

TECH4  
EVA

GLOBAL SOUTH

## **PARTNERSHIP OPPORTUNITY**

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to improve Women's Health in the Global South  
by fostering  
innovative technologies and entrepreneurship

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*"Fostering disruptive technologies and solutions for women's health, globally."*

— Tech4Eva FemTech Accelerator



# Women's health — a major global health issue

**Gender inequalities in health are very present. Current knowledge of women's needs clearly shows that they are still not sufficiently taken care of through adapted medication and health care.**

In research and development of medical devices, drugs, and vaccines, **specificities in anatomy, physiology, and psychology of women are often not considered enough**, making generic solutions less adapted to them.

In addition, some specific female health issues have been largely under-addressed.

**Many women and girls in the Global South not only face gender inequalities**, but also social and economic inequalities, geographic isolation, and other forms of discrimination and exclusion that considerably affect their health and quality of life.

This is a major global health challenge as many **preventable diseases disproportionately affect women** in low- and middle-income countries.

*"Women are dying because of the gender data gap in medicine — in medical research, in medical education, in medical practice — and it needs to be closed as a matter of absolute urgency."*

*- Caroline Criado-Perez,  
The Lancet's Women's Issue in 2019*



# Tech4Eva – a unique program fostering FemTech innovation

**Tech4Eva is an international start-up accelerator, based in Switzerland, with a goal of connecting disruptive FemTech start-ups with forward-thinking corporations and organizations. It aims to advance and deploy technologies related to women's health, tackle gender bias in health, and improve equity in care delivery.**

FemTech covers a wide range of solutions to improve the health and well-being of women throughout their lives. Founded three years ago by the **EPFL Innovation Park** foundation and a leading Swiss insurance company, **Groupe Mutuel**, Tech4Eva, has developed an extensive network of renowned institutions and experts. The program consistently grew over time and became a key player in the field and a thought leader for women's health.

Tech4Eva offers equity-free help to high-potential, international Femtech founders. Every year, selected start-ups receive nine months of **tailored coaching & training, peer-2-peer, and international roadshow** opportunities, in order to get ready to raise further funding and go to the international market. Tech4Eva start-ups have raised a combined **90 million USD of funding** over the past two years.



# Growing attraction for Global South projects

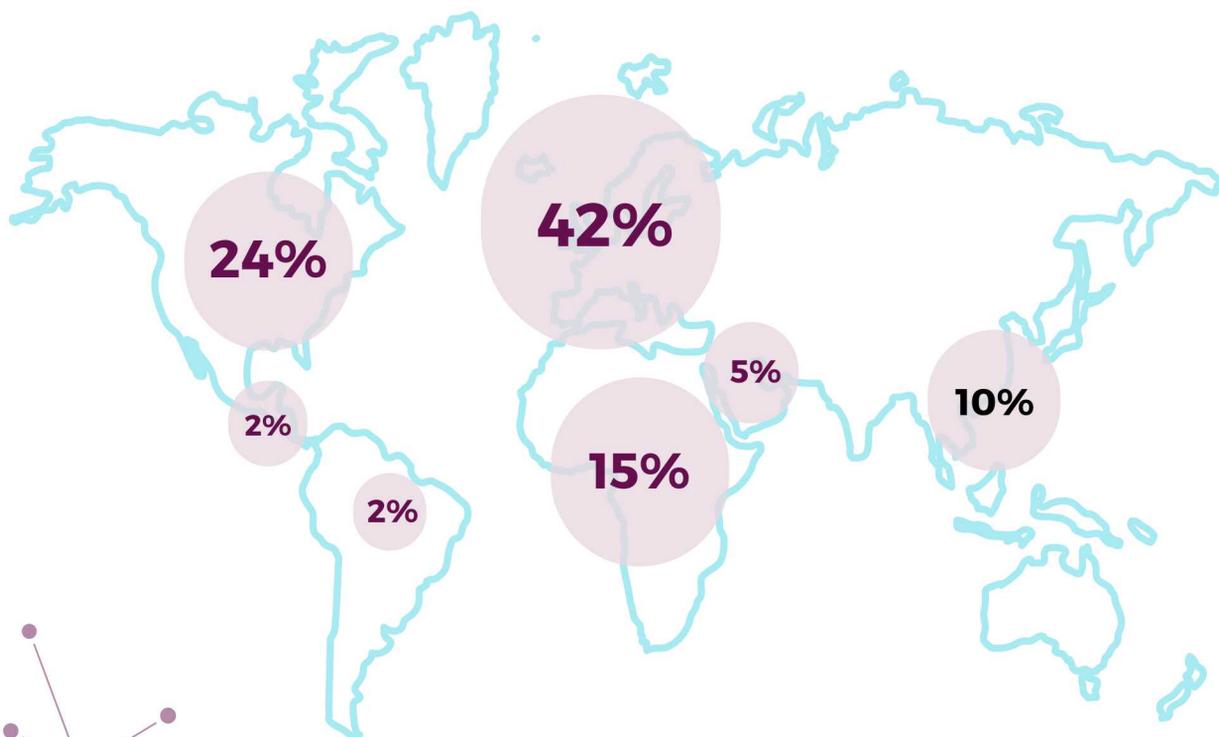
The program attracts a steadily increasing number of applications from the Global South.

The Tech4Eva calls received 110 applications from 26 countries in 2021, and 128 from 29 countries in 2022, with respectively 6% and 13% for projects in the Global South.

Out of **147** applicants coming from **40** countries **21** start-ups were selected in 2023.

**30%** of the applications in 2023 were from - or targeting - the Global South, while no promotion was made thereon.

This shows the **high potential to develop women's health innovations from and for the Global South!**



% of applicants per country in 2023

# Global Health development need and opportunities

**The program is seeking partners to help support start-ups rising to the challenges which women and health professionals face in the Global South.**

Our goal is to complement and leverage the current expertise, resources, and ecosystem of Tech4Eva program to tackle women's health issues from a truly global perspective.

The program will foster collaborations between start-ups, corporations, institutions, and health organizations from the North and the South, to:



Transform innovative solutions from all over the world into viable, scalable, and sustainable businesses, to contribute to **solving global women's health problems, fulfilling unmet needs, and improving the lives of millions of women and girls worldwide.**



Overcome the challenges of **access to appropriate women's healthcare** in the low- and middle-income countries.



Use a reverse innovation methodology to adapt solutions developed in or for low- and middle-income markets to help **control spiraling healthcare costs and increasing disparities** in high-income countries.



# Scalable & sustainable multi-faceted impact

As highlighted by the WHO in its policy brief “Health and Gender Equality”, FemTech is highly relevant for achieving the United Nations' Sustainable Development Goals (SDGs):



It contributes to **good health and well-being** for all (SDG #3) by tackling global women's health issues.



It promotes **gender equality** (SDG #5) by addressing women's unique health needs and empowering them with access to information, tools, and services that can enhance their overall well-being.



It contributes to **economic development** (SDG #8) by fostering innovation and entrepreneurship in the healthcare sector. It also enhances women's productivity by reducing the burden of health problems.



It **reduces inequalities** (SDG #10) by making appropriate and efficient health technologies more equitably accessible in the Global South.



It promotes **environmental sustainability** (SDG #12) through sustainable, reusable, or natural alternatives to traditional products and leveraging technologies for greener healthcare - e.g., telemedicine and remote monitoring to reduce the carbon footprint associated with unnecessary travel for healthcare appointments.



It allows **informing, educating, and empowering women** and girls (SDG #4) with health prevention, self-diagnosis, and treatment options, by making use of information and education technologies.



# Health Issues addressed by the Global South cohort

## The main topics addressed in the 2023 Global South cohort are:

- Pregnancy & postpartum monitoring devices and remote support.
- Point-of-care diagnostic tests that are addressing the unmet need for early screening of preeclampsia.
- Medical devices for prevention, diagnostics, and rehabilitation of breast and cervical cancers.

## The innovations and technologies developed for that purpose encompass:

- Portable, wireless, smartphone-based devices with A.I. and machine-learning capability.
- Low-cost electronic screening devices.
- Point-of-care biomarker tests.
- Networking, community management, and educational technologies.



# The Global South 2023 selected start-ups

## India



**Shantanu Pathak**  
CEO & Founder



**Tarana Mendiratta**  
Head of BizDev  
& Partnerships

**Sector** Pregnancy & Post Partum  
**Solution** AI/ML Services, Diagnostics, Medical Devices, Remote Monitoring, Self-Care  
**Website** [www.caremother.in](http://www.caremother.in)

CareMother Baby Beat is a portable, wireless, smartphone-based, non-stress test (NST) **device with AI capability that can be used by mothers for self-monitoring of fetal health at home**, with results shared with their doctor online for advice.



**Vaishnavi Kulkarni**  
CEO & Founder

**Sector** Pregnancy & Post Partum  
**Solution** Diagnostics  
**Website** <https://intignusbiotech.com>

Intignus Biotech is developing simple and accessible solutions in the area of maternal and child health care. They aim to improve clinical, operational, and economic outcomes by using point-of-care tests that allow on-the-spot decision-making for clinicians.

Their first product addresses the unmet need for early screening of preeclampsia. This pregnancy-related disorder can strike quickly, potentially causing severe and immediate complications unless the pregnancy is induced. They have developed an **affordable and easy-to-use screening test for all pregnant women which can predict preeclampsia development in the upcoming weeks of gestation**.

# The Global South 2023 selected start-ups

## Kenya

### malaica

**Sector** Pregnancy & Post Partum

**Solution** Consumer Service

**Website** [www.malaica.com](http://www.malaica.com)



**Lorraine Muluka**  
CEO & Co-Founder

Malaica is designing a **remote pregnancy support program to make pregnancy safe and convenient for African women**. The program offers a dedicated nurse midwife as a coach, a community of pregnant women, personalized education, and support accessing all appropriate health care. Plus, many health interventions are delivered 100% remotely.

## Nigeria



### NATAL CARES

**Sector** Pregnancy & Post Partum

**Solution** Application & Healthcare Software

**Website** [www.natalcares.com](http://www.natalcares.com)



**Uche Kenneth Udekwe**  
CEO & Founder

Natal Cares is a social enterprise that leverages the power of **Mobile Technology, Machine Learning, and Low-Cost Innovation to combat maternal and infant mortality in Nigeria**. Primarily focusing on providing mental and emotional health care support, medical monitoring, and emergency services to at-risk pregnant women, vulnerable children, and nursing mothers, reaching them in their hometowns and villages, and advocating for better access to healthcare at primary healthcare centers, especially in underserved communities.



# The Global South 2023 selected start-ups

USA



SelfCerve



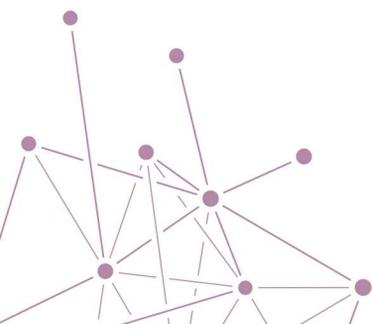
**Elina Davé**  
Executive Team  
Member

**Sector** Prevention, Diagnostics, Rehabilitation of Cancer (breast or cervical cancer)

**Solution** Medical Devices

**Website** <https://selfcerve.weebly.com/>

SelfCerve is a **self-administered medical device that allows women in low-resource settings to screen for cervical cancer**. Their technology eliminates needing an exam bed, stirrups, and even a trained practitioner for a diagnosis. Their mission with SelfCerve is to reach the last mile by normalizing cervical cancer screening globally. With the distribution of the SelfCerve device, they enable low-cost, quality screening with the ultimate goal of increased treatment of precancerous lesions.



# The Global South program team

Entrepreneurs from the Global South cohort will be offered specific coaching by the program team and the wide network of experts and mentors.



**Lan Zuo Gillet**  
Deputy Managing Director  
Director Tech4Eva  
EPFL Innovation Park

Senior executive with 30 years of broad management experience in various functional areas: R&D, marketing & business development, operational planning & control, science diplomacy, and professional training, both in private and public sectors.

25 years of global management experience in events, community building, operations, and marketing in entrepreneurial, collaborative, and multicultural environments with various stakeholders (corporates, investors, governmental/academic institutions, and tech start-ups in healthcare, deep tech, and cleantech sectors).



**Simone Theiss**  
Tech4Eva  
Program Manager  
EPFL Innovation Park



**Marco Ruedi**  
Entrepreneur, Coach, Trainer  
EPFL Innovation Park

Entrepreneur, Coach, and Trainer in the Swiss Start-up ecosystem with 20+ years of international experience in strategic and operational roles across the lifescience industry and healthcare management. Marco focused on start-up and innovation management, translational medicine and holds a Medical Doctor degree from the University of Fribourg, Berne, and Zurich.



**Bertrand Klaiber**  
Tech4Eva Global South  
Program Lead  
EPFL Innovation Park

Impact-driven entrepreneur with 25+ years' experience in innovation management, strategic marketing and international business development  
Co-founder of a non-profit foundation, a research program at EPFL, and a start-up (CEO position) developing and deploying medical devices and telemedicine services for the LMICs.

Senior Executive with a wealth of international business and market development expertise, genuine commercial acumen, and a proven record delivering strategic initiatives, brand development, and patient-centric solutions for a new generation of products in the medical device and mobile healthcare sectors.



**Nanci Govinder**  
Start-up Board Member,  
Investor, Coach  
Trainer and Juror



**Françoise Lamotte**  
Director Digital  
Innovation & ICT  
Terre des hommes  
Foundation

Director Digital, Innovation & ICT at Terre Des Hommes foundation, international expert in finance, management, and digital transformation, data, innovation, and customer centricity in large corporations, start-ups and NGOs.

Expert in Public Health, technical advisor for the WHO Tuberculosis program in Africa, graduated from the Yaoundé University (dept. of Medical Sciences), Geneva University (Msc. Global Health) and Swiss Tropical Institute (Tropical Medicine and Healthcare Program Management).



**MD. Jean-Louis Abena**  
Public Health Expert  
Cameroon

# The Global South specific program

## Workshops



**Introducing new technologies to advance Global Health:** opportunities and pitfalls.



**Business as a Force for Good:** how impact and financial goals can go hand in hand!



Designing healthcare solutions based on **User Experience (UX)**.



**Product development & regulatory pathways.**



Where to play? **Market opportunity** navigator.



**Go-to-market strategy** - sales strategy in healthcare.



**Fundraising** - funding strategy, negotiating with investors.



Finding your voice and **Communication**.



Cracking the **Media Game**.

## Roadshows

In addition to the program's main roadshows and events in Basel, Lausanne, London, Paris, and Tel Aviv, a roadshow in India will address specific topics of the Global South:

- Get introduced to India's healthcare system.
- Market entry strategy and networking with the ecosystem.
- Connect with investors and impact funds.



# Why partner with Tech4Eva to support start-ups



Be at the forefront of the **engagement for improving women's health and lives.**



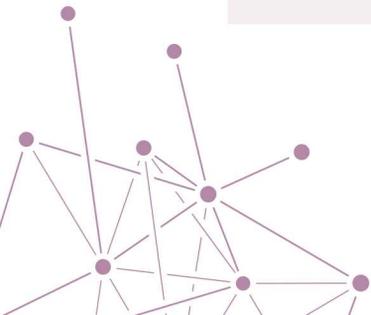
Support Tech4Eva to become truly global and to integrate **Global South's challenges & ventures.**



Help to build an efficient **international FemTech innovation ecosystem.**



Provide leadership to foster solutions **improving women's health at work place and support their career development.**



# Partners

## – what are the benefits

Being a partner of Tech4Eva, you will be seen as a thought leader and impactful changemaker in a promising segment that impacts 50% of the population. More concretely, you will enjoy the following benefits:



**Branding** on all promotion and marketing materials/channels.



**Exclusive insight** into FemTech innovations and business opportunities.



**Deal flow access** (investment/partnership opportunities) through participation in scouting and selection of start-ups.



**Opportunities to speak or mentor** to get close contacts with FemTech start-ups.



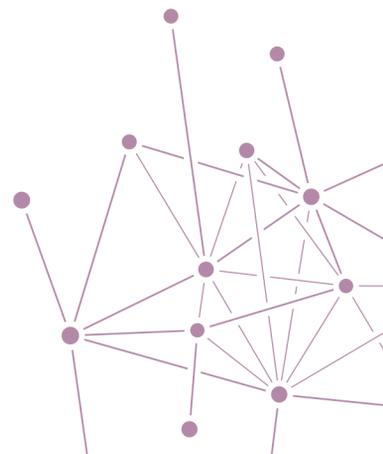
**Partnership for events** to reach the FemTech ecosystem.



**Engagement of your employees** through presentations, ideation, user groups, and pilot projects.



**Visibility** for your engagement through Tech4Eva communication materials and **media** coverage.



# Partnership opportunities

Partnership	Contribution	Purpose	Benefits
 <b>DIAMOND</b> Main partner	Tailored Femtech acceleration program: 250 - 500K /year	Support and extend Femtech start-up accelerator in the area of your interests, to address your organization and innovation strategy. (6-9 months per year, 10-15 start-ups per cohort)	<ul style="list-style-type: none"><li>• You'll become a <b>principal partner of the program</b></li><li>• Co-design of the program tailored to your need</li><li>• Full deal flow</li><li>• Seat on Selection Committee of start-ups</li><li>• Media visibility</li><li>• Femtech content and network</li></ul>
 <b>RUBIS</b> Special partner	Focused Contributor, from 100K / year	Pooled financial resources to operate and to extend the Tech4Eva with a specific focus (conference, international trips, investor matchmaking, training and coaching, etc.)	<ul style="list-style-type: none"><li>• You'll be the <b>main partner of one of the program's pillars</b></li><li>• Main partner of a roadshow or a ceremony</li><li>• Seat on Steering Committee of the event</li><li>• Media visibility</li><li>• Femtech content and network</li></ul>
 <b>TURQUOISE</b> Thematic supporter	Thematic Contributor, from 20K / year	Dedicated financial resources to foster innovation in a specific domain (sexual /reproductive / maternal health, menopause, mental health, noncommunicable diseases, breast and cervical cancers, etc.)	<ul style="list-style-type: none"><li>• You'll be <b>associated with a specific innovation domain</b> by:<ul style="list-style-type: none"><li>◦ Sponsoring a dedicated cohort</li><li>◦ Providing specific coaching and training</li><li>◦ Providing startups with financial prizes for outstanding results in your domain</li></ul></li></ul>
 <b>PINK QUARTZ</b> Individual donor	Support the cause of women's health	Financial support to the program	<ul style="list-style-type: none"><li>• You'll be <b>listed with individual donors</b> (at your discretion)</li></ul>

*We are open to discussing & tailoring your sponsorship and benefit package*

# Outcomes & key statistics

## Program in numbers 2021-2022



### Resources

- 2** Founding partners
- 15** Institutional partners
- 34** Expert mentors



### Activities

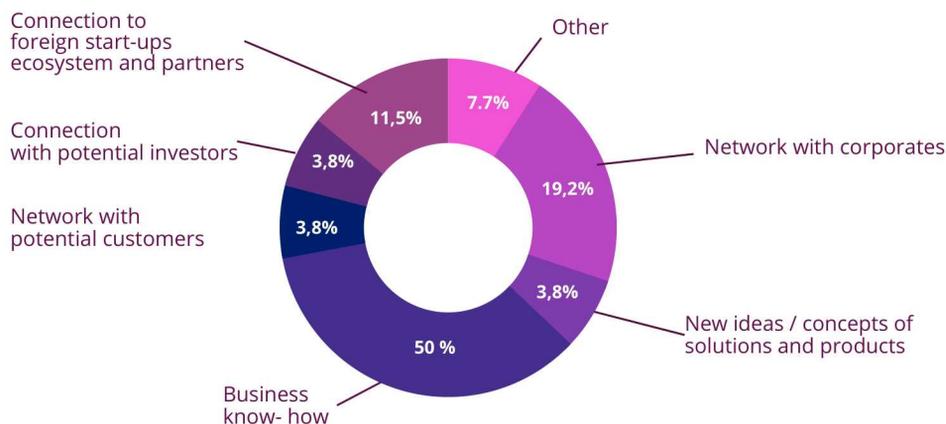
- 4** Tech4Eva conferences
- 9** International roadshows
- 80+** Workshops & training
- 200+** Investor introductions
- 500+** Coach/mentor meetings



### Contacts

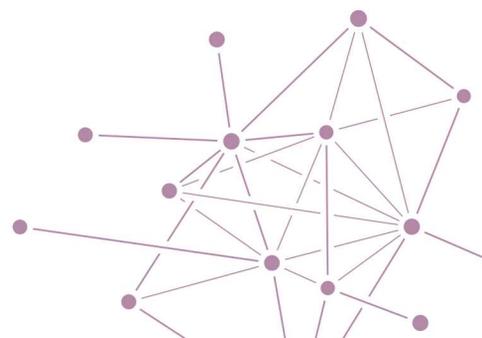
- 350+** Relevant contacts (in 2022)
- 100+** Talks with investors

## Where significant progress was made during the program



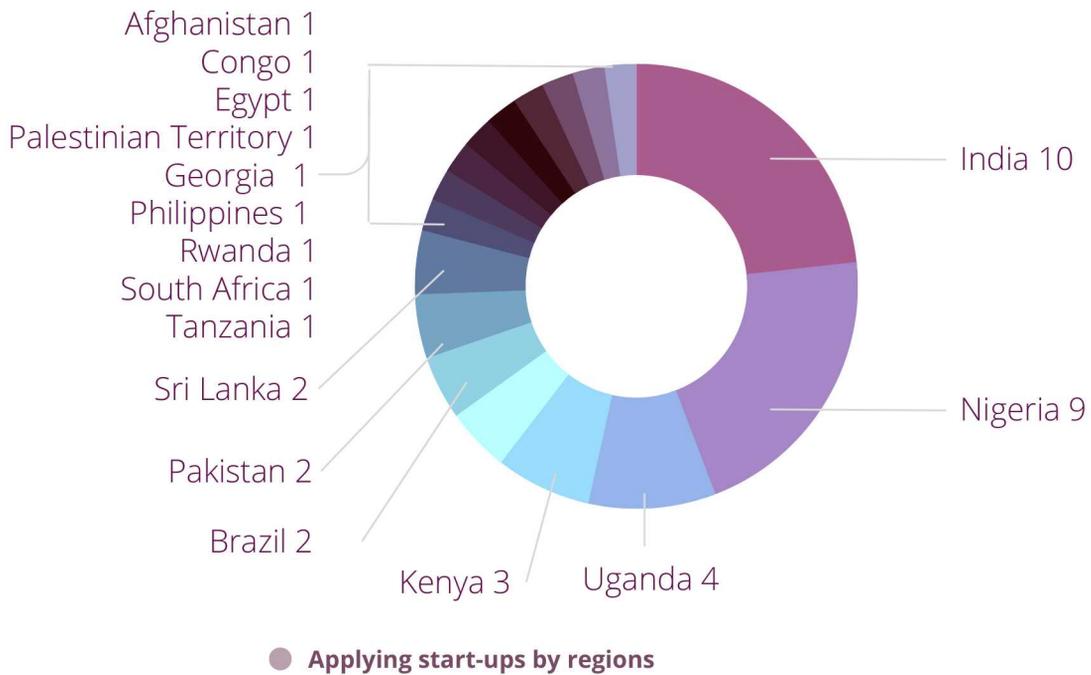
## Program evaluation by Tech4Eva start-ups

- Quality of Tech4Eva program **4.5/5**
- Quality of organisation **4.7/5**
- Quality and experience of trainers/mentors/coaches **4.4/5**
- Recommendation rate **4.8/5**

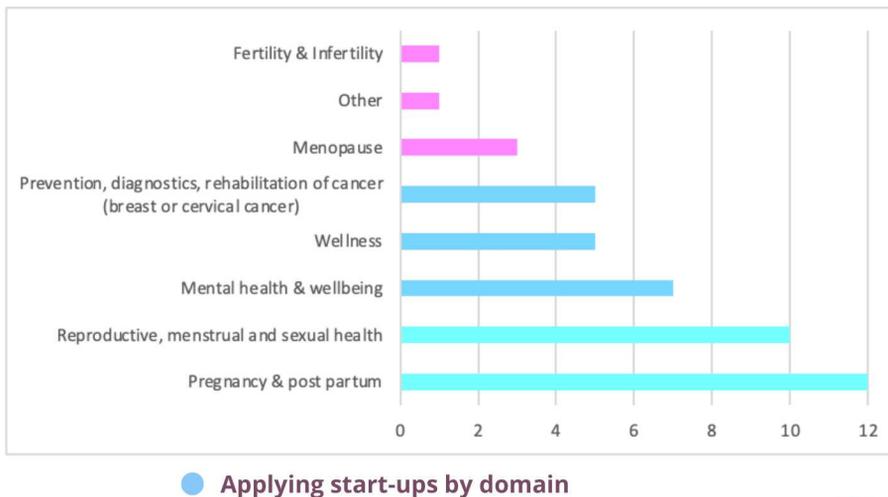


# The Global South 2023 project applications

From a total of 38 applications from 20 Global South countries, five start-ups have been selected for the 2023 Global South program.



80% of the start-ups develop solutions in the areas of pregnancy and post-partum.



# Fueled by a rich ecosystem

## A pole of innovation as Tech4Eva's birth house.

EPFL Innovation Park is a major science park in Western Switzerland. Located on the campus of the **Swiss Federal Institute of Technology – Lausanne (EPFL)**. It is work place for over 2500 entrepreneurs and innovators. It nurtures and supports disruptive high tech start-ups in the region, helps large corporations to collaborate with EPFL research labs and start-ups in its ecosystem. It enjoys a **strong track record of bringing start-up to success and has a wide network of business partners and investors.**

EPFL Innovation Park offers a wide array of **training, coaching, and incubation services** tailored to start-ups in their different stages of development and in close partnership with large corporations. Over the years, it has developed several vertical equity-free accelerators open to international start-ups. It aspires to become **a global player in innovation and a competence center for health, digital trust, and sustainability.**

**EP  
FL** Innovation  
Park



# Tech4Eva's partners





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- Europe: **Tech4Eva, EPFL Innovation Park**
- Africa: **Sylvain Liechti, EssentialTech, EPFL**
- India: **Care Mother**

**"Investing in women's health is an investment in development, hence an investment in the future of society."**

— Susan Herbert, Senior Vice President,  
Global Head of Strategic Excellence at  
Healthcare Business of Merck

**"Investment in women is unrivaled in its return on the investment for the health of all of society. An estimated \$300 million investment into research focused on women could yield a \$13 billion economic return and lead to reduced healthcare costs, better quality of life, and years of productivity returned to the global workforce."**

— Dr. Shyam Bishen & Kevin Ali  
World Economic Forum, Davos, 2023



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