

Women's health market insights platform. The FemTech version of Pitchbook!



Highlights

- 1 Women have historically been excluded from healthcare innovation with white males as the default.
- 2 FemTech is a booming industry creating solutions for female, women, and girls' health and wellness.
- 3 FemTech is a data desert without any accurate market research on startups, investments, or exits.
- 4 FemTech market insights would enable investments, acquisitions, and partnerships to occur.
- 5 Already built the largest database of femtech startups and exits, over 35K data points.
- 6 CEO is the founder of FemTech Focus, the #1 FemTech Founder resource globally, Audience >60K
- 7 FemTech Focus is #1 women's health podcast globally, >25K unique listeners in 113 countries

Our Founder



Dr. Brittany Barreto CEO, Founder

PhD in Molecular and Human Genetics, Patent holder for predicting personality from your DNA, launched the world's first DNA-based dating app, and created the first FemTech podcast globally!

Pitch



FEMHEALTH INSIGHTS

A Women's Health Specific Market Insights Software

Because if we don't measure it, we can't improve it.

Raising \$500K Launch Funding




WOMEN'S HEALTH, THE NEXT WAVE OF HEALTHCARE

FemTech = Technology that improves female health and wellness addressing conditions that solely, disproportionately, or differently affect females




REPRODUCTIVE METABOLIC SEXUAL PELVIC FLOOR PAINFUL ONCOLOGY BONE BRAIN AUTOIMMUNE

1



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1993

Was the year female were legally permitted to participate in clinical trials


72%

of FDA-approved drugs have 0 data on pregnant or breastfeeding women

5X


Female experience 5X more side effects from drugs

1



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Theresa Neil - Top Designer in Tech, O'Reilly Author, Founder of Oodles

As the founder of a UX consulting, Oodles, I've worked with dozens of early stage startups to create elegant and effective user experiences. One of those startups have gone on to achieve unicorn status and two are emerging unicorns. Recognizing the significant disconnect between female-centric health investments and female-centric health needs, I wanted to envision our company's services to accelerate the creation of life-changing health solutions for this underserved population. All the pieces are in place for femtech to boom: founders are innovating, consumers are eager for solutions, and have money to spend, but investors are lacking detailed data to make informed investment decisions. FemHealth Insights will provide the data that unlocks investment to transform women's health. Founder Dr. Brittany Barreto is a driven leader with deep expertise in femtech, broad community reach, and natural business acumen. She has conducted market research to uncover the challenges involved in bringing investment to femtech. Has lined up partners to bring this solution to market, and secured commitments for initial revenue in 2023. We believe Dr. Barreto's entrepreneurial experience and determination will ensure FemHealth Insights' success.

Invested \$20,000 this round



BUT WHERE'S THE STARTUP DATA?



Inaccurate - incomplete - Lacking Specificity
Clinical, Scientific, Political, Socioeconomic Data?

Hinders Informed Decisions & Slows progress!

Examples of Market-Specific Platforms



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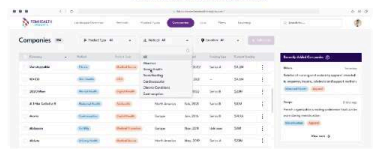
A ROBUST COMMUNITY TO LEVERAGE



4

NAVIGATE THE DATA WITH TAGS

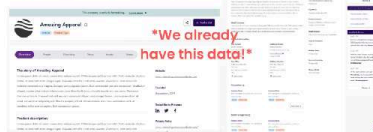
18 Product Types, 24 FemTech Verticals
Ask more complex questions



5

DETAILED COMPANY PROFILES

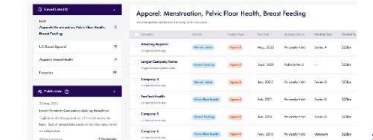
- 97 Datapoints / Company
- Pre-seed
- Non-profits
- Diversity
- Clinical results
- Privacy policies
- Fundraising status



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NO MORE GOOGLE SHEETS

Create customized company lists & visualizations
Share Research with Colleagues
Mission-Critical Software that stores the work



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TRACTION TO DATE WITH PROTOTYPE

Since April 2022:

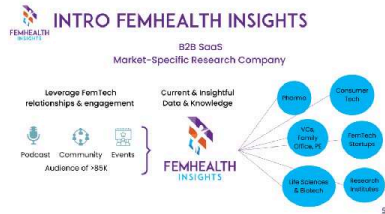
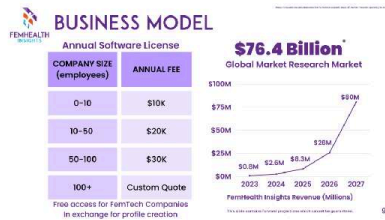
75 Prototype Subscribers

\$35K Revenue

\$350K in LOIs for MVP



8



12 Conferences

People are asking...
Where's the Data??

3

COMPETITIVE LANDSCAPE

| | FEMHEALTH | CB Insights | Midstock | Crunchbase | X |
|-----------------|---|---|---|---|--|
| FemTech Data | Robust, Azaranka, Datafied, Crowdsourced | AI, Fintech, Healthcare, Services, Robotics, High Level | AI, Fintech, Healthcare, Services, Robotics, High Level | AI, Fintech, Healthcare, Services, Robotics, High Level | AI, Fintech, Healthcare, Services, Robotics, High Level |
| Avg Annual Fee | \$20K | \$80K | \$30K | \$10-20 | \$0 |
| Data Source | Industry relationships, involvement, thought leadership, FemTech expert, company (Growth, AI, & AI) | Neural language processing, industry surveys | 300 Analysts | Community contributions, collected from publicly available sources, Crowdfunder data partners | Collected from publicly available sources, Crowdfunder data partners |
| Annual Revenue | \$64M by 2027 | \$6M | \$30M | \$23M | Unclear |
| Market Share | 7% by 2025 | 0% | 0% | 2% | <1% |
| Data & Research | FemTech | All Tech | All Tech | All Tech | Commerce |

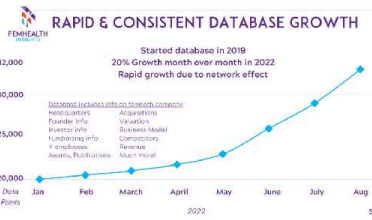
The data provided is based on publicly available information.



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What is FemTech?

Technology, services, and products that improve women's health & wellness.

Conditions that solely, disproportionately, or differently affect women

- Menopause, Fertility, Reproductive
- Migraines, Autoimmune, Bone Health
- Heart Health, Oncology, Incontinence

80% FemTech Founders are Women.

Reproductive (Pregnancy, Contraception, Fertility, Menstrual Health, Gynecology, Pelvic Health, Endometriosis, PCOS, etc.)

Menopause (Hormone Therapy, Non-hormonal Therapies, etc.)

Sexual Health (Libido, Erectile Dysfunction, etc.)

Pain/Discomfort (Migraines, Headaches, etc.)

Bone Health (Osteoporosis, etc.)

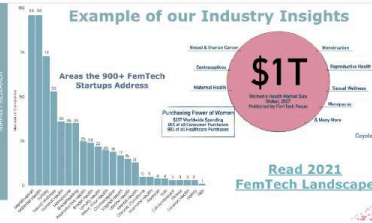
Cardiovascular (Heart Disease, etc.)

Brain Health (Alzheimer's, etc.)

Autoimmune (Rheumatoid Arthritis, etc.)

Incontinence (Urinary Incontinence, etc.)

Focus



In 2023 we intend for FemHealth Insights, Inc. to acquire FemTech Focus (which currently owns the data FemHealth Insights, Inc. will rely on for revenue). That transaction is expected to take place in 2023 for a nominal amount of cash. All assets and liabilities of FemTech Focus will then be owned by FemHealth Insights, Inc.