

Inclusivity, experience-led design, and the smart integration of technology

Not all people are the same. Our FemTech philosophy integrates inclusivity, experience-led design, and the smart integration of technology. By putting people and context at the center of our thinking ? and applying consumer and healthcare knowledge gathered globally by our multi-disciplinary team ? we help our partners create meaningful incremental and transformational innovations that improve lives.

Predicted combined annual growth rate of the FemTech market from 2021 to 2027

Forecast value of the FemTech market in 2027 (estimated at \$25.5 billion in 2020)

It starts with people. To get the best outcome, our Insight & Strategy team takes a systematic approach to uncovering consumers? and patients? unmet needs, building evidence-based development strategies. Through contextual qualitative research, we explore functional, emotional, social and sensorial needs ? to know when, where and how powerful solutions should be delivered.

From incremental innovations to market disruptors, the right solutions should slot seamlessly into place. People-centered design is in our company DNA ? and, for the consumer or patient, that means creating intuitive and enjoyable experiences. We build multi-disciplinary teams, skilled at leveraging a broad perspective in tandem with a deep technical understanding, employing agile test and learn methodologies to iterate at speed. Tuned in to the factors driving and shaping market change, we give our clients the edge, applying strategic foresight to futureproof their innovation pipelines.

Forget about the tech. A solution-agnostic approach is often our starting point. We push the limits through creativity and scientific rigor to develop tailored technology solutions for consumers and patients that deliver commercial success for our clients. Exploring user acceptance of new technology, and different applications of existing solutions, we measure cultural readiness to ensure usability, and optimize innovation opportunities.

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Using a range of case studies, this white paper highlights some of the key considerations around regulation for FemTech innovators.

?Our FemTech philosophy is a framework for creating inclusive products that center on the lived experience of the user.?

Martha Hodgson

FemTech Lead

When Crescendo?s route to launch looked blocked by quality issues at manufacture, our rapid iteration of the vibrator?s sheath design cleared the way, enabling MysteryVibe to fulfil their first orders for investor-customers.

The US market for home kitchen knives is dominated by a handful of brands. When DKB Household wanted to enter it, they challenged us to innovate in this mature product category.

18 Oct 2023

18 Aug 2022

10 Mar 2022