

GRACE HOPPER CELEBRATION



ANITA
B.ORG



The future is...



FEMTECH

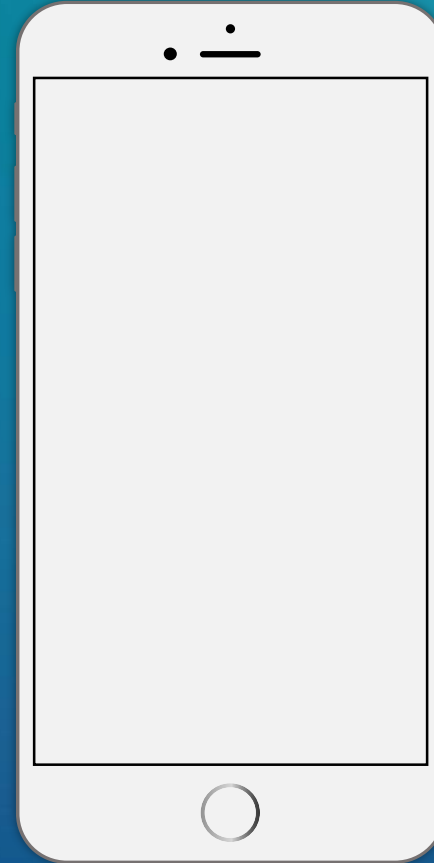
Lakshmi Yendapalli
Strategic Innovation &
Technology @ PwC



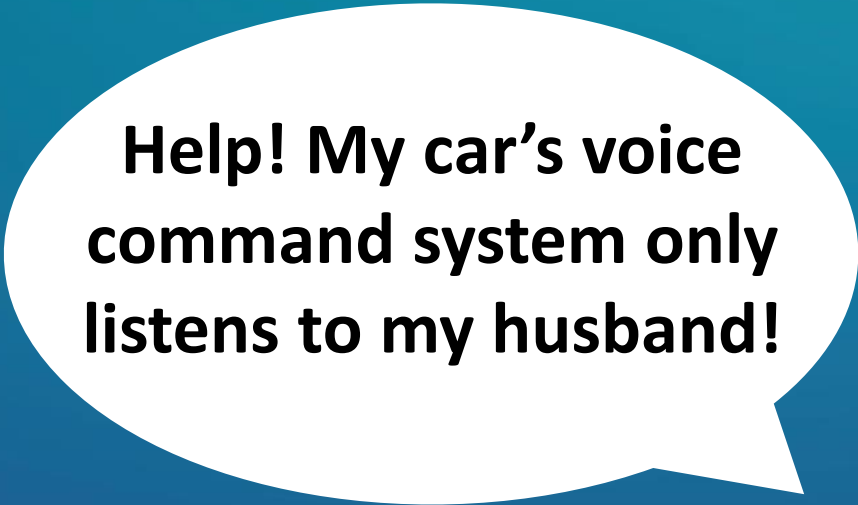
FemTech: Technology geared towards improving women's lives



Why we need FemTech?



Why we need FemTech?



**Help! My car's voice
command system only
listens to my husband!**

Why we need FemTech?



19%

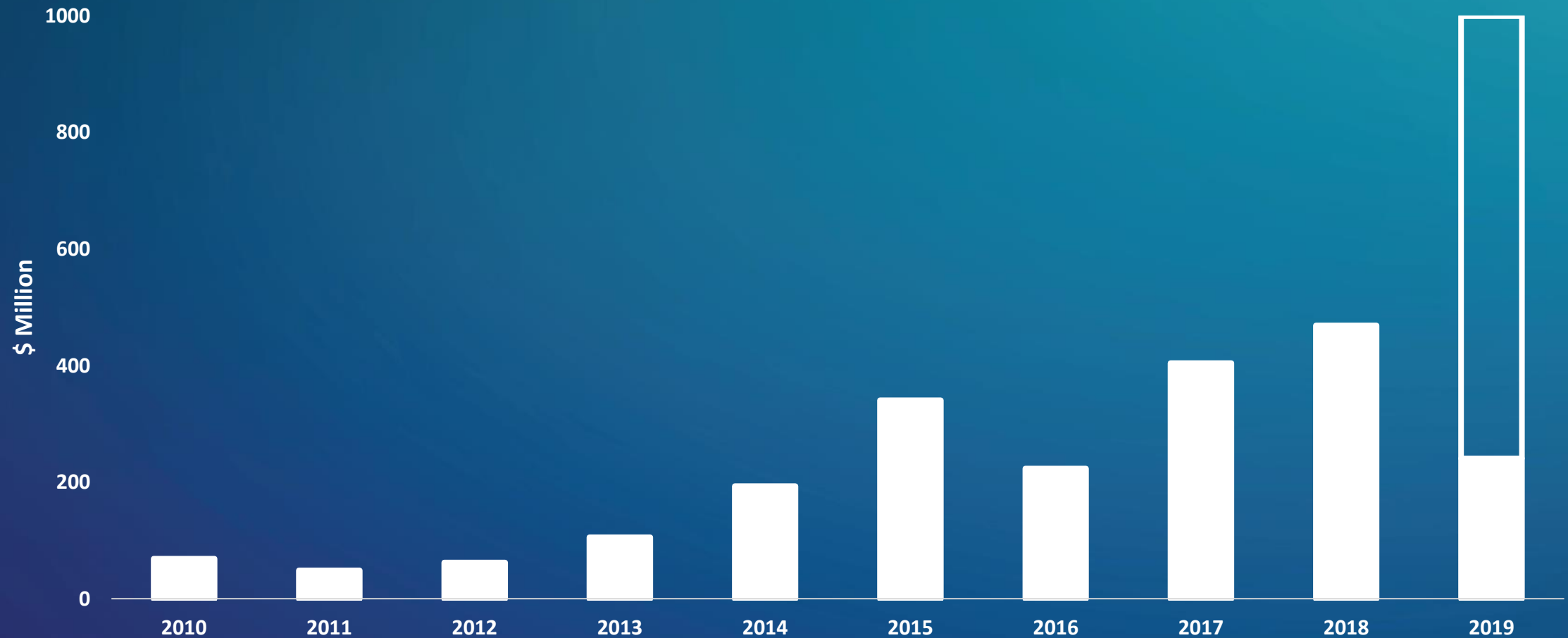


90%

The image features two hands, one on the left and one on the right, holding a large, iridescent, bubble-like sphere. The sphere has a rainbow-like sheen with colors ranging from blue and green to yellow and pink. The hands are positioned as if they are gently cradling the sphere. The background is a solid, deep blue. In the center of the sphere, the text "A \$50B - \$200B market!" is written in a bold, black, sans-serif font.

**A \$50B -
\$200B
market!**

Investments in 2019 on pace to reach \$1 billion!



The SHEconomy

\$20T

60%

85%

40%

29%



Next
BIG THING

Identify underserved niches



01

Health

02

Career



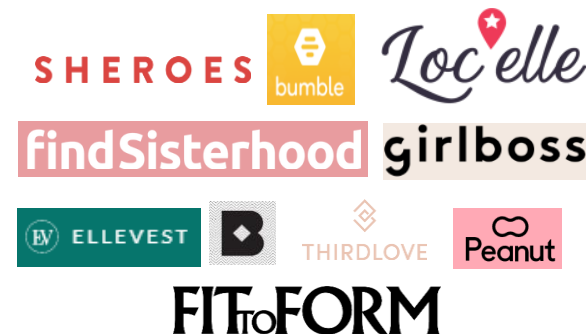
03

Safety



04

Lifestyle



#GHC19

* List not exhaustive

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Identify underserved niches



Invest time in customer development



Customer
discovery

Customer
validation

Customer
creation

Company
building

Build investor relations early on



6%



74%



2.2%



**Its just a women's
thing**

**My wife
doesn't have
this problem**

Just make it pink!

Build investor relations early on

PORTFOLIA



astarteventures



SOGAL VENTURES

HALOGEN *ventures*



USV

Y

HealthVenture

#GHC19

Use data to your advantage



Find support from the community



WE WILL build better technologies **FOR women & BY women**



THE MOST DAMAGING
PHRASE IN THE LANGUAGE
IS "WE'VE ALWAYS DONE
IT THIS WAY."

—GRACE HOPPER

Please remember to
complete the session
survey in the mobile
app.

THANK YOU
YOU CAN *FOLLOW ME*

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