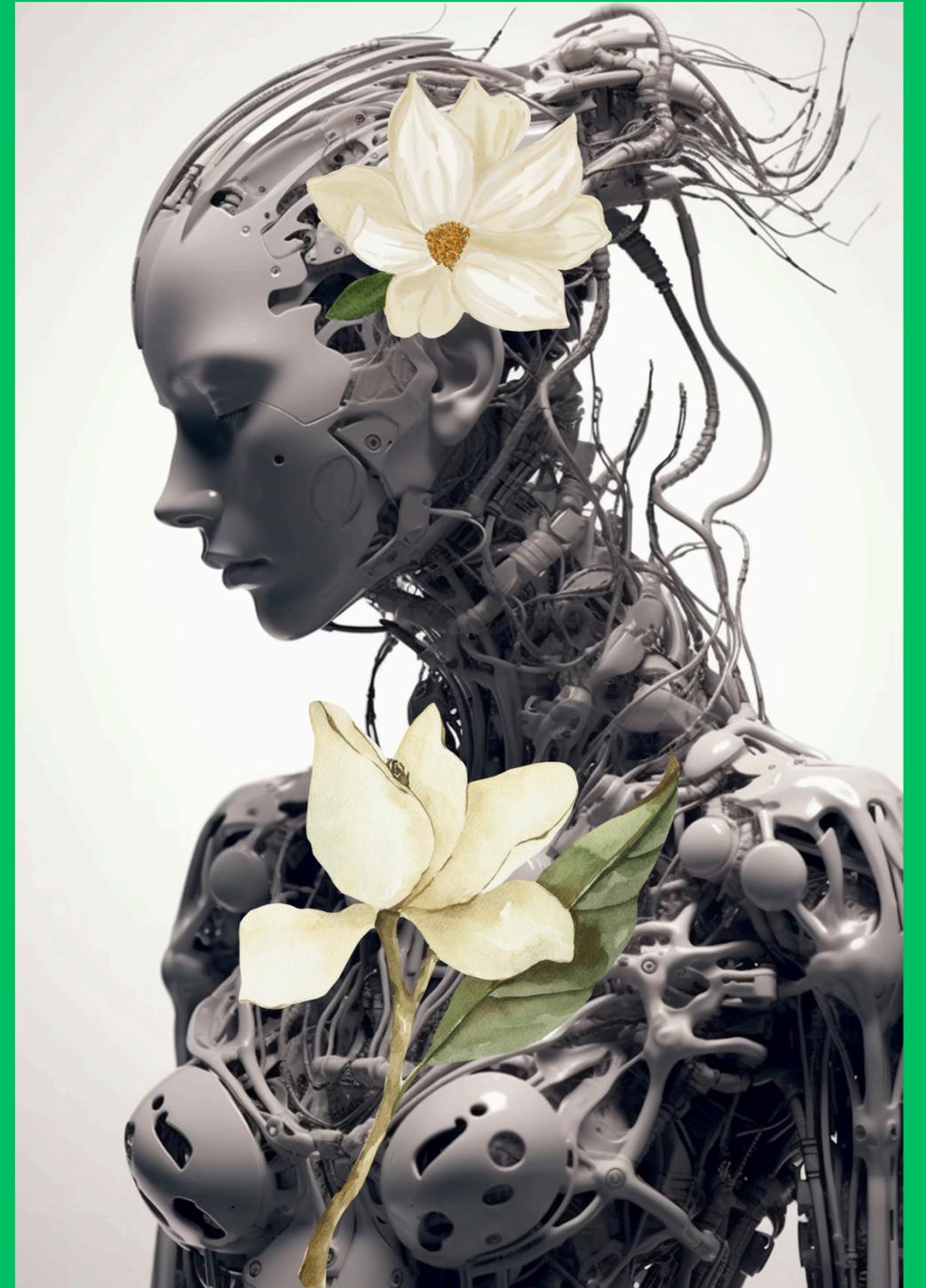
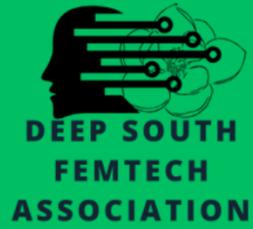


Deep South FemTech Association



Reimagining Women's Health Innovation—Together

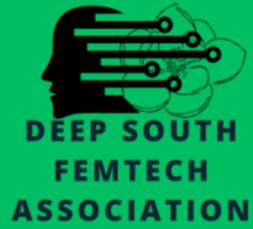




WHY WE'RE HERE

This work can't be done by one organization alone—it requires collaboration across sectors and communities.





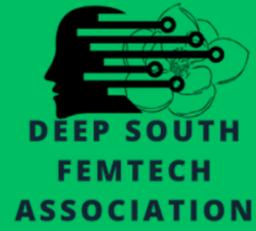
Why Women's Health Innovation in the Deep South



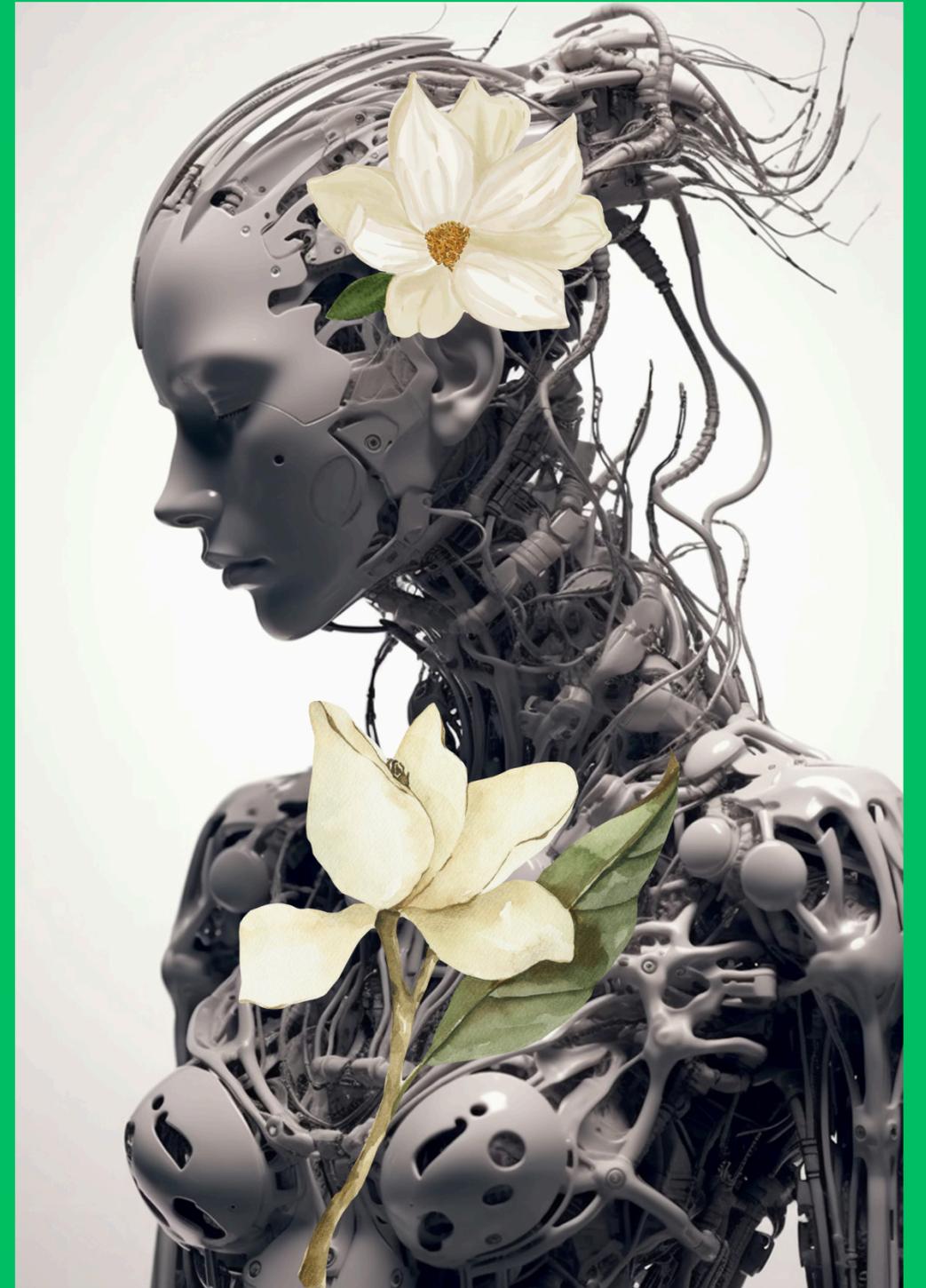
Why Women's Health Innovation in the Deep South

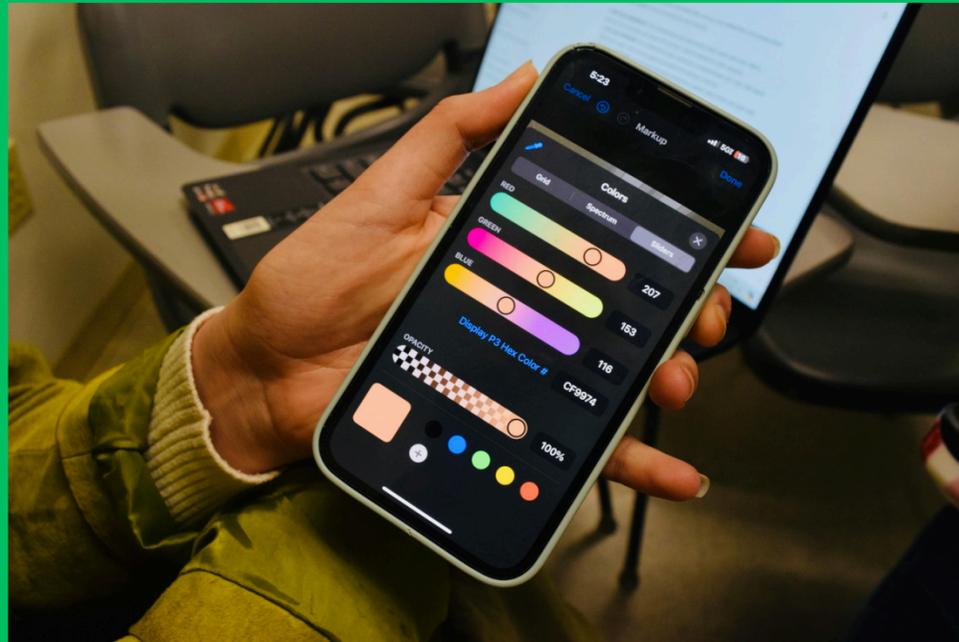
Women's health innovation has been overlooked in the Deep South—despite urgent need and growing opportunity.





What is FemTech





FemTech (short for female technology) is technology designed to support women's health.

- Technology designed to support women's health
- Includes apps, devices, and digital tools
- Covers periods, fertility, pregnancy, menopause, and everyday care



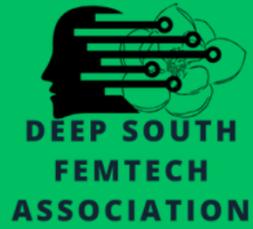
FemTech thrives when innovators, clinicians, researchers, and communities work together to bring solutions to life.

Women In The Health Economy

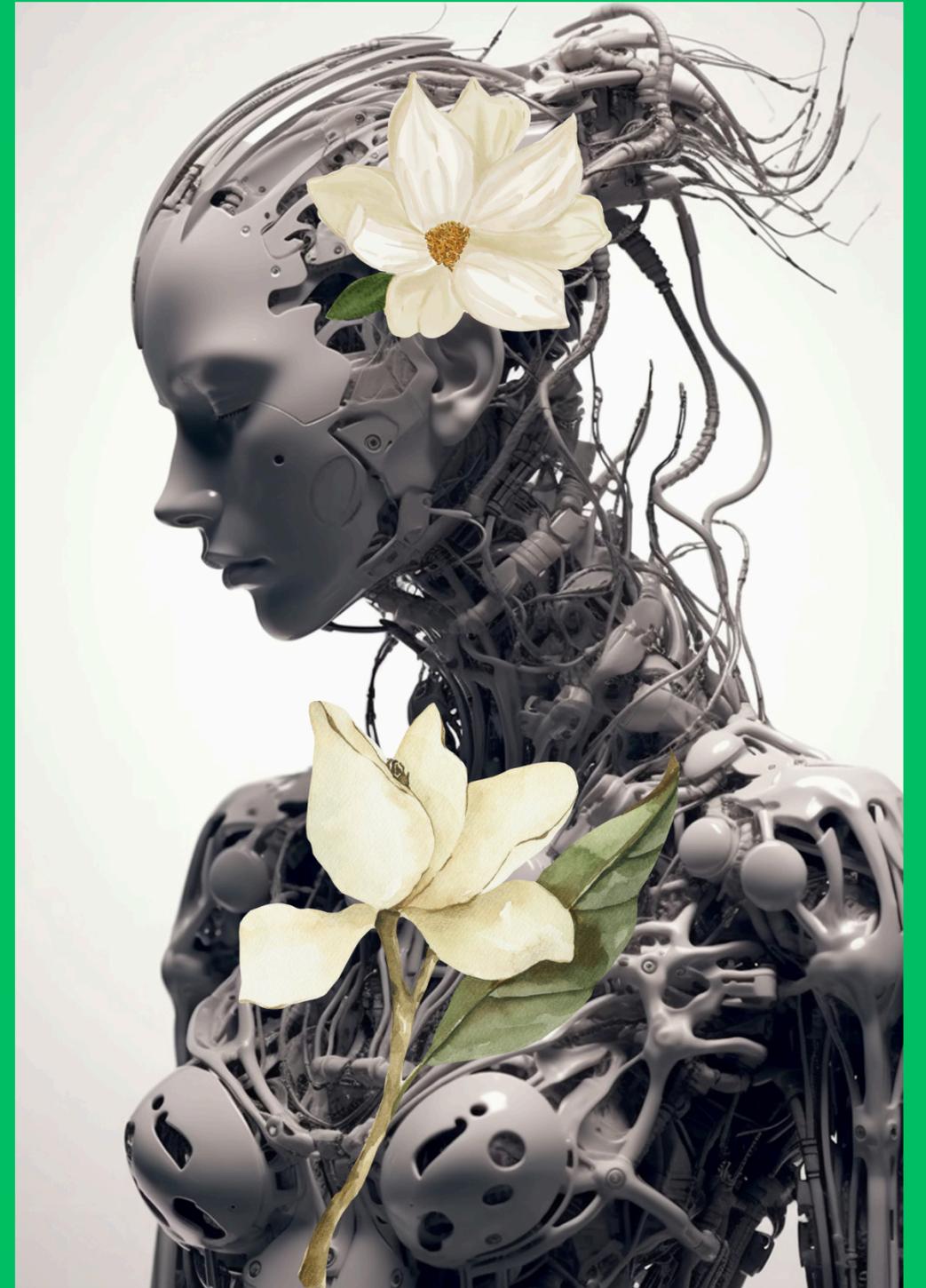


- U.S. women spend \$15.4B more per year out of pocket on healthcare than men
- Women drive 80% of household healthcare decisions worldwide
- U.S. women spend \$7,500–\$14,000 annually on healthcare, depending on age and location

These realities create shared responsibility and shared opportunity for systems, innovators, and communities.



THE REGIONAL PROBLEM & OPPORTUNITY



Why the Deep South

- The Deep South is both a care desert and an innovation frontier
- Addressing these gaps requires place-based partnerships rooted in local knowledge and trust.

Among the highest rates of maternal mortality, chronic disease, and unmet reproductive health needs



Women's health innovation remains underfunded and underdeveloped in the region

Why This, Why Now: A Collective Opportunity

The conditions are right for a connected ecosystem to move faster—together.

Southern women are being left behind



The region is both a care desert and an innovation frontier

Why the Deep South: Gaps & Opportunity

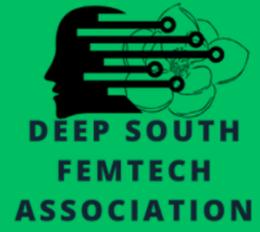


The Deep South faces high maternal mortality, chronic illness, and unmet reproductive health needs—yet women’s health innovation remains underfunded.

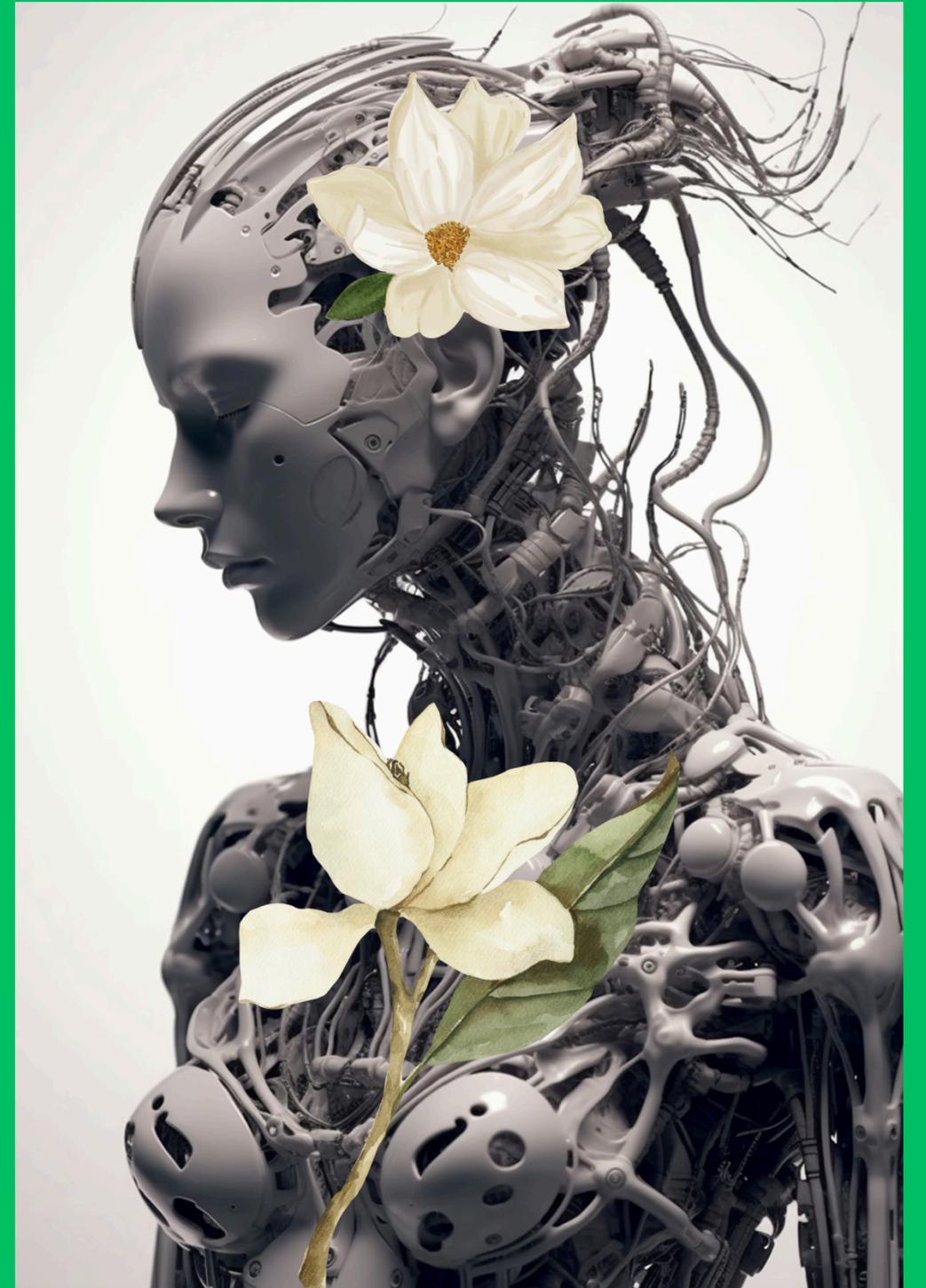
FemTech adoption is growing, yet access and capital lag: fewer than 10% of reproductive-age women use FemTech apps (vs. 21% nationally), and the region receives under 7% of U.S. FemTech VC funding.

Demand signals are strong: telehealth drives 40%+ of FemTech use (especially OB-GYN and maternal care), chronic-condition medical devices account for 30% of usage, and only 17% of employers offer FemTech benefits (vs. 40% nationally).

These gaps point to the need for coordination, shared learning, and cross-sector collaboration.



WHO WE ARE





Deep South FemTech

We are a regional ecosystem advancing women's health innovation across Alabama, Florida, Georgia, Louisiana, Mississippi, and South Carolina—while welcoming national and global partners seeking meaningful engagement in the region.



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



Founded in 2025, we aim to close equity, access, and quality of care gaps, expand innovation pipelines through education, collaboration, and community-driven transformation.

Who We Are



We serve as a connector and convener across founders, clinicians, researchers, funders, and systems.

- Bridging founders, healthcare professionals, policy professionals, supply chain partners, researchers, funders, and systems

Our Mission, Vision, and Values

**Mission: Advance women's health
innovation in the Deep South**



Vision

A nationally recognized hub for women's health
innovation



Core Values

Equity • Innovation •
Collaboration • Access

Our Work Lives at the Intersection Of...

- **Public health & entrepreneurship**
- **Innovation & access**
- **Community & visibility**



Partnership & Collaboration

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



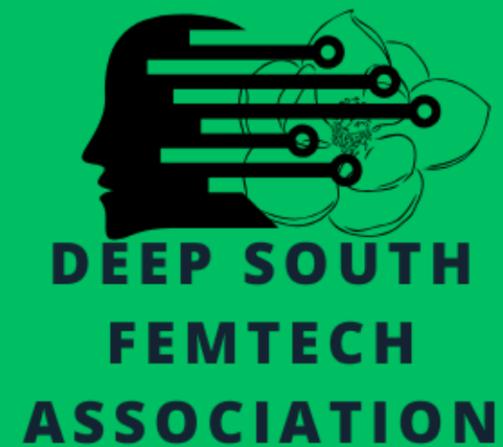
Workforce & Economic Mobility

Building inclusive pipelines and unlocking career pathways

Team Overview

Dr. Fiona B. Lewis, DrPH, MS, RDN

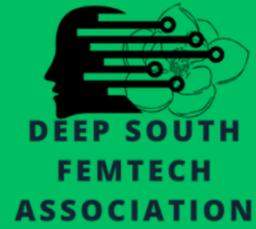
Founder | Deep South FemTech Association



Lindsay Davis

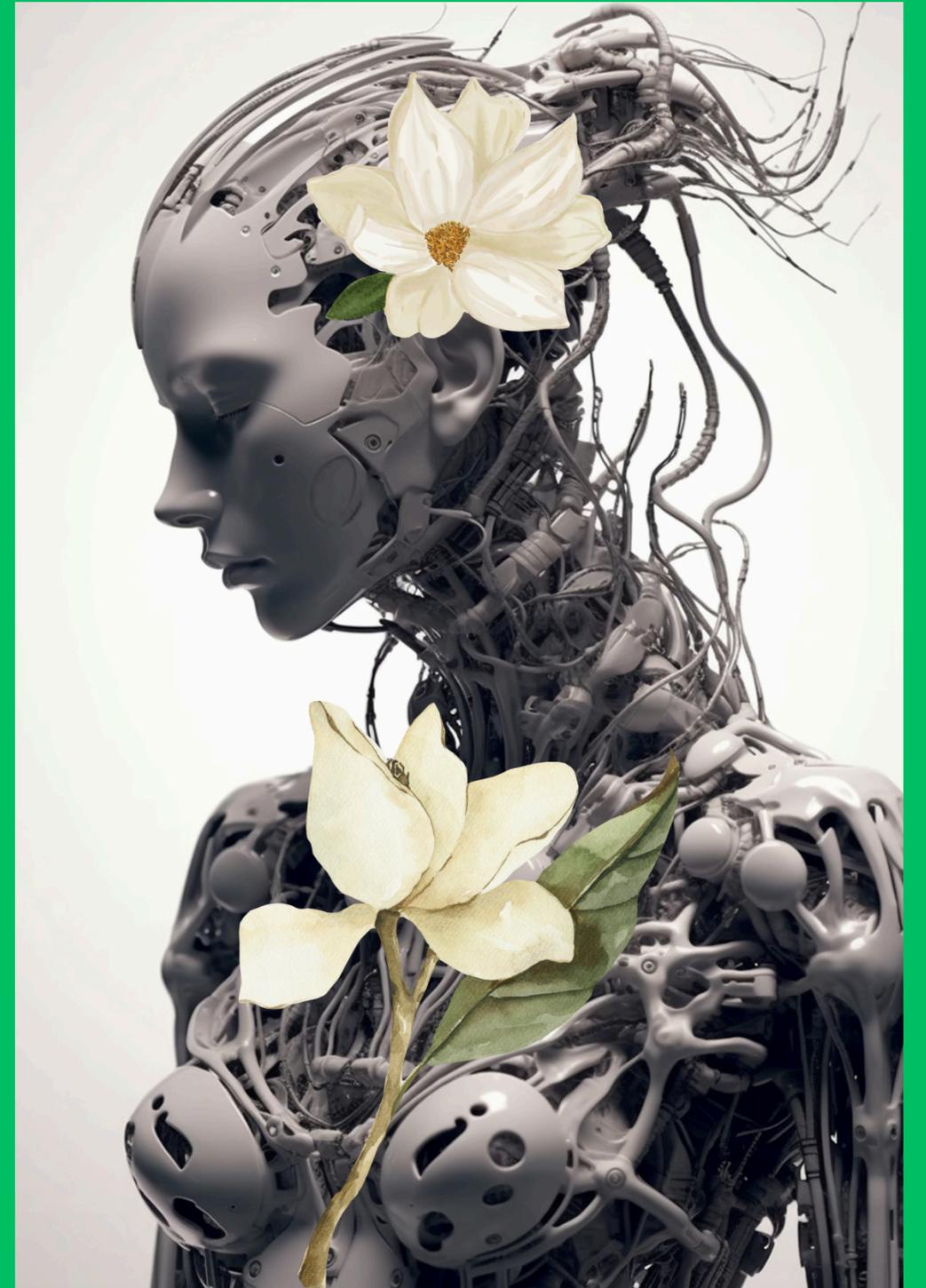
Advisor | FemTech Association Asia





What We Offer

Platform • Convenings • Intelligence • Advisory



What We Offer

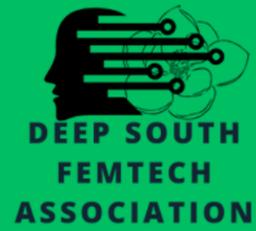


- Regional intelligence (reports, toolkits)
- Advisory & consulting (strategy, partnerships)



Visibility &
thought leadership
(Digital Magazine)

Community, convenings, experiences
(labs, events)



What We Offer

Culture & Lived Experience



Culture & Lived Experience

- **Elevating the lived experiences of midlife women navigating health, work, and identity**



Translating real-world stories into insight for innovation, leadership, and systems change



Grounding women's health innovation in cultural context, trust, and community voice



B.A.D.D.I.E.s OVER 40™ MAGAZINE

Complements ecosystem work by informing more relevant, inclusive solutions



Moisture Matters: Food and the Midlife Bedroom Reset

By Dr. Fiona B. Lewis, DrPH, MS, RDN

The Question That Stopped Me Cold

A few years ago, a friend texted me out of the blue. We'd been comparing notes on the mysterious new symptoms of our 40s – mood swings, heart palpitations, those sudden 3 a.m. awakenings no one warns you about.

Then came the message that stopped me mid-scroll:

"Sis... what happened to my sparkle down there?"

I knew exactly what she meant. Let's just say, a few years earlier, there was a certain hit song celebrating women's vitality that we all sang loudly in our 30s. And now? That same energy felt... missing in action.

We laughed, but behind the laughter was a real question – one too many women are quietly asking: What's happening to my body, and why didn't anyone tell me?

What's Really Happening?

Estrogen isn't just about periods – it keeps vaginal

tissues thick, elastic, and well-lubricated. As estrogen declines in perimenopause and menopause:

- The vaginal lining thins (called atrophy).

- Blood flow decreases, reducing natural lubrication.

- The vaginal microbiome shifts, with fewer Lactobacilli and a higher pH.

- The result? Dryness, itching, burning, and painful sex – part of what doctors now call Genitourinary Syndrome of Menopause (GSM).

This isn't just about sex. It's about comfort, confidence, and quality of life.

What the Science Says (Nutrition + Vaginal Health)

1. Phytoestrogens (plant estrogens)

- Found in soy, flaxseed, and chickpeas – they gently mimic estrogen in the body.

- Some randomized trials show improvements in vaginal cell health and dryness with phytoestrogen-rich diets.

- Not a cure, but a valuable tool.

2. Vitamin D

- Supports cell renewal and tissue health.

- Small studies suggest it may improve vaginal cell thickness and lower pH.

3. Probiotics & the Microbiome

- Oral and vaginal probiotics (especially Lactobacillus strains) may help restore vaginal flora and balance pH.

- Early research shows promise when paired with phytoestrogens.

4. Healthy Fats & Hydration

- Omega-3s (walnuts, chia, flax, algae oil) and monounsaturated fats (olive, avocado oil) support mucosal membranes.

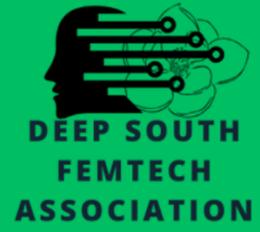
- Hydration matters – water and herbal teas are underrated allies for tissue health.

5. Sugar & Alcohol

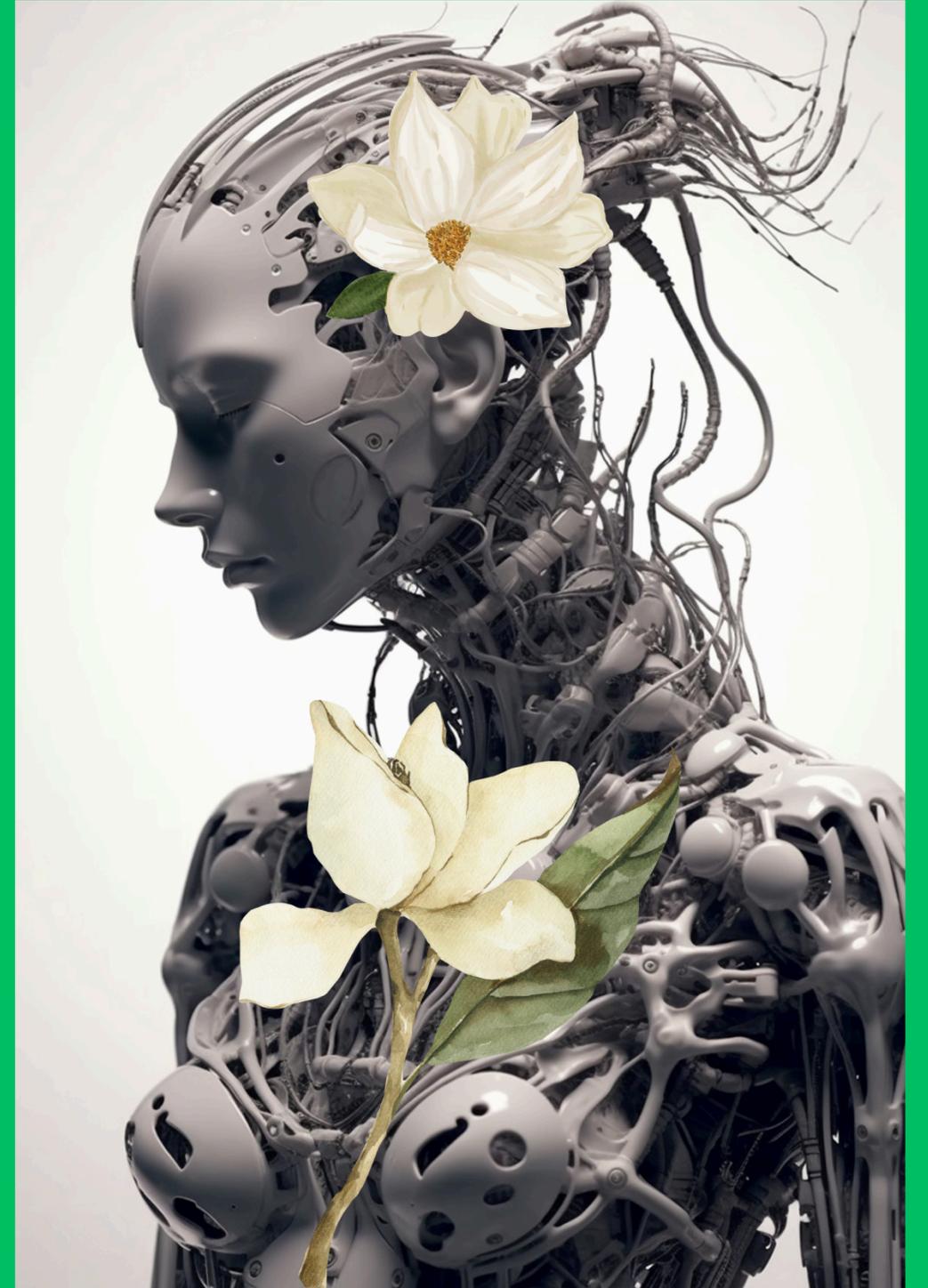
- High sugar and excess alcohol can worsen inflammation, dryness, and microbiome imbalance.

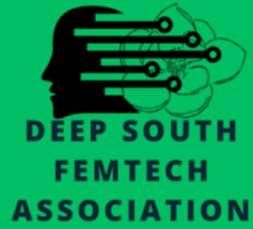
Surfaces insights often missed by traditional research and innovation pipelines

A digital storytelling platform focused on midlife women, wellness, leadership, and reinvention



Who We Serve





**Deep South FemTech = ecosystem,
innovation, systems, partners,
industry**

**B.A.D.D.I.E.s Over 40™ = culture,
lived experience, wellness,
leadership, everyday women over
40**



Who We Serve



- Founders
- Funders/Investors
- Health tech companies
- Public health & policy leaders
- Academics & researchers
- Supply chain partners
- Healthcare professionals
- Partners entering the Deep South market

Ecosystem partners committed to improving women's health in the Deep South



Who We Serve

Local Roots. Global Reach.

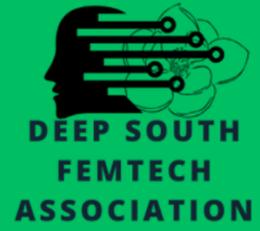
**Southern-based
founders and
FemTech innovators**

**Public health
professionals,
researchers, and
educators**

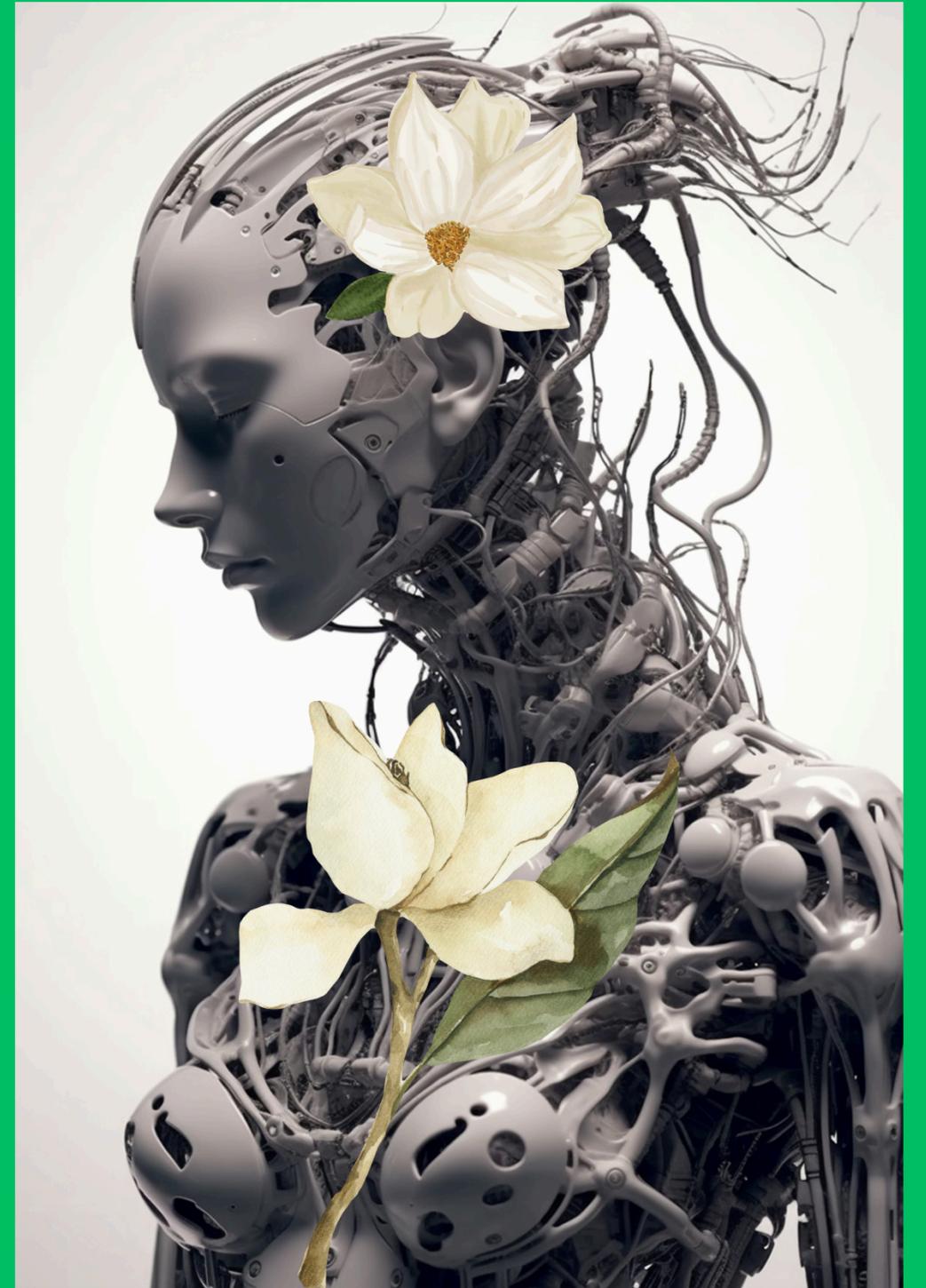
**National and
international
organizations
seeking entry points
into the Southern
U.S. market**

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

**Women of color
leaders**



TRACTION & SCALE



Near-Term Build (12–18 Months)

- 50–75 paid members
- 1–2 ecosystem partners per state
- Multi-state FemTech tour
- Monthly magazine with sponsorships
- Sponsored reports & toolkits
- Demo Day & Showcase



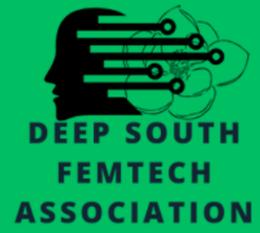
Many of these efforts are designed to be co-created with regional partners.

Long-Term Scale (3–5 Years)

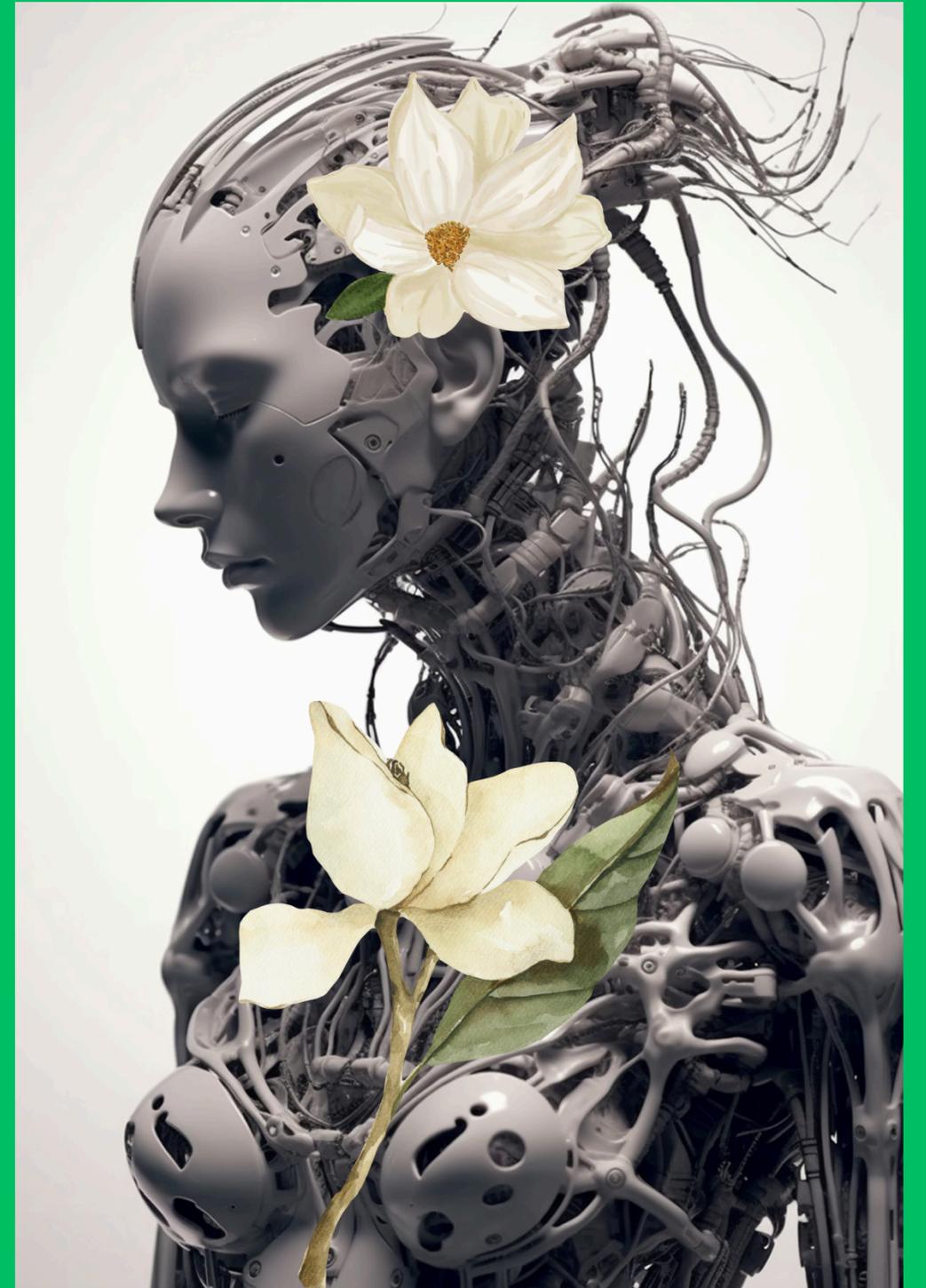


- Full-service FemTech consulting agency
- Physical headquarters with paid team
- Diversified revenue streams
- Innovation fund or accelerator
- Girls-to-career FemTech pipeline (charter school anchor)

Our long-term vision is rooted in shared infrastructure, shared talent, and shared impact.



WAYS TO PARTNER



Ways to Partner



- Co-develop programs, research, or initiatives
- Sponsor and partner in convenings and working groups

- Support talent pipelines and workforce pathways
- Share insights, expertise, and regional knowledge
- Contribute to and sponsor our digital magazines and storytelling platforms

Let's Build Something Powerful—Together.

Ways to Partner with Us

**Sponsorships (media,
events, reports)**

**Consulting &
advisory**



- **Grants & collaborative projects**
- **Talent pipeline & workforce partnerships**



Let's Work Together

Partnering with Deep South FemTech means helping shape a connected, regional ecosystem for women's health innovation.

 partnerships.deepsouthfemtech@gmail.com

 <https://bit.ly/DeepSouthFemTech>

 [LinkedIn](#)

 [Instagram](#)

 [Magazine Contribution](#)

 [Based in Atlanta](#)



Local Roots. Global Reach