



Femtech Fes!

by fermata

2020 Japan Tour Summary

What is Femtech Fes!

The very first user-centered femtech meetup

A space to meet with the global femtech products

A space for self-discovery of new values and identities

Femtech is one of the fastest growing industries in the world with the potential market size of \$50 billion by 2025. While the industry has blossomed mainly in the Western countries, Asia including Japan still lacks in speed of development. Femtech Fes! Is the very first of its kind that provides an opportunity for Japanese women to physically meet/feel “femtech products/services” - ranging from period, fertility/infertility, mother’s care, women specific diseases, menopause, sexual wellness, mental health and more.

Femtech Fes! 2020

In 2020, we will visit 18 prefectures (21 cities) throughout Japan to deliver femtech fes!

Duration: March - October 2020

Location: Japan (17 prefectures, 19 cities)

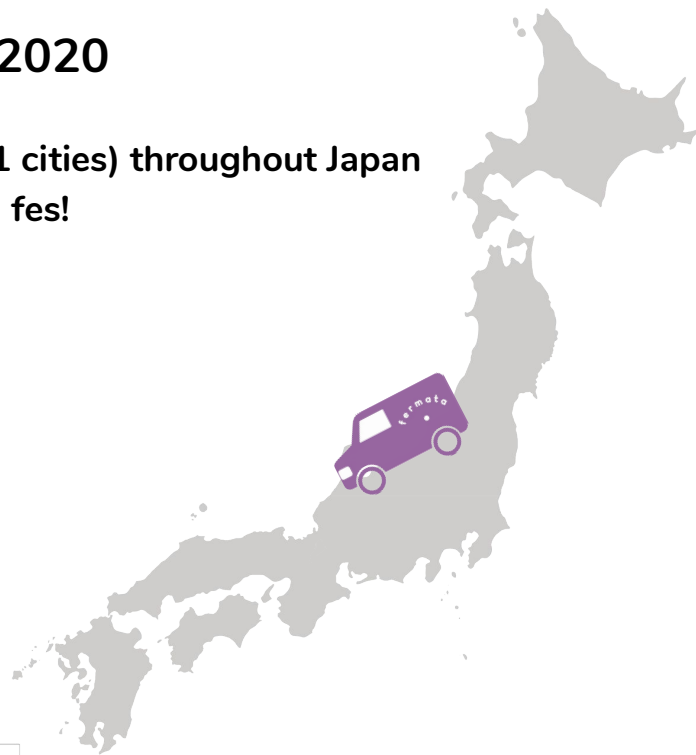
Hokkaido, Miyagi, Yamagata, Saitama, Kanagawa, Tokyo, Toyama, Ishikawa,
Nagano, Aichi, Kyoto, Osaka, Hyogo, Kochi, Fukuoka, Nagasaki, Okinawa

Attendees: Average age between late 20's - 40's (working women)

Number of Attendees : 20 - 100 (depending on the location)

Contents: Exhibition, presentation, workshop, parties

Host: fermata, inc



fermata Inc.

Company Profile.

fermata inc., founded in Tokyo, Japan in 2019, is a community and start-up support ecosystem aimed to accelerate the access to knowledge and technologies developed for diversifying and liberating women's wellness and sexual-wellbeing.

Through our platform we provide a range of services for FemTech start-ups to approach the local Japanese market and come face to face with their end consumer. We look for pioneering companies who share our vision to transform the taboos women face into an exciting culture of self-care. Our community is built of women who share the same beliefs and strive to empower themselves through freedom of expression.

Purpose

The purpose is to raise the awareness of the importance of:

- starting a conversation about “Social Taboos” around women's health in Japan and Asia
- the practice of self-care & self-discovery of unmet health needs

Benefits for participating Femtech companies

- **This is a fully sponsored event there is no charge on your end.** It will be a great opportunity to showcase your product in Japan for free. We will have people on-site to explain about your product, so there is no need for you to fly someone over here
- Understanding the culture is vital when expanding your business into another country. If you are interested in the Japanese market, **Femtech fes! will be a great opportunity for testing your products in the Japanese market** (starting with small volume sales) to gain insights into what “added-values” need to be achieved for your success
- Even if you are not currently thinking of Japan as your next destination, having your product exhibited at our event will help you raise awareness on a Pan-Asian scale due our extensive ties with Asian Media partners & VCs. **Mistletoe, FemTech Collective.**

Women's health in Japan (2018)

- Japan is the world's second largest developed country, the third-largest in by GDP, and the fourth-largest by PPP.
- Total health care spending is 437 B USD / year
- Fertility rate is 1.43
- Total birth number is 946,000
- Average birth age is 30.7
- The female population (Aged 15-64) is 40,000,000, of which approx. 70 % are employed. Of those employed, 60 % claim that they have suffered from female health issues at work
- Only 20 % of the female population regularly visit a gynecologist
- Only 40 % of the female population regularly take a cancer screening test
- The estimated labour loss due to female-related health issues is 5B USD / year
- The estimated combined health care cost and labour loss due to women's specific diseases is 63.7B USD / year

Contents - Exhibition

We aim to have approx. 50 femtech companies and their products on display

This is an opportunity for guests to enjoy the 'touch & try' experience



Contents - Presentation

We aim to provide the basic knowledge about the femtech industry, as well as founder's stories (Women in entrepreneurship)

This is an opportunity for guests to get inspired by what has been happening globally, and reconsider how Japan should and can change the attitude towards self-care



Contents - Workshop

We aim to provide an opportunity to re-discover oneself through various workshops that help to identify wellness challenges and ways to take actions

This is an opportunity for guests to start a dialog with themselves



▪ Past Femtech Fes! ▪

Date: 2019/9/19(Thur)

Venue: EDGE of(Tokyo, Shibuya)

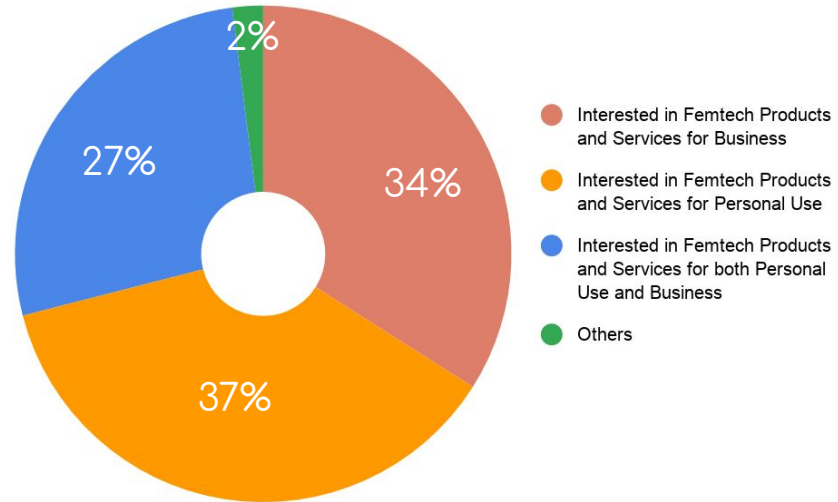
Number of Attendee:

78 (female:male = 9:1)

Age range: 20's - 60's

Contents: Exhibition, presentation,
workshop, networking party

Reasons for participating in the Femtech Fes!



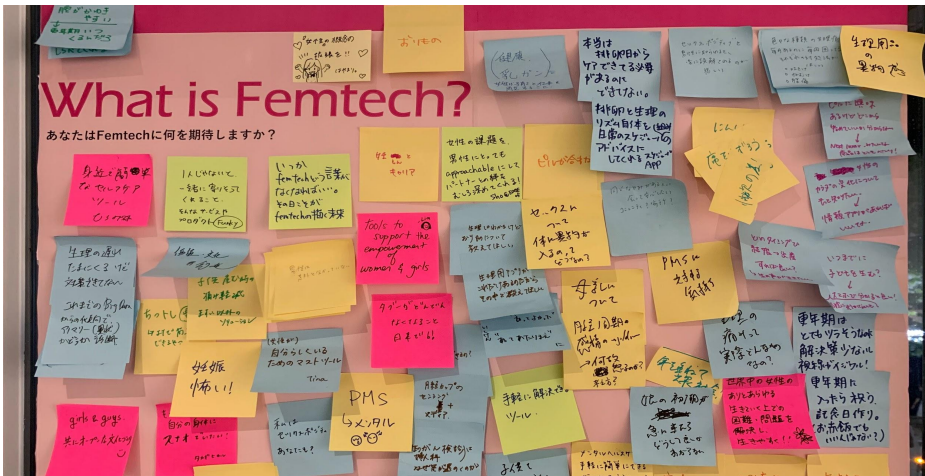


EXHIBITION



PRESENTATION & WORKSHOP





SAFE ENVIRONMENT / FEEDBACK



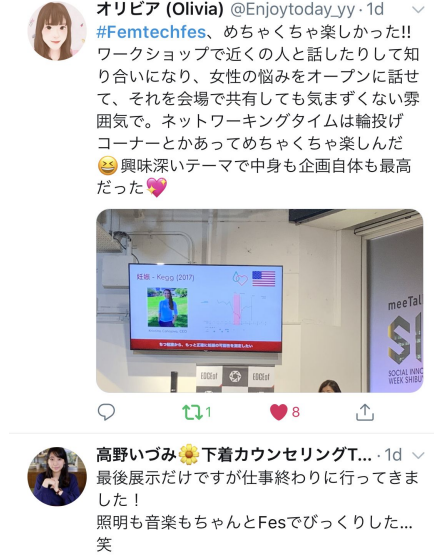
FESTIVAL





#femtechfes

Most tweets expressed the importance of being able to physically experience / touch the products prior to purchase





media
coverage



The background is a solid light pink color. It is decorated with several large, irregular, organic shapes in various colors including teal, orange, yellow, purple, and magenta. These shapes are scattered across the frame, some overlapping each other.

Thank you !

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