

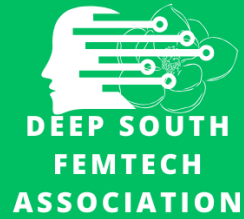
Deep South FemTech Association™



Reimagining Women's Health Innovation in the
Deep South and Beyond

Connecting innovators, founders, and change makers
to close health gaps and expand opportunity.





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What is FemTech?



FemTech, short for "female technology," refers to software, diagnostics, products, and services that use technology to improve women's health and wellness. This encompasses a broad range of solutions—including apps for menstruation and fertility tracking, medical devices for pregnancy and menopausal symptoms, and digital tools supporting reproductive, sexual, and general health—that address the unique health needs of women, girls, and, increasingly, non-binary and trans individuals, as well as those assigned female at birth. The term was first coined by Ida Tin in 2016 to describe technology catering specifically to typically overlooked aspects of women's health (Withum, 2025; Cambridge Dictionary, 2025; McKinsey, 2022).

Withum. (2025, February 12). FemTech, What Does It Mean? ["Fast delivery and great quality!"](#)

Cambridge University Press. (2025). FemTech. In Cambridge English Dictionary. ["Fast delivery and great quality!"](#)

Kemle, E., Pérez, L., Sartori, V., Tolub, G., & Zheng, A. (2022, February 14). The dawn of the FemTech revolution. McKinsey & Company. ["Fast delivery and great quality!"](#)



Women Are the **Healthcare Economy** **FemTech Is the Future**



U.S. women spend \$15.4B more per year on out-of-pocket healthcare than men (Commonwealth Fund, 2024; Deloitte, 2025).



Women make 80% of all global household healthcare decisions (World Economic Forum, 2024).



The overlooked menopause market is fueling FemTech growth, projected to reach \$18.56 billion in 2025 (Forbes, 2025).



FemTech was worth \$39B–\$60B in 2024 and could hit \$130B by 2030 (15–16% CAGR) (Grand View Research, 2024; Fortune Business Insights, 2024).



Why the Deep South?



Nearly 800,000 women remain uninsured in non-Medicaid expansion Southern states (Commonwealth Fund, 2024).



Maternal mortality exceeds 40 deaths per 100,000 live births in Mississippi and Alabama, more than double the U.S. average of 19 (Milken Institute, 2023).



Black women face nearly 3x higher maternal mortality rates than White women, regardless of income (GEPI, 2023).



Over 10 million women in the Deep South have unmet needs for maternal, reproductive, and chronic disease care (Midi, 2025).



The South is a care desert and an innovation frontier.

Why This, Why Now?

- The Deep South has some of the nation's highest rates of maternal mortality, chronic illness, and unmet reproductive health needs. (Ballard Brief, 2025; Commonwealth Fund, 2025)
- Despite urgent challenges, women's health innovation remains underfunded and underdeveloped across the region. (Cure, 2025; Silicon Valley Bank, 2025).
- FemTech is growing but Southern women, Black women, and low-resource communities are still being left behind. (Opo et al., 2025; Galen Growth, 2025)
- Now is the time to build an ecosystem that centers equity, innovation, and access where it matters most. (Galen Growth, 2025; Opo et al., 2025)

FemTech Gaps and Growth in the Deep South

Fewer than 10% of reproductive-age women in the Deep South use FemTech apps, compared to 21% nationally (Precedence Research, 2025).

FemTech adoption is growing at 12–15% annually, below the national CAGR of 16.8% (Fortune Business Insights, 2024; Future Market Insights, 2025).



Telemedicine

Drives over 40% of FemTech usage in the Deep South, especially for OB-GYN care and maternal monitoring (Mordor Intelligence, 2025).



Startups

Since 2022, 15+ FemTech startups launched in cities like Atlanta and Miami, yet the region still gets under 7% of U.S. FemTech VC deals (GoingVC, 2023; Silicon Valley Bank, 2024).



Medical Devices

FemTech use for chronic conditions makes up 30% of product usage in the Deep South—1.5× higher than other U.S. regions (Medical Device Network, 2024).



Employer Benefits

Only 17% of Deep South employers offer FemTech benefits, far below the 40% national average (Deloitte, 2025).



The Deep South Who We Are **FemTech Association™** **(Deep South FemTech)**

We are a membership-based organization focused on advancing women's health innovation across Alabama, Florida, Georgia, Louisiana, Mississippi, and South Carolina while welcoming national and international allies seeking market penetration in the region

01

We are the bridge between FemTech founders, clinicians, academics, investors, and public health leaders.

02

Founded in 2025, we aim to close health gaps and expand innovation pipelines through education, collaboration, and community-driven transformation.

Our Mission, Vision, and Values

Mission: To advance women's health innovation in the Deep South through tech, research, and entrepreneurship.

We plan to acquire customers through:

Vision

A future where the Deep South is recognized as a leading region for women's health innovation—where technology, research, and entrepreneurship come together to improve care, expand access, and accelerate breakthroughs across every stage of life.

Core Values

Equity | Innovation | Collaboration | Culture | Access





Our **Work Happens** at the Intersection Of..

Education & Thought Leadership

- Webinars, workshops, and insights to grow the field

Entrepreneurship & Innovation

- Supporting founders and startups through community and exposure

Public Health & Access

- Addressing real-world needs with scalable, tech-enabled solutions

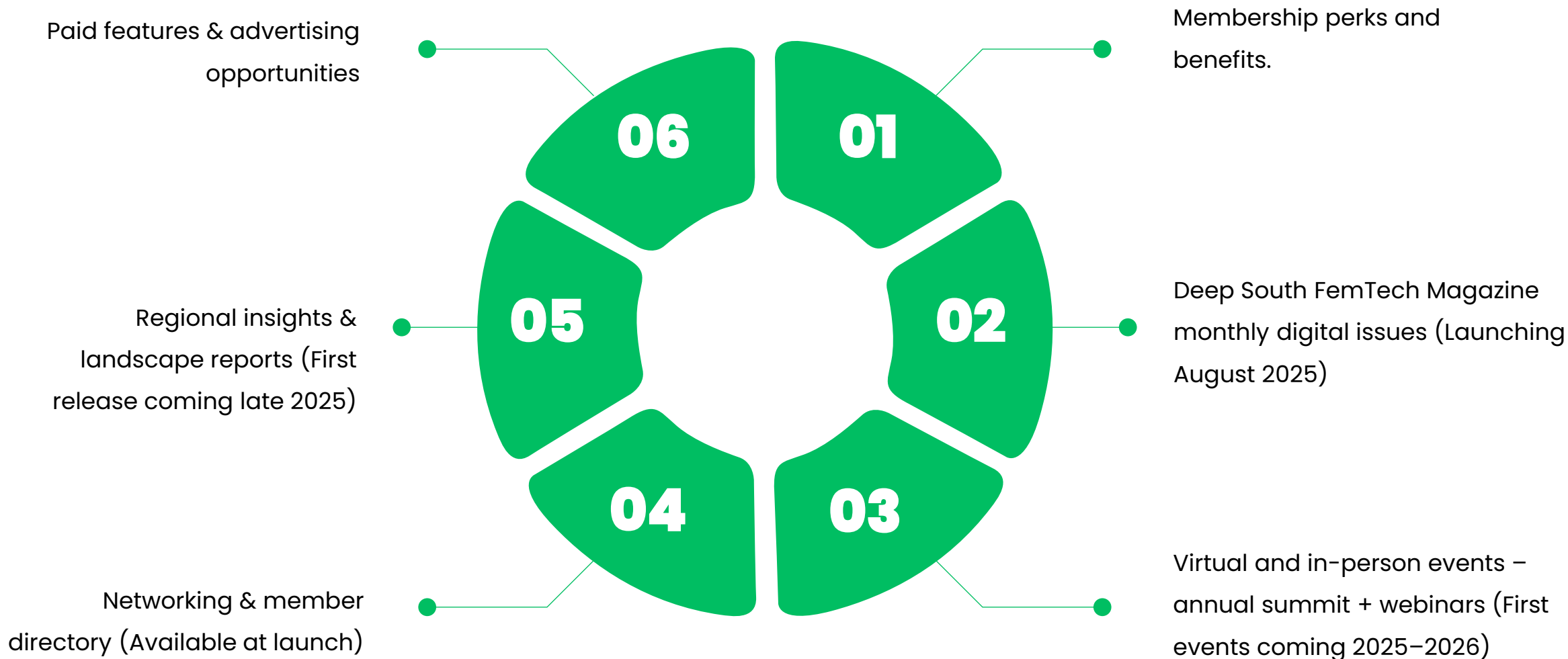
Partnership & Collaboration

Cross-sector opportunities with academia, health systems, and industry

Workforce & Economic Mobility

Building inclusive pipelines and unlocking career pathways

What We Offer



A Platform. A Pipeline. A Power Shift.



What We Offer



Memberships

Student, Startup, Professional, and Organization
tiers magazine access, event access, networking,
paid features, regional reports, partnerships.

A Platform. A Pipeline. A Power Shift.



What We Offer

Events & Community

Monthly webinars, meetups and annual
in-person summit

What We Offer



A Platform. A Pipeline. A Power Shift.



Insights & Reports

Monthly publication highlighting research, founders, trends, and public health impact



FemTech Magazine

Monthly publication highlighting research, founders, trends, and public health impact

A Platform. A Pipeline. A Power Shift.



What We Offer

Advisory & Consulting

Strategic consulting, coalition and pipeline building, and partner engagement on innovation, access, and market fit

Local Roots. Global Reach.

Public health professionals,
researchers, and educators

Health tech companies aiming
for equity, access, and culturally
relevant innovation



Southern-based founders,
investors and FemTech
innovators

National and international
organizations seeking entry points
into the Southern U.S. market

Women of color leaders

What We're Building Toward

Short-Term Goals (12–18 months):

- 250+ engaged members
- Monthly publication of Deep South FemTech Magazine
- Launch of inaugural summit
- Release of 2 insight reports on women's health and innovation gaps in the Deep South
- Establish advisory board and founding partners

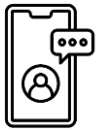
What We're Building Toward

Long-Term Vision (3–5 years):

- Southern innovation fund or accelerator
- Annual policy and research convening
- STEM/FemTech pipeline programs
- Increased regional investment in women's health innovation

Sponsorship Opportunities

Sponsorship Tiers for Events & Publications



Tiered options for magazine ads, panel sponsorships, event hosting, or directory features



Custom packages available upon request



All sponsors receive visibility, recognition, and first access to partnership activations

Ways to Partner with Us

Sponsorship:

Magazine, webinars,
summits, and reports



Speaking & Thought

Leadership: Feature your
work in our magazine or
at an upcoming event

01

Hiring & Pipeline: Connect to
diverse talent through workforce
and partnerships

02

Collaboration: Research projects,
ecosystem building, academic or
industry partnerships

03

Investment & Grants: Co-
develop projects aligned with
health equity and innovation



Let's Work Together

Partnering with the Deep South FemTech Association means more than brand visibility, it means investing in a movement.

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We'd love to co-create with you.

Please reach out at

Dr. Fiona B. Lewis



Instagram



Facebook Group



femtech@deepsouthfem.com.



LinkedIn Group



Based in Atlanta

Serving the Deep South & Beyond

Team Overview



Dr. Fiona B. Lewis, DrPH

Founder



Lindsay Davis

Advisor