FemTech Focus

FemTech Focus is a 501(c)(3) non-profit organization working to empower key stakeholders in the FemTech industry with resources and research to elevate women's health and wellness globally. FemHealth Insights is an offshoot of FemTech Focus and serves as the leader in women's health innovation market research. It provides clients with the most accurate, up-to-date, thorough databases and market reports.

FemTech Industry Background: At the core of the FemTech industry are technologies that focus on women's health, including fertility solutions, period-tracking apps, and pregnancy and nursing care.

Project Description

The HDAG team will work on **developing scalable visualizations** from FemTech datasets for integration into client facing interface.

1. **Exploratory Research.** Use customer input (Zoom interviews) and comparable market example (e.g. Gartner, Forrester, Crunchbase, etc.) to determine useful visualizations and insights.
2. **Scalable Data Visualization.** Write scalable code (using D3.js) to create visualizations and insights from FemTech data (startups database and exits database)
3. **UX Integration.** Work with FemHealth's UX designer to integrate code into website (current landing page)

Client Partners + Meeting Expectations: Executive Director of FemTech & CEO of UX designer firm; weekly meetings expected

Datasets: Startups database, Exits database (available as Airtables)

Deliverables: Midpoint and final deliverable,

Preferred Coding Languages: JavaScript (esp. D3.js)

Specific Skills

1. Research: Conducting market research
2. Data Visualization: Creating useful visualizations (**specifically using JavaScript and D3.js**)
3. Data Analytics: Exploring, processing and deriving valuable insights from data

Expected Technical Difficulty: **Easy**