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# Landscape of FemTech Companies in Longevity Industry Q3 2021

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DEEP PHARMA INTELLIGENCE

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# Approach of the Report

## Database

| 15 | 20 | 5 |
|---|---|---|
| Companies | Investors | R&D Centres |

The database was formed based on:

- the **identification of companies** that treat/develop treatments or diagnose women's age-related diseases or support women's well-being in the longevity approach.
- the **determination of investors** that contributed money to these companies.

## Applied Research and Analytics Methods

| | | |
|---|---|---|
| Descriptive Analysis | Mixed Data Research | Data Triangulation |
| Comparative Analysis | Qualitative Data Collection | Data Filtering |

## Data Sources

| | | | |
|---|---|---|---|
| Media Overview (Articles and Press Releases) | Industry-Specialised Databases | Publicly Available Sources (Websites) | Industry Reports and Reviews |

Relying on various research methods and analytics techniques, the analysis provides a comprehensive overview of FemTech in the Longevity Industry. There is no clear definition of the FemTech market. Still, here we assess that the FemTech market in the Longevity industry includes diagnostics of women age-related diseases, treatment of them, and supporting women's well-being in the context of longevity. Deep Pharma Intelligence is not responsible for the quality of the secondary data presented herein; however, we do our best to eliminate the said risks using different analytics techniques and cross-checking data. Please note that we did not deliberately exclude certain companies from our analysis. Nor was it due to the data-filtering method used or difficulties encountered. The main reason for their non-inclusion was incomplete or missing information in the available sources.

# Executive Summary

**FemTech** covers a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. By developing technological solutions for **pregnancy and nursing care, women's sexual wellness, reproductive system healthcare, menopause solutions, female oncology, and general healthcare**, FemTech seeks to fulfil unmet women's needs. The FemTech market includes a wide range of wearable and clinical devices, diagnostic appliances, products, platforms, software, apps, or services.

**FemTech, in the context of the Longevity Industry**, covers the **diagnostic and prediction, treatment and medicine development of women age-related diseases and general well-being products**. The most common women age-related diseases are breast and ovarian cancers, so the majority of companies are dedicated to diagnosing and treating them. Additionally, many companies are directed on reproductive health and especially menopause tracking.

**Main Features of the Analytical Case Study**

- **Database of Key Market Players**
- **Detailed Analysis of FemTech in Longevity Companies**
- **Analysis of FemTech Investors**
- **Notable FemTech Companies**

# FemTech in Longevity Industry

**FemTech** refers to a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. The FemTech market includes wearable and clinical devices, diagnostic appliances, products, platforms, software, apps, or services. The FemTech in Longevity market was distributed into three major categories: **Diagnostic, Treatment and Well-being**.

**FemTech in Longevity**

## Diagnostic

The **diagnostic category** refers to the diagnostic of women's age-related diseases. The most common women age-related diseases are breast and ovarian cancers. The diagnostic of it includes such products as novel imaging systems, biomarkers test and special medical equipment. Additionally, the diagnostic category covers products that track reproductive health and detects menopause.

## Well-being

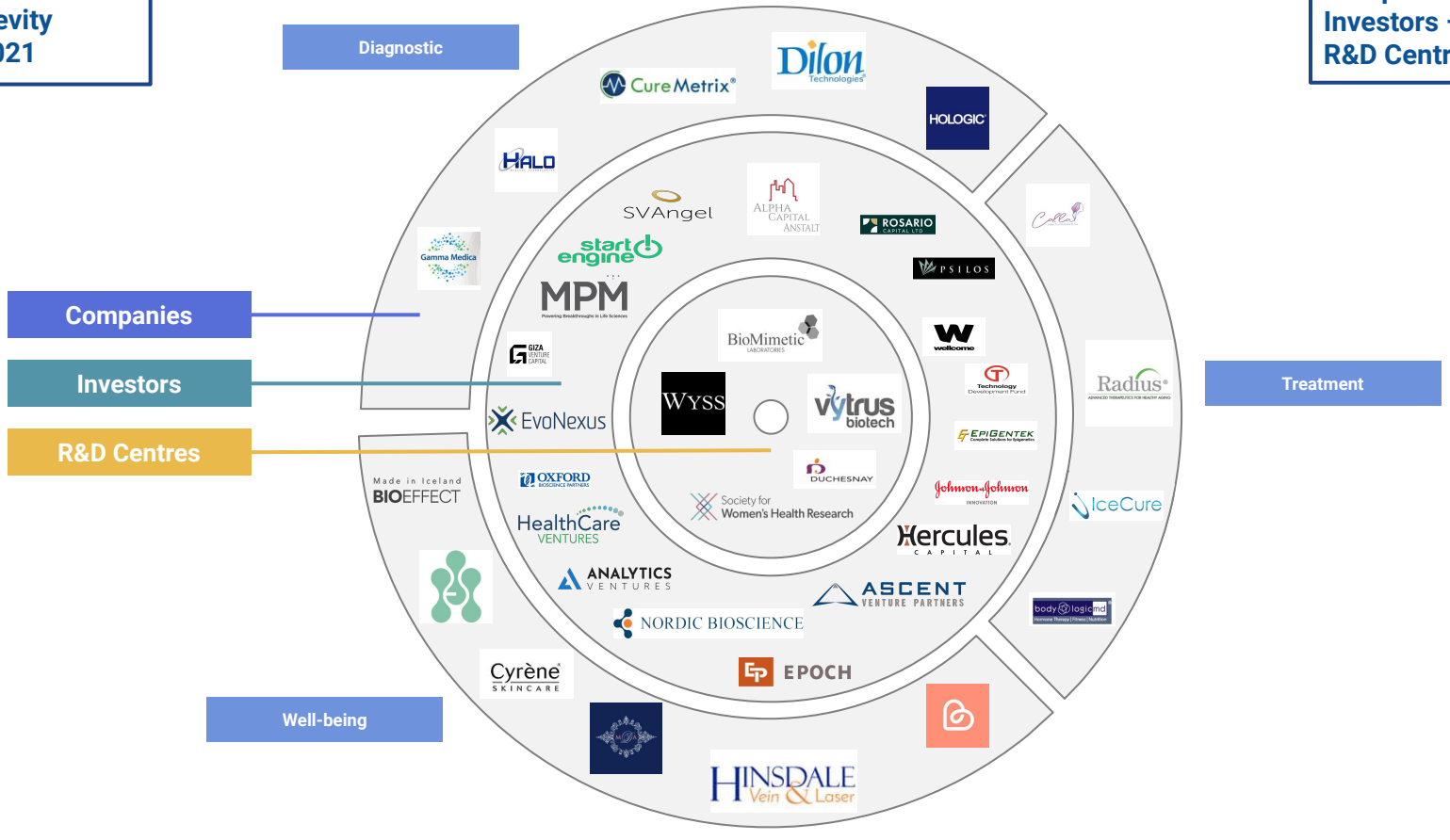
The **well-being category** refers to the products developed to support women's well-being in the context of longevity. It covers many beauty products: aging skin support, wrinkle protectors, rejuvenate beauty procedures, etc. Additionally, it covers physical and mental support during menopause, product to stress reduction, and overall health support.

## Treatment

The **treatment category** refers to the treatment or medicine development of women age-related diseases. The most distributed women age-related diseases are breast and ovarian cancers. The treatment of them consists of different types of therapy: small molecules, antibodies, immunotherapy, etc. Additionally, the treatment category covers products that develop to relieve symptoms of menopause.

**FemTech in Longevity Q3 2021**

**Companies – 15**
**Investors – 20**
**R&D Centres – 5**



# Market Overview

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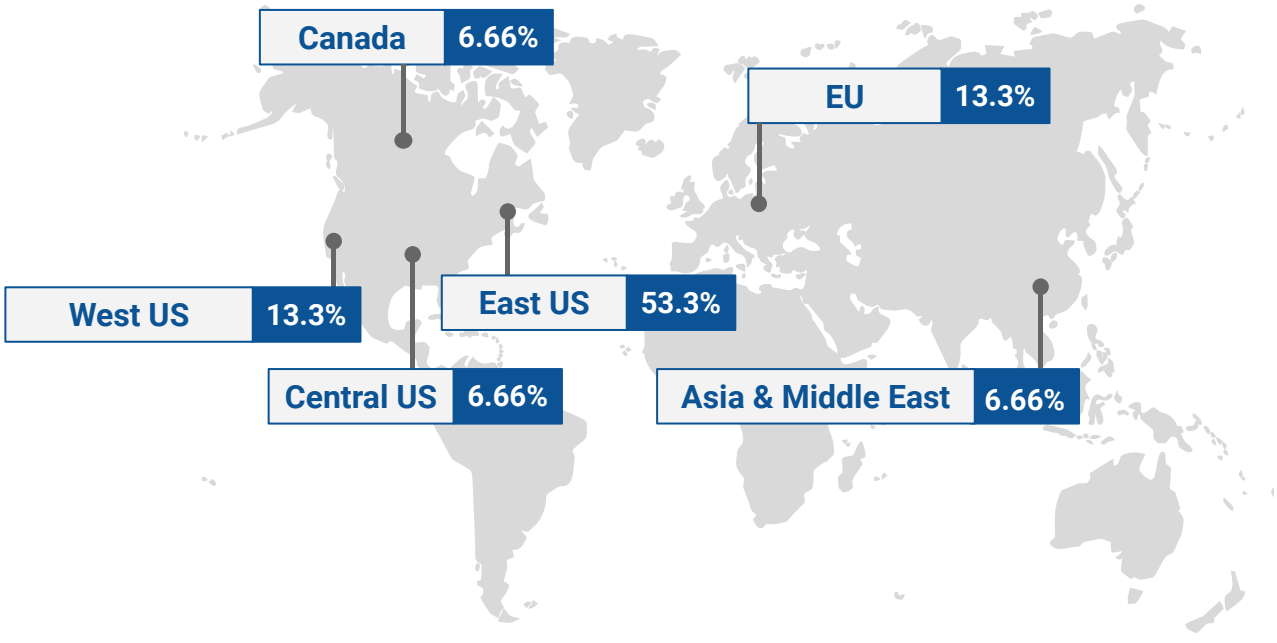
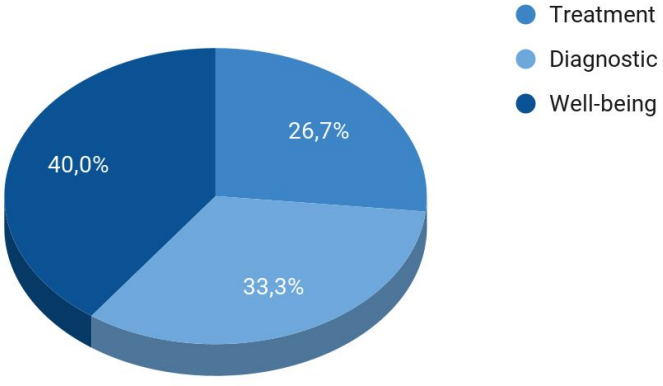
# Regional Proportion of FemTech Companies



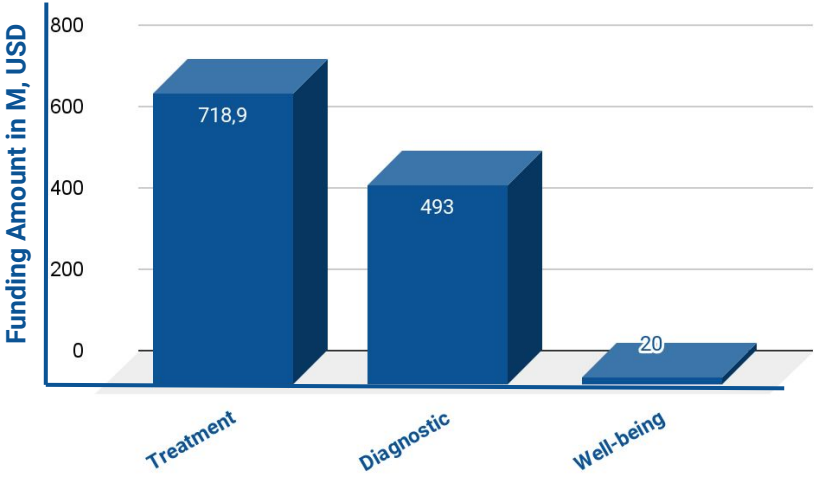

Analysis of 15 companies by the location of their headquarters showed that the **US is a leader (73.26%)** in the number of FemTech companies in the Longevity industry. Notably, the **East states** (New York, Massachusetts, New Hampshire, Florida) significantly lead other parts of the country (**53.3%**). The second most prominent region is the **European Union (13.3%)** – the leaders in the EU are Iceland and Turkey. **Canada and Asia** split third place worldwide (**6.66%**).

# FemTech Companies by Categories

### Distribution of Companies by Category, %



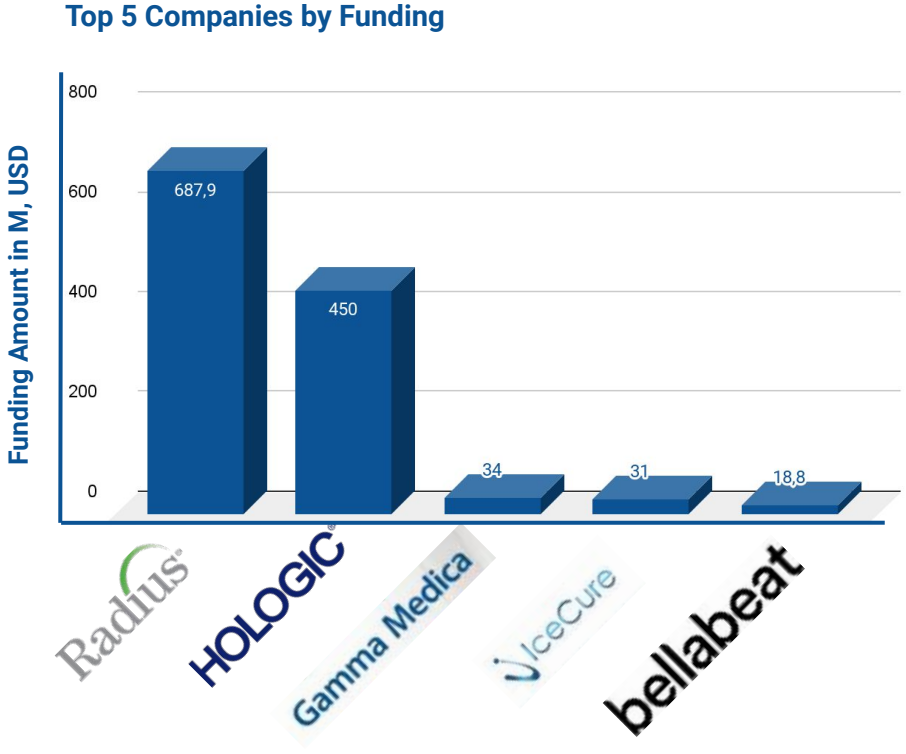

### Funding by Category




The companies distribution among categories is just about equal. The **well-being category** slightly leads (**40%**), when **diagnostics** takes second place (**33,3%**), and **treatment** takes third place (**26,7%**). However, the difference is not significant.

Notably, the funding amount of categories differs considerably. The top classification is **diagnostic** - its funding amount is **718,9M USD**. Then there is the **treatment** category with funding in **493M USD**. The class with the lowest budget is **well-being** - its funding amount is **20M USD**. Remarkably, the well-being category consists of the most considerable numbers of companies; however, it hugely lacks financial support.

# FemTech Companies by Funding



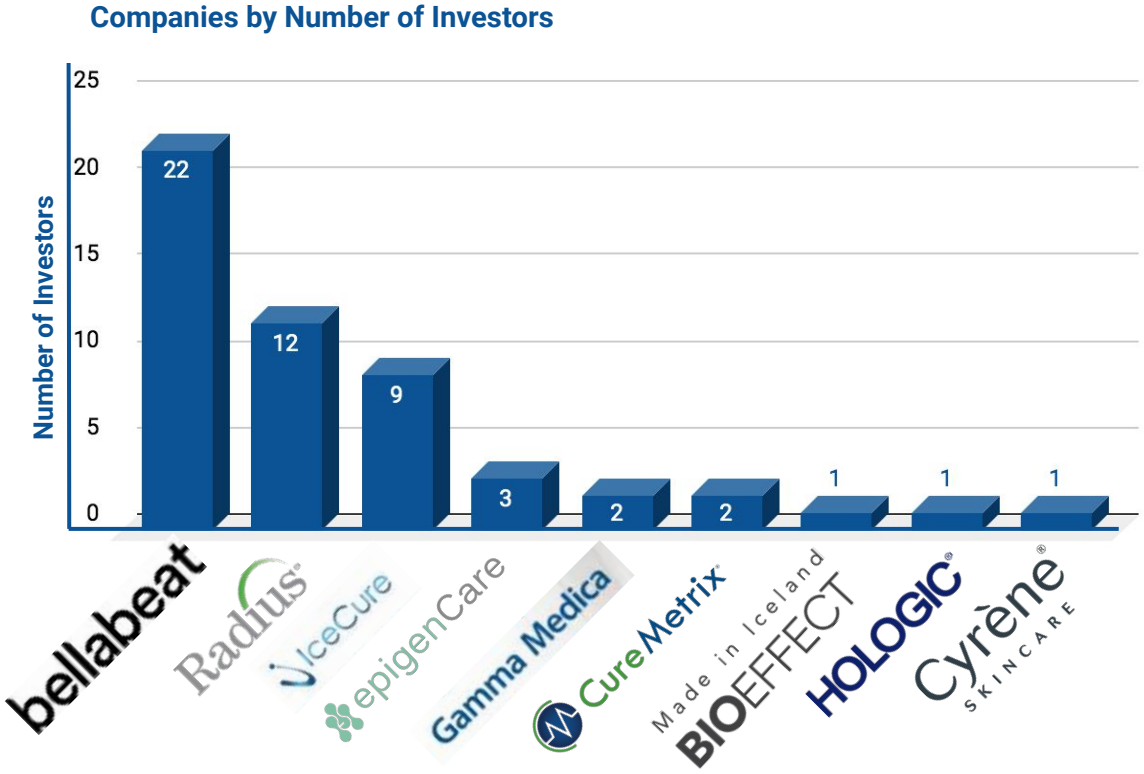

The analysis of companies by total funding amount helped distinguished the **top 5 companies**. The company with the most significant funding in **687,9M USD** is **Radius Health**. This company provides treatment services: it develops drugs for osteoporosis and women's health.

The second company is **HOLOGIC**, with a total funding amount of **450M USD**. HOLOGIC is a diagnostic company that develops and supplies medical imaging systems, and diagnostic products focused on the healthcare needs of women.

The third company is **Gamma Medica**, with funding in **34M USD**. It is a diagnostic company that develops digital imaging systems.

The fourth company is treatment company **IceCure**, and the fifth is the well-being company **Bellabeat** with funding in **31M USD** and **18,8M USD**, respectively.

# FemTech Companies by Investor Numbers



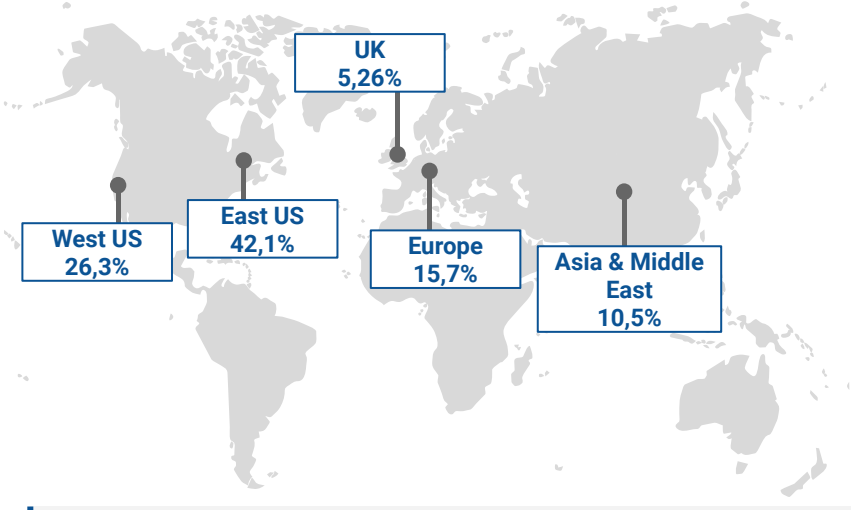

The analysis of companies by the number of investments showed that **Bellabeat** invested **22 investors**. It is the most significant number. The Bellabeat company belongs to the well-being category. It develops products that help women easily track their overall health and wellness.

The second company is the treatment company **Radius Health** in which invested **12 investors**. Remarkably, Radius Health has the most considerable total funding amount.

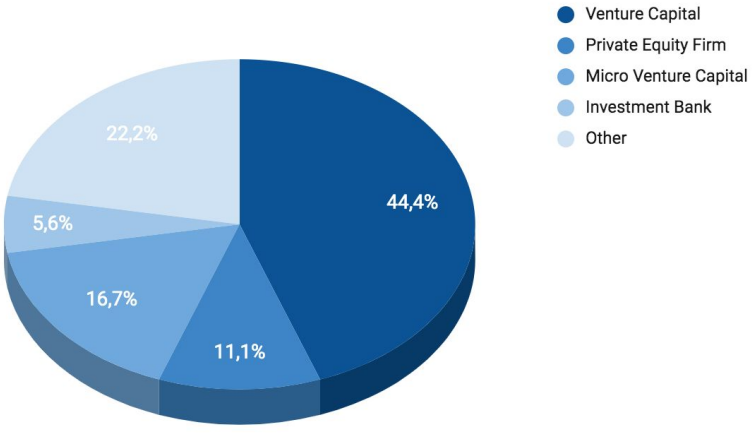
The third company is the treatment company **IceCure** which has **9 investors**. The company develops medical device company setting new standards in minimally-invasive tumor therapy women's health and interventional oncology.

# Investors of FemTech Companies

## Distribution of Investors by Country, %




## Main Type of Investors, %




The majority of investors in FemTech companies are located in the **United States**, which accounts for **68,1%** of the entire range of analysed investors. The United States is distantly followed in this regard by **European countries**, which together account for **15,7%** of the total number of investors studied. Then **Asia and the Middle East** account for **10,5%** of analysed investors.

Most investors are **Venture Capitals,** which constitute more than half of all investors (**44.4%**). The other main types are **Micro Venture Capitals** (**16.7%**), **Private Equity Firms** (**11,11**) and **Investment Banks** (**5,6%**).

# Notable Cases of FemTech Companies in Longevity Industry

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# Radius Health

**Radius Health** is a leading company in the discovery and development of a new generation of drug therapies for osteoporosis and women's health. The company's first drug in clinical trials is designed to build new bone in patients with osteoporosis, with the goal of reducing the risk of future fractures and improving the quality of life. Their long-term focus is on additional areas in women's health that include symptoms of menopause, reproductive disorders, and frailty associated with aging. Radius's scientific leadership includes some of the world's leading researchers in the fields of bone metabolism, endocrinology, and medicinal chemistry, and the company has a broad foundation in nuclear hormone receptors.

| | |
|---|---|
| **Web Site:** | www.radiuspharm.com |
| **Category:** | Treatment |
| **Founded in:** | 2003 |
| **Based in:** | Massachusetts, United States |
| **Funding Status:** | Post-IPO Debt |
| **Total Funding Amount:** | $ 687.9 M |

**Investors:**

# HOLOGIC

**HOLOGIC** engages in the development, manufacture, and supply of medical imaging systems and diagnostic and surgical products focused on the healthcare needs of women. Products The company operates in four segments: Breast Health; Diagnostics; GYN Surgical; and Skeletal Health. The company's breast health business offers a line of breast imaging products, including the Selenia full field digital mammography system, a series of screen-film mammography systems, breast biopsy image guidance systems, computer-aided detection (CAD) systems for both screen-film and digital mammography, and DirectRay digital detectors.

| | |
|---|---|
| **Web Site:** | www.hologic.com |
| **Category:** | Diagnostic |
| **Founded in:** | 1985 |
| **Based in:** | Massachusetts, United States |
| **Funding Status:** | Post-IPO Equity |
| **Total Funding Amount:** | $ 450 M |

**Investors:** ASCENT VENTURE PARTNERS

# Bellabeat

**Bellabeat** creates beautiful, innovative products that help women easily track their overall health and wellness, and get connected to their body and mind throughout different stages in life. Bellabeat helps create a better, healthier lifestyle by bringing intuitive wellness tools to women, encouraging them to take care of their health and to be informed. Bellabeat has always been inspired by the beauty and power of nature, which is incorporated into all of their products.

| | |
|---|---|
| **Web Site:** | www.bellabeat.com |
| **Category:** | Wellbeing |
| **Founded in:** | 2013 |
| **Based in:** | San Francisco, United States |
| **Funding Status:** | Late Stage Venture |
| **Total Funding Amount:** | $ 18.8 M |

**Investors:**

SVAngel, Y Combinator, SBC, FundersClub, AOL Ventures, Nordic Eae Venture Capital, Beehive Holdings, Cherubic 心元資本, Pegasus Tech Ventures, promusventures, Universal Music Group, T, 云启资本 Yunqi Partners

# Conclusions

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# Key Takeaways

**FemTech** covers a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. By developing technological solutions for **pregnancy and nursing care, women's sexual wellness, reproductive system healthcare, menopause solutions, female oncology, and general healthcare,** FemTech seeks to fulfil unmet women's needs.

**FemTech, in the context of the Longevity Industry**, covers the **diagnostic and prediction, treatment and medicine development of women age-related diseases and general well-being products** in the context of longevity.

The majority of **FemTech companies in the Longevity industry** are located in the **US**. Notably, the **East states** (New York, Massachusetts, New Hampshire, Florida) significantly lead other parts of the country. The second most prominent region is the **European Union** – the leaders in the EU are Iceland and Turkey. **Canada and Asia** split third place worldwide.

The **companies distribution among categories** (Diagnostic, Treatment, Well-Being) is just about **equal**. However, the **funding amount of categories differs considerably**. The top classification is diagnostic - its funding amount is 718,9M USD. Then there is the treatment category with funding in 493M USD. The class with the lowest budget (20M USD) is well-being.

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# Overview of Proprietary Analytics by Deep Pharma Intelligence

Deep Pharma Intelligence (DPI) is a strategic partner to the leading Life Science organizations, investment institutions (VC funds, investment banks), and governments across the globe — in matters related to investment analytics, strategic positioning, and policy development in the areas of pharmaceutical and biotech research, and healthcare tech.

While Deep Pharma Intelligence is regularly producing open industry reports covering high-growth sectors in the Life Sciences, including artificial intelligence (AI), digital health, and new therapies, some of the more in-depth research is only available to our clients and strategic partners under the "Proprietary Analytics" category.

Our range of proprietary services includes custom consulting projects, based on the specific customer needs, as well as a collection of pre-produced "ready-to-use" proprietary reports, produced by our research team, covering general trends and specific action ideas and strategy insights related to the most promising investment prospects (e.g. new technologies, biotech startups), M&A prospects (e.g. pipeline development targets), and strategic growth ideas (trends profiling, industry overviews etc).

**Services:**

- Investment analytics.
- Preliminary due-diligence (business, science and technology, intellectual property (IP) profiling, freedom of operation assessment, legal assessment etc).
- Comprehensive due-diligence (deep business, science and technology assessment, IP and legal assessment, growth potential assessment etc).
- Infringement analysis of technology (i.g. If you plan to partner or invest in a data-analytics biotechs, or AI-development vendors, it is essential to understand their technological assets, both in terms of innovation potential and in terms of legal protection and non-infringement risk management).
- SWOT analysis of companies and technological sectors, competitive profiling.
- Industry profiling and growth strategy development for top-tier companies and governments.

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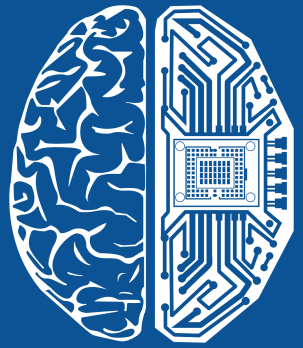

**Link to the Report:**
**https://emmabrodina.wixsite.com/website-42/landscape-of-femtech-companies-in-longevity-industry-performance-review**

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