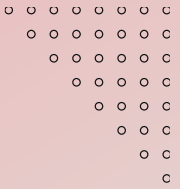




# FemTech and the Femaging Opportunity

The Trend, the Gap, the Collaboration Opportunity





ABOUT

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# THE FEMAGING PROJECT

[www.femaging.com](http://www.femaging.com)

WHAT IS

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## THE FEMAGING PROJECT

The FemAging Project delivers, research, education and insights to health and tech industry leaders, and investors, to help drive global innovation focused on the unique health and wellness needs of women ages 40+.

FemAging Project Priorities

Research

Education

Innovation

Investment

## FOUNDERS

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### THE FEMAGING PROJECT



Denise Pines

Long-time community health advocate

#### **Top 150 FemTech Leaders List**

Founder:  
WisePause Wellness:  
The Menopause Authority

Board of Directors, Federation  
of State Medical Boards

Former President: California  
Medical Board



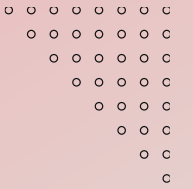
Fard Johnmar

Digital health futurist and  
innovation strategist

Co-author of the #1 global  
bestseller: ePatient 2015:  
15 Surprising Trends  
Changing Healthcare

Founder:  
Enspektos, LLC

Innovation Fellow, HITLAB



# THE CURRENT FEMTECH LANDSCAPE

WHAT IS

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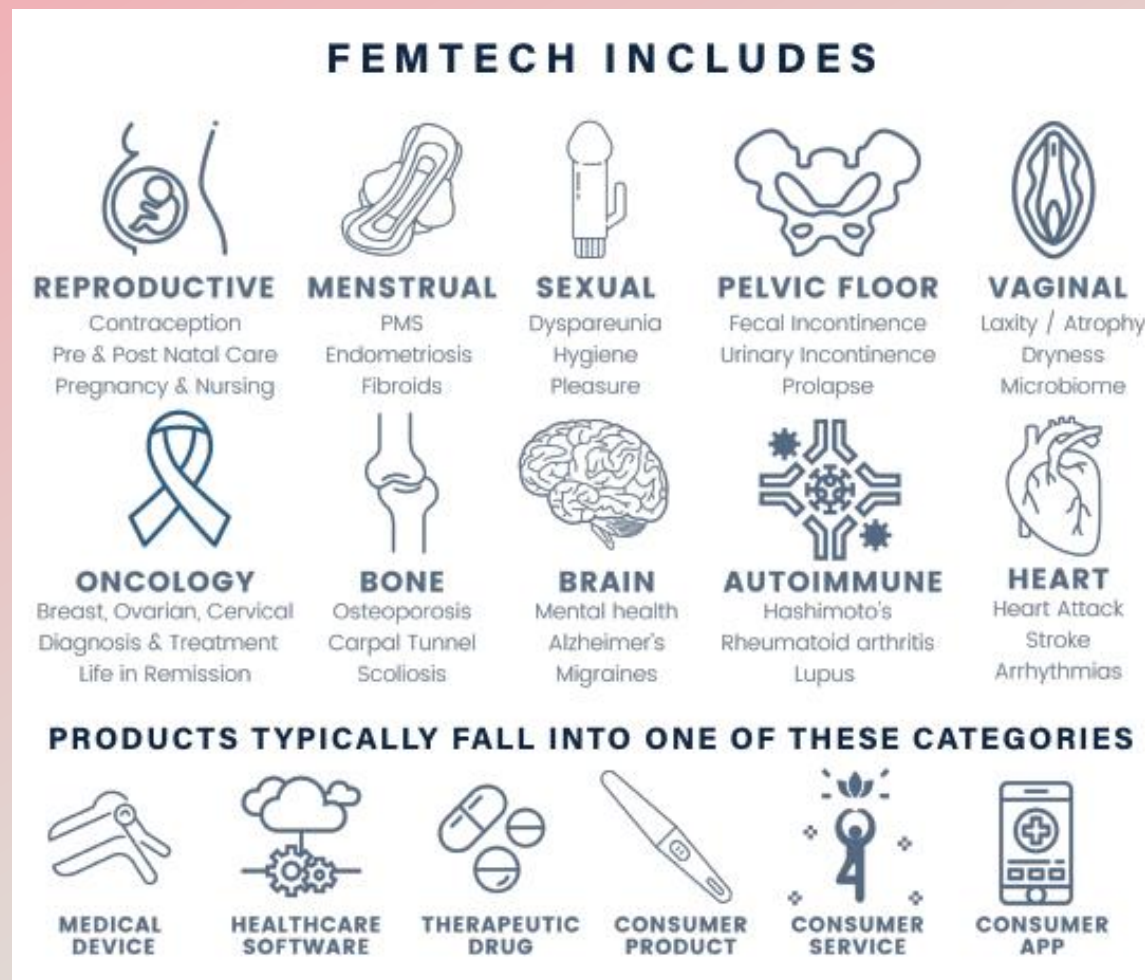
## FEMTECH

FemTech consists of services, and products that improve women, females, and girls' health and wellness. This includes addressing challenges that solely, disproportionately, or differently affect them.



FEMTECH

# CATEGORIES

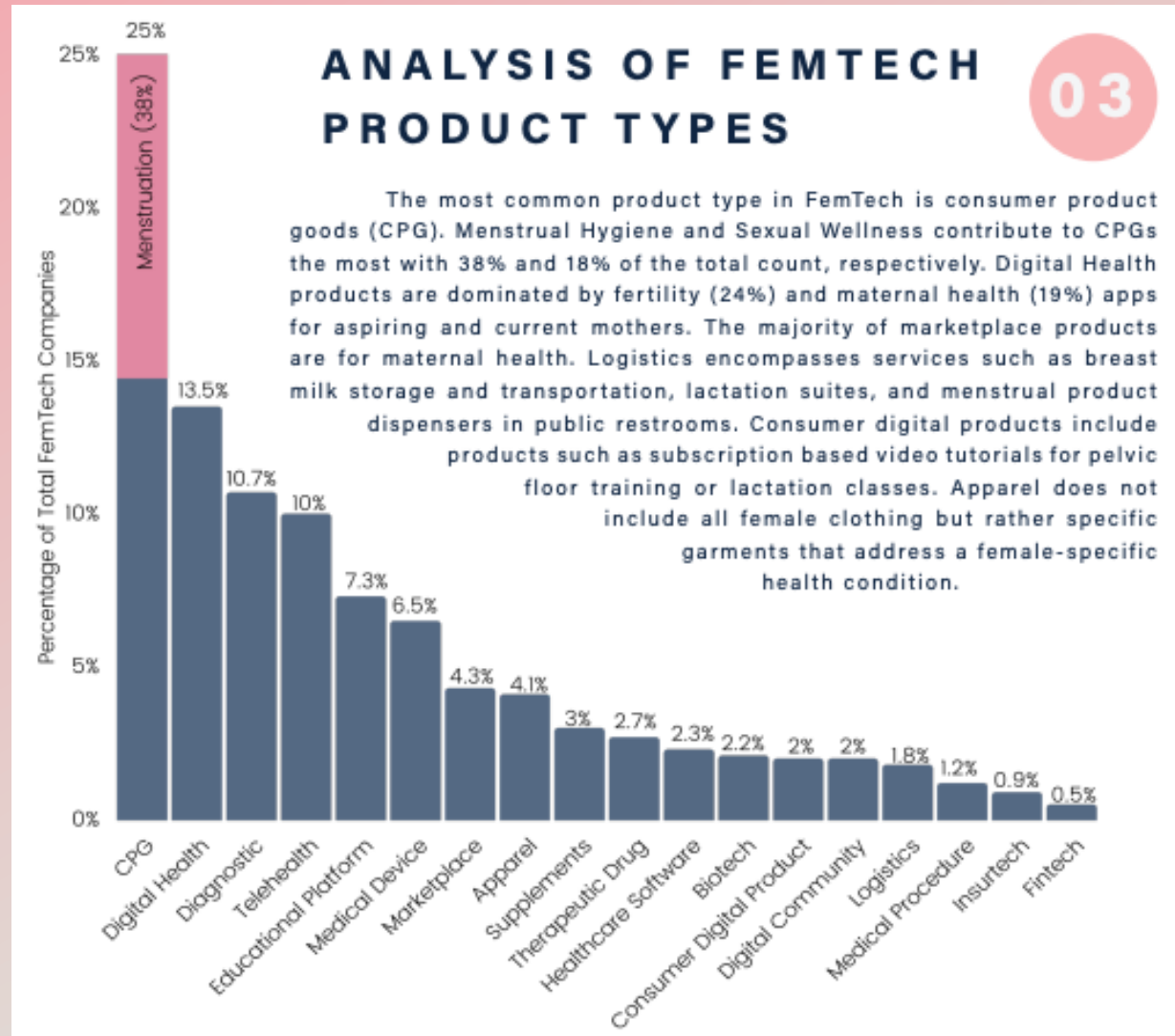


Source: FemTech Landscape, FemTech Focus, 2021

## FEMTECH PRODUCT FOCUS AREAS :

# CPG AND MENSTRUATION/SEXUAL WELLNESS

Source: FemTech Landscape, FemTech Focus, 2021

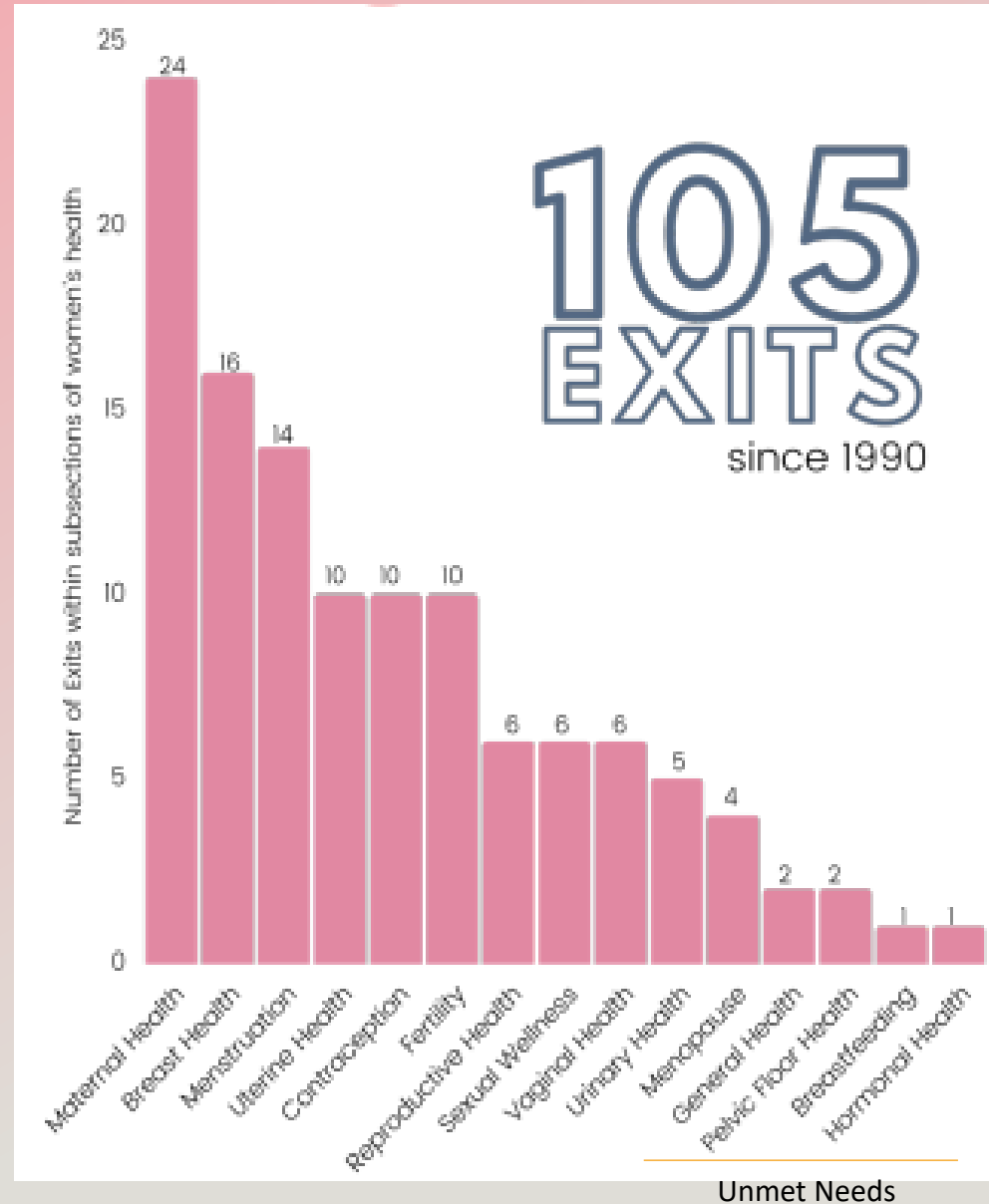




MOST FEMTECH  
EXITS ARE:

IN THE AREA  
OF MATERNAL  
HEALTH

Source: FemTech Landscape, FemTech Focus, 2021



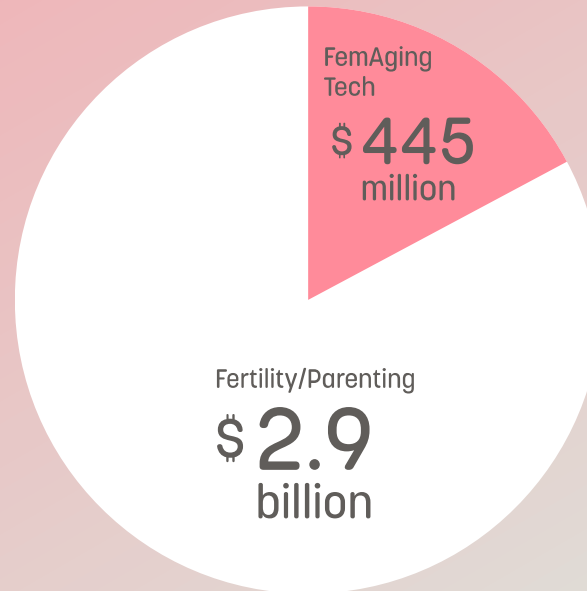
## FUNDING LEVELS ALSO INDICATE

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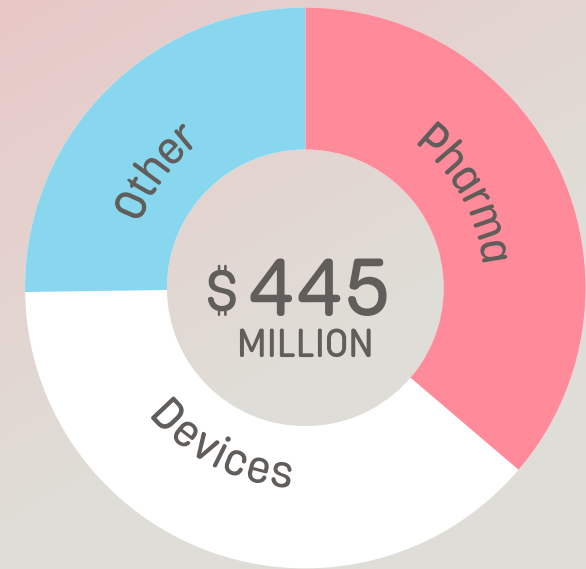
MARKET IS VERY  
MUCH FOCUSED  
ON MATERNAL  
HEALTH

FUNDING DATA SOURCES: CRUNCHBASE,  
FEMAGING TECH CENSUS, 2020

## Global Funding: FemAging Tech vs. Parenting/Fertility Innovations



Funding:  
FemAging Tech  
vs. Fertility/Parenting



Funding Distribution:  
FemAging Tech

## THE UNMET NEED

# THE MISSING OPPORTUNITY IN FEMTECH

**U.S Population:**  
Women of Childbearing vs.  
Late/Non-Childbearing Age

**US Female Population**  
Ages **15-65**

Ages **15-39**  
Prime Childbearing Age

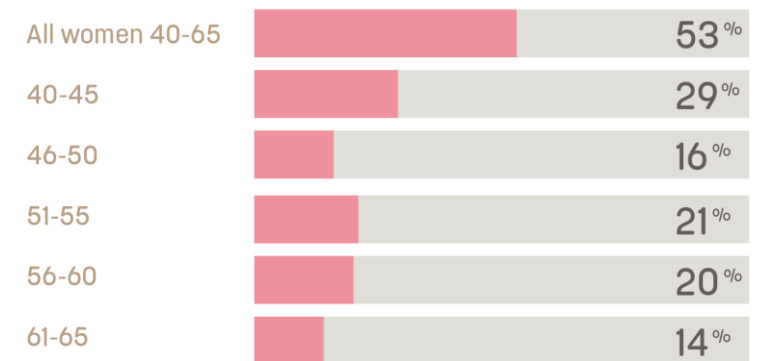
**54.24**  
MILLION

Ages **40-65**  
Late/Non Childbearing Age

**52.88**  
MILLION

POPULATION DATA SOURCE: STATISTA 2019

**U.S Women Ages 40 to 65 with Annual Income Above \$75,000**



SOURCE: FEMAGING INDEX 2020

THE MISSING PIECE:

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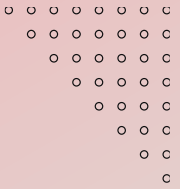
**100% FOCUS  
ON OLDER  
WOMEN'S  
NEEDS**

There is a need for increased and sustained work in the area of health among women age 40+ in menopause and beyond – because their needs, wants and desires are unique and under-appreciated.

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# The Demographic Opportunity

The global population of women ages 40-60 is growing daily and an estimated 1.1 billion women will be in this age segment by 2025.



# UNDERSTANDING THE GAP



# OLDER WOMEN'S HEALTH AND WELLBEING NEEDS

# FEMAGING PROJECT RESEARCH

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A Health and Tech Report

Bringing Key Needs of Women Ages 40+ into Focus

Recognizing and Accelerating Global FemAging Tech Innovation

FEMAGING 2020

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# THE FEMAGING INDEX

A nationally representative survey of 1,000 U.S. women ages 40 to 65 providing unique data about women's most critical health and wellness needs as well as the features they want most from products and services.

1000  
40-65

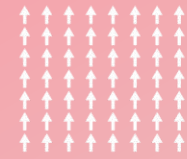




FEMAGING 2020

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# THE FEMAGING CENSUS



The Vast, Yet Virtually  
Untapped Opportunity  
in FemAging Tech  
Today

WHAT IS

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## FEMAGING TECH

FemAging Tech includes innovations such as software, diagnostics, devices, nutraceuticals, wearables, pharmaceuticals, clothing and other products and services developed specifically for women ages 40+.

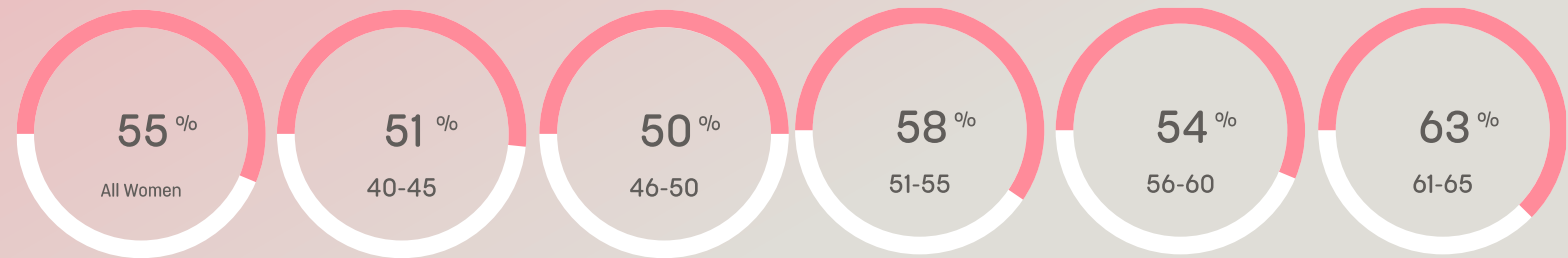


## FEMAGING INDEX

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# SIGNIFICANT HEALTH CONCERNS

Women 40 to 65 who say they have significant or very high concern about staying active, healthy and independent as they age.

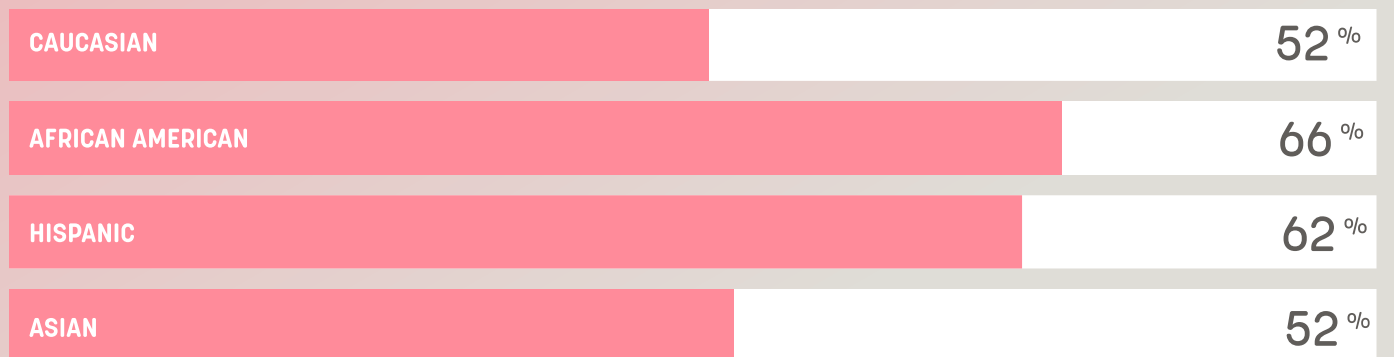


## FEMAGING INDEX

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# WOC ARE EVEN MORE CONCERNED

African American, Hispanic and Asian Women 40-65 who say they have significant or very high concern about staying active, healthy and independent as they age.

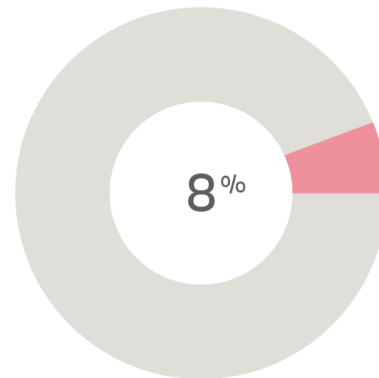


## FEMAGING INDEX

# THE MENOPAUSE TREATMENT GAP

### Few Older Women are Receiving Menopause Care

Women 40-65 Receiving Menopause Care  
(Who are Currently Experiencing Symptoms)



SOURCE: FEMAGING INDEX 2020

### But, Older Women of Color are Even Less likely to Receive Menopause Care

Women of Color 40 to 65 Receiving  
Menopause Care  
(Who are Currently Experiencing Symptoms)



SOURCE: FEMAGING INDEX 2020

## Few FemAging Tech Products Focus on Older Women's Most Important Health Needs

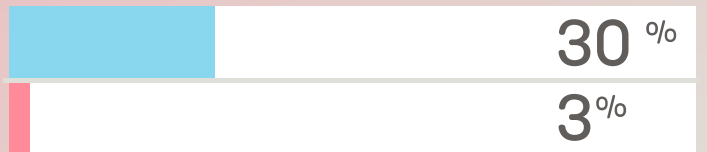
THE INNOVATION  
OPPORTUNITY

NEEDS VS.  
AVAILABLE  
INNOVATIONS

Fatigue



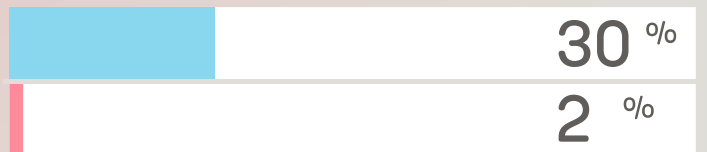
Thinning Hair



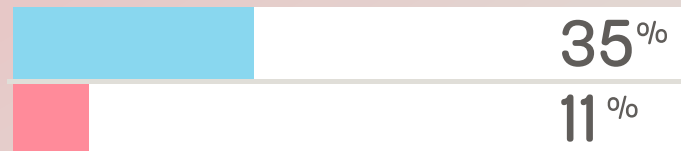
Stress/Anxiety



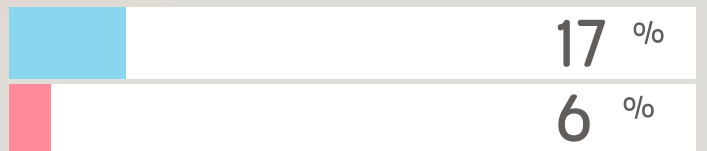
Forgetfulness



Mood Swings



Bone Health



Source: FemTech Index, Femaging Tech Census 2020

% of Women who  
say issue is important  
to Manage\*

vs.

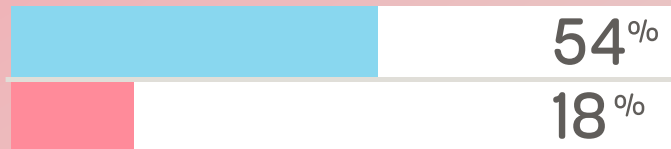
% of FemAging  
Tech Products  
Focusing on Issue

## Many FemAging Tech Products are Missing Features Women Want Most

### THE INNOVATION OPPORTUNITY

### NEEDS VS. AVAILABLE INNOVATIONS

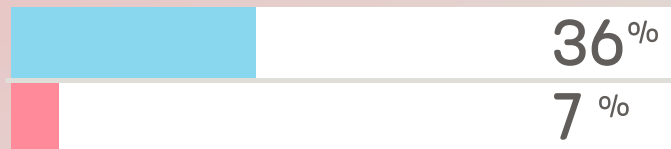
#### Healthy Aging Support



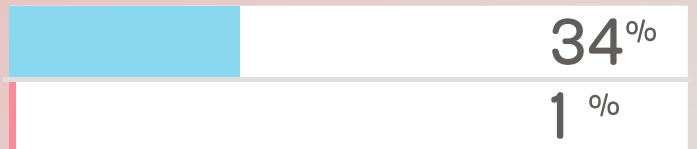
#### Access to Physicians



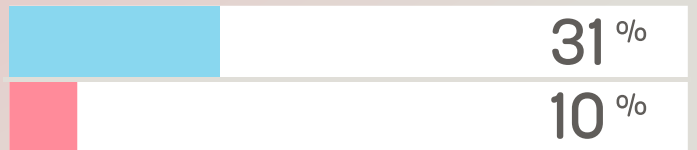
#### Stress Management Tools



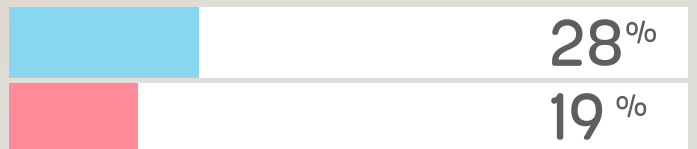
#### At-Home Lab Tests



#### Menopause Tracking



#### Sexual Health Tools

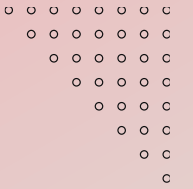


Source: FemTech Index, Femaging Tech Census 2020

% of Women Interested in Product Feature^

Vs.

% of FemAging Tech Products Providing Feature

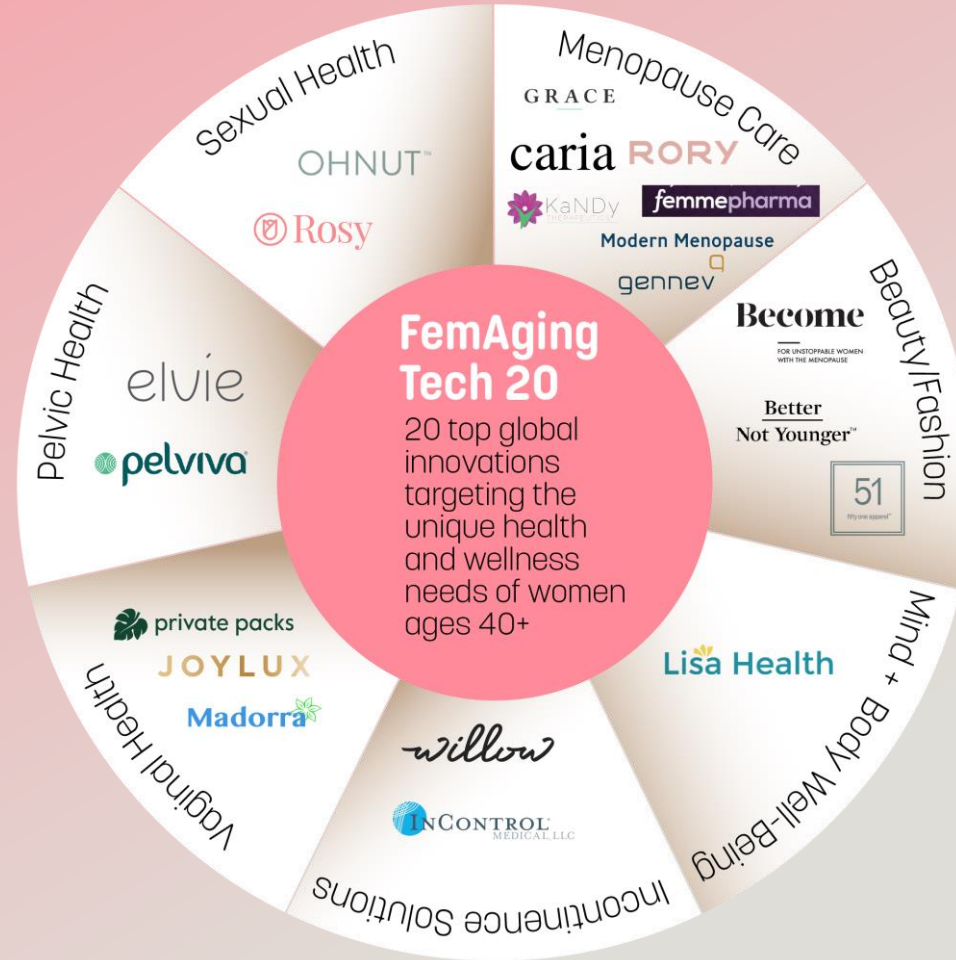


# DEFINING THE FEMAGING TECH LANDSCAPE

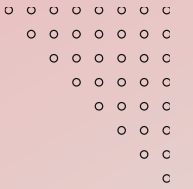


# FemAging Tech 20

## KEY HEALTH/WELLNESS CATEGORIES AND INNOVATIONS IN FEMAGING TECH



Innovators Developing Solutions Well Aligned With Older Women's Most Critical Health, Wellness and Well-being Needs



# FEMAGING PROJECT AREAS OF FOCUS

# FEMAGING PROJECT

# SCOPE OF ACTIVITIES

## Events and Pitch Competitions

**FemAging FA2021**  
October 7, 2021  
9am to 11am PT  
[www.femaging.com](http://www.femaging.com)

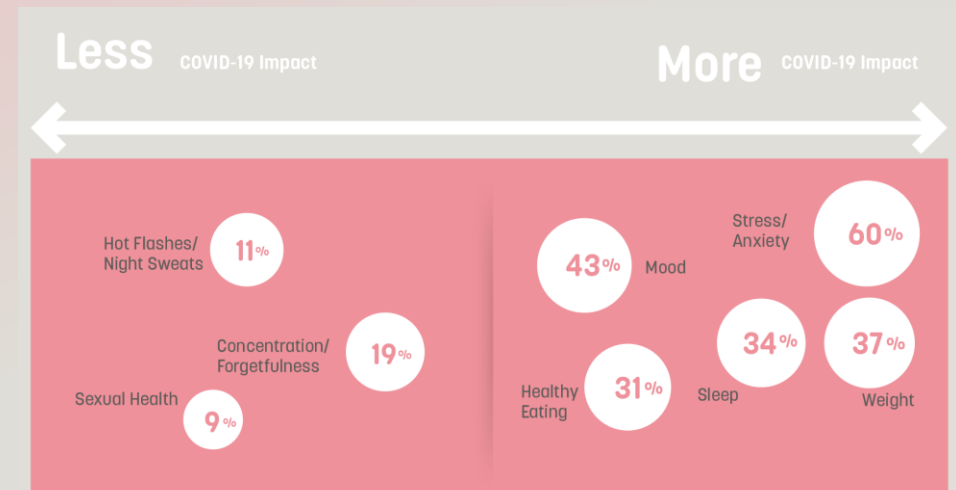
**LIVE VIRTUAL EXCHANGE**  
**THE FemAging ERA**  
Advancing Women's HealthTech Innovation and Investment  
**Discussion and Pitch Event**

## Research

**FemAging Tech Census 2020**  
**The Vast, Yet Virtually Untapped Opportunity in FemAging Tech Today**

## Premium Insights: Newsletter and Peer-to-Peer Engagement

## COVID-19 and the Mental Health Solutions Gap



## WHAT'S NEXT

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# COLLABORATION AND ENGAGEMENT OPPORTUNITIES

[www.femaging.com](http://www.femaging.com)

### Events and Education

Helping us engage with and educate other investors, health industry stakeholders

### Innovation Acceleration

Participating in events to vet and consider funding FemAging Tech innovations

### Research and Analysis

Helping to make new FemAging research and analysis possible; and receive quarterly private briefings on insights to help investors understand and identify opportunities

### Other Activities

FemAging Intelligence newsletter January 15, 2022  
FemAging Event & Pitch Competition April 21, 2022