



In partnership with 50inTech, we are pleased to unveil the top ten women-led startups that will join the first global FemTech Accelerator Program launched during the 2019 Women's Forum. Four main criteria were considered for the selection process: innovation, female-founded, market size and global ambition to change the future of women's health.

The 10 teams selected to join the **2020 FemTech Accelerator Program** are:

[Babymigo](#)

Babymigo is Nigeria's first women-focus platform that provides real-time answers to questions relating to pregnancy, parenting, childbirth and reproductive health via SMS, mobile app and web.

Moms can easily ask and get trusted real-time answers from experts and also find & book hyperlocal maternity/childcare services providers when they need it the most. Since inception, babymigo has provided answers to more than 100,000 questions asked by vulnerable women from more than 200 locations across Nigeria and has reached more than 200,000 users.

Our goal is to provide support for mothers from pregnancy through baby's first year which ultimately leads to saving lives.

[Bloomer Tech](#)

Bloomer Tech is ushering a new age of personalized diagnostics with a medical device that uses advanced fabrics technology to invisibly collect medical-grade cardiovascular data in a women's brassiere. Bloomer's patented technology platform leverages over 20 years of evidence-based research showing sex & ethnicity-related differences in the cardiovascular system enabling women, researchers & care providers to learn from each individual's unique physiology & provide data-driven care remotely. By building a reliable and vast data set on women's heart health, Bloomer Tech accelerates progress on solving cardiovascular global health problems.

[Elektra Health](#)

Elektra Health is a next-generation healthcare platform on a mission to smash the menopause taboo. 80% of women report issues during menopause, yet 70% of those who seek help don't receive proper care. Our telemedicine clinic connects women to top doctors

and hormonal health experts for world-class menopause care, evidence-based content & community. Elektra is redefining how the 31M women currently navigating menopause in the US define and experience this phase of life, and the millions more to come. We're creating a movement. *Because women deserve better.*

Eli Health

Eli enables women to take control of their health across their entire reproductive lives, by providing them with powerful information on their daily and unique hormone profile. The company's first product is a patented platform technology that consists of an at-home device to monitor key hormones in saliva and an app to provide personalized insights. Eli's initial focus is to give women a no-compromise option to own their fertility and contraception decisions. The company's evidence-based approach is supported by a multidisciplinary team with cutting-edge expertise and partnerships with independent medical centers.

Femcy

Femcy is an intelligent, symptom-based menstrual and reproductive wellness mobile application that empowers women to perform at their peak throughout their menstrual cycle. Scientific evidence in the past decade indicates that lifestyle management is a key component of managing menstrual conditions (such as Poly-Cystic Ovary Syndrome, PreMenstrual Syndrome, and other similar conditions). Femcy helps women track their symptoms for quicker diagnosis of underlying conditions. The app enables trackable, significant lifestyle modification through intelligent, personalized nutrition, exercise and relaxation regimens and provides on-demand, virtual guidance through a remote team of wellness experts. Currently, Femcy is focused on the Indian and South East Asian market.

Fizimed

Fizimed develops a new generation of connected medical devices for women linked to a global application which provide programs adapted to all women to have personalized care and get the control on their body at any time of their life.

The first product is Emy, a medical wireless pelvic floor trainer to strengthen the pelvic floor at home and avoid or stop urinary leaks. Emy is a medical device connected to a smartphone application. 1 woman in 10 is suffering from urinary leaks due to a lack of tonicity of the pelvic floor. Emy allows any woman to be free to do Kegel exercises whenever and wherever she wants to. By building a global platform with connected devices and programs based on a medical approach, Fizimed allows any woman to take care and get control of her body to stay healthy at any time of their life from postnatal recovery to menopause. Fizimed develops a portfolio of innovative products based on a medical approach with scientific validation of products and programs to make women's lives easier.

[Hela Health](#)

Hela Health is a comprehensive platform powered by expert providers to get modern women the education, tools, and support they need to make informed decisions for their health and wellness. We leverage the latest tools and services the Femtech market has to offer and pair everything with robust community and support through live and recorded classes, SMS based consultations with a range of experts, and peer support. We aggregate these solutions into an empowering, safe one stop shop for employers and payers to offer their female employees and members through an affordable, customizable subscription plan. With limited or no out of pocket costs, users can use innovation to truly take control of their care.

[Olivia](#)

Olivia wants to make menopause less confusing for the 500 million women currently going through this phase of life. Today, 80% of women in menopause don't fully understand what's going on in their bodies, and don't have a clear understanding of what they can do to feel better. Olivia is on a mission to put women in control again. With Olivia, you can understand the patterns in your menopausal symptoms, and get personalised advice on lifestyle changes to better manage those symptoms. Our goal is to become the go-to app for women who are in menopause, and to ensure no woman has to go through menopause confused again.

[Syrona](#)

Syrona is a digital women's healthcare clinic to provide screening, telemedicine and treatment services for women on their female health journey. Our initial focus is within Endometriosis, pregnancy-related services and mental health. Screening and Triage - Combining research data with machine learning algorithms, ELSA, our flagship Endometriosis screening app can identify high-risk patients and triage them to the appropriate healthcare services.

Online Consultations - Screening and triaging leads to patients seeking professional advice. We provide 15-minute consultations with a gynaecologist and access to CBT sessions with trained psychiatrists to aid with managing chronic women's healthcare conditions

Treatment - Prescribing and drug-efficacy tracking for personalised health.

Community - All users will have access to our moderated forum where users have access to curated content and community.

[WILD.AI](#)

Women are not men. But the world didn't know. Products, services and devices are basically Mentech - with 80% of the medical research still done on male mice. We are changing this, having conducted extensive research on what is the female body, translating

that into an app, primarily helping women train, fuel and recover based on their menstrual cycle. And now providing that knowledge to third parties - think Oura Ring, Apple health - through an API. The team includes the co-founder of Clue, Ph.ds experts in the domain and backed by the likes of Adidas or Paula Radcliffe.