender Communities



Prenatal Remote Monitoring Devices for Clinical Decision Support



Opportunities for Product Development for Maternal, Pre- & Neo-natal care

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Perimenopause and Menopause Symptom Management



Support for Aging Women Across Conditions Such As Alzheimer's & Osteoporosis



Endometriosis – A Largely Untapped Market



Ample Opportunities in Sub-Saharan Africa