



What is Femtech?

Femtech refers to technology designed for women's health and wellness. Femtech covers software, diagnostics, treatment, prevention and wellness. Femtech focuses on women's health from birth to death and includes areas such as adolescent health, fertility, menstruation, menopause, gynaecological health, cancer, mental health, female wellness and health conditions that affect women disproportionately (e.g. osteoporosis, dementia etc.).

Why Femtech?

- 49.58% of the world's population are women (2021)
- There are 2.47 million women in Ireland (2021)
- Women drive 70-80% of all consumer purchasing [Inc.com](#)
- Women are the primary decision-makers when it comes to healthcare for themselves and family (US Department of Labor)
- Women are seeking technology and innovations to support female health and wellbeing [McKinsey.com](#)

An unmet market

Historically, development and investment in female focussed healthtech has been low. The unequal (less than 2%) investment in women's health research, the under-representation of women in clinical trials, the lack of female founders and low investment in women's health companies present an opportunity for change. Advancement in technology (IoT and devices), growing health consciousness, equality and the awareness of unmet needs are driving Femtech success.

A time of change

- The word Femtech was first used in 2016 by European founder Ida Tin who developed the first digital period tracking app called Clue.
- According to [Crunchbase.com](#) there were 657 active women's healthcare companies globally as of July 2021.
- Investors are also taking note - a Frost & Sullivan Report expects global venture capital funding and investments to go from \$1.69Million in 2019 to \$9 Billion by 2024
- By 2025, the global Femtech market is expected to exceed \$275 Billion. [Artizon.com](#)



FEMTECH AND HEALTH INNOVATION HUB IRELAND

The Aim

Femtech @Health Innovation Hub Ireland will stimulate and support the development of high potential new products, services and start-ups in Femtech. These solutions will impact the health and wellbeing of 50% of our population, create a geographical Femtech focus and build an ecosystem of experts and entrepreneurs supporting, driving and innovating in Femtech. Femtech @Health Innovation Hub Ireland will also support the drive for more female founders and attract more investors to Ireland (more than 70% of Femtech companies had female founders) ([McKinsey.com](https://www.mckinsey.com) Feb 14th, 2022).

Enabling Femtech

Critical to the development of disruptive women's health solutions will be access to clinical, research and business expertise. Femtech @Health Innovation Hub Ireland will deliver clinical expertise through the **Ireland South Women and Infants Directorate** - providing access to discipline-specific clinical teams. Femtech entrepreneurs will have access to critical research expertise through **UCC** Innovation and business and enterprise support will be provided through our Femtech Advisors.

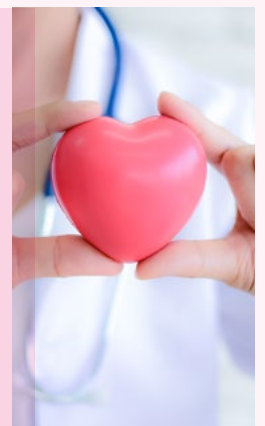
Get Involved

Register your details on hih.ie/engage/femtech/

- Learn about upcoming Femtech events
- Become a Femtech Champion: If you are interested in supporting Femtech development and would like to become a HIHI Femtech Champion, we are looking for entrepreneurs, patients, clinicians, researchers, mentors, funders, investors and advisors.
- Sponsor a Femtech Programme or Team - we are looking for sponsors and partners.
- Be part of Ireland's Femtech revolution by joining **Femtech @Health Innovation Hub Ireland**.

Femtech @Health Innovation Hub Ireland

- New Femtech products
- Women's Health solutions
- Femtech start-ups
- Female founders
- Health equality
- Economic growth



Irish Femtech companies working with Health Innovation Hub Ireland:

