



# **Sex, Tech and Beyond**

Dr Martha Tara Lee

Wed, 15 June 2p.m.

2022 World Health, Fitness & Wellness Festival



- Doctorate in Human Sexuality
- Masters in Counselling
- Masters in Public Policy and Management
- Bachelor of Arts (Comm)
- Certified Sex Therapist
- Certified Practical Counsellor
- Certified Life Coach

## **Dr Martha Tara Lee**

Relationship Counselor & Clinical Sexologist



# Synopsis

In this session, Relationship Counselor and Clinical Sexologist Dr Martha Tara Lee will share the latest statistics around SexTech and FemTech in particular in Asia.

- What are the current trends around SexTech?
- Who are players worth taking note of and what are they doing?
- What should investors and developers be looking into?
- What should the future of SexTech and sex beyond Covid?

All this and more at Sex, Tech and Beyond!



# What is FemTech?

FemTech provides innovation through the industry ecosystem value chain – from researchers to investors – reflected in creative solutions for complex, female-specific health issues.



Software, diagnostics, products, or services that use technology specifically focused on women's health



Maternal and Child Care



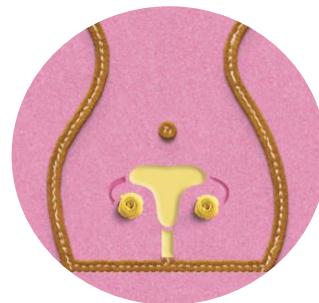
Contraceptives



Fertility



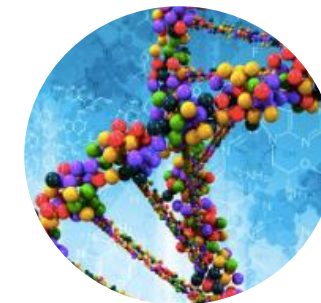
Menstrual Cycles



Menopause



Breast & Cervical Cancer



Genomics



Mental Health

# Global Industry Overview

According to BusinessWire, the **global sexual wellness market is expected to reach \$125 billion by 2026**. APAC was the leading region for the global sexual wellness market in 2017.

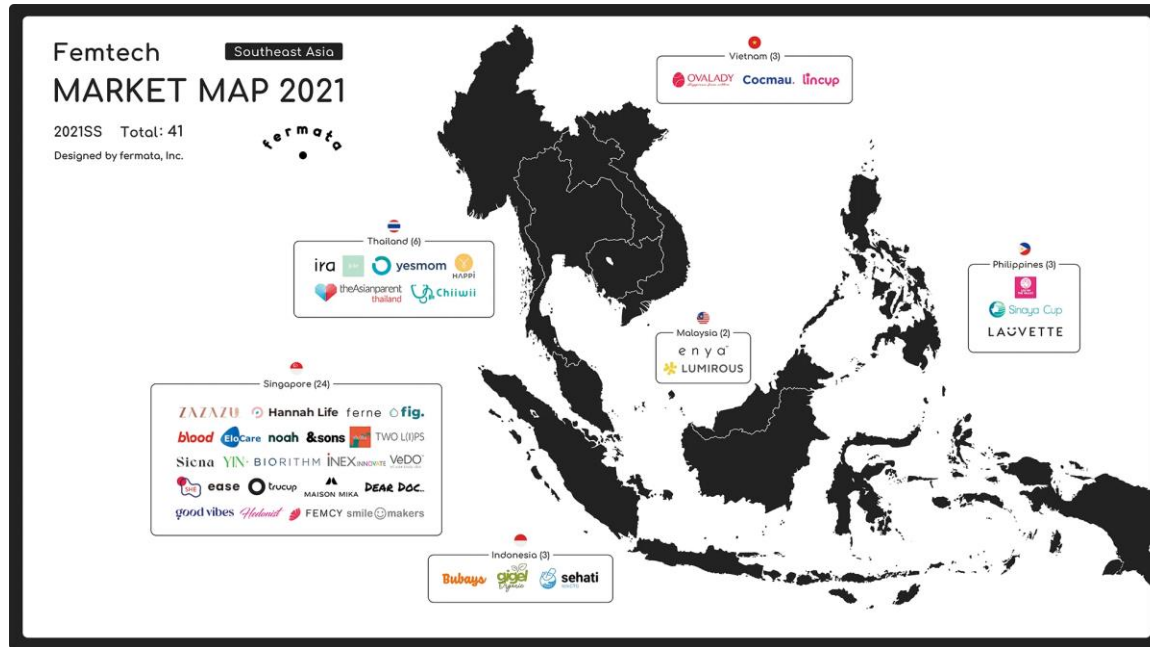
*“With **80% of FemTech companies having a female founder**, FemTech is real-life example of women helping women with peer-to-peer support, with the added benefit of authentic, business-to-consumer compassion. In FemTech, women are often the founders...and always the consumers.”*

Globally, **~37% of FemTech market targets Pregnancy & Nursing and Reproductive Health & Contraception** subsectors; however, it is not only limited to these categories.

Total global market for FemTech products and services valued at ~22 billion U.S. dollars in 2020. **Forecast increased to 60+ billion dollars by 2027.**

# FemTech in SE Asia

There were 318 global FemTech companies in 2020; 41 in SE Asia (~13%).



- [Yesmom](#), Thailand-based provider of at-home diagnostic testing kits for fertility and PCOS, was registered in 2017 by [Peter Macquart-Moulin](#). This is the earliest established business in the FemTech Association of Asia.
- Given SE Asia's young companies and a nascent market for this already [nascent industry](#), [2022 FemTech Trend articles](#) have been mainly focused on our larger, more established counterparts in the USA and Western Europe.



# Success Stories



Maven Clinic is a privately held New York, NY company that offers a telemedicine-based virtual clinic for women's and family health. Maven Clinic raised **\$110 million** and reached unicorn status.



Elvie is a British Femtech company developing smart technology for women and raised **\$87 million**.

## ORDINARY FOLK



Singapore-based digital health startup Ordinary Folk gets **\$5M** in pre-Series A funding. Ordinary Folk runs two telehealth platforms: Noah, an online healthcare service dedicated to men, and Zoey, which focuses on women's sexual wellness, fertility, mental health and wellbeing.



EASE Healthcare, a startup focused on access to women's health services, has raised **US\$1.3 million** in seed funding.

Elvie - Crunchbase Company Profile & Funding. (2022). Crunchbase. <https://www.crunchbase.com/organization/chiaro-technology-ltd>

Flo Health - Crunchbase Company Profile & Funding. (2022). Crunchbase. <https://www.crunchbase.com/organization/owhealth>

Gershfeld, A. (2022, January 5). How Femtech Moves From Niche To Essential. Crunchbase News. <https://news.crunchbase.com/news/femtech-vc-investment-startups-womens-health/>

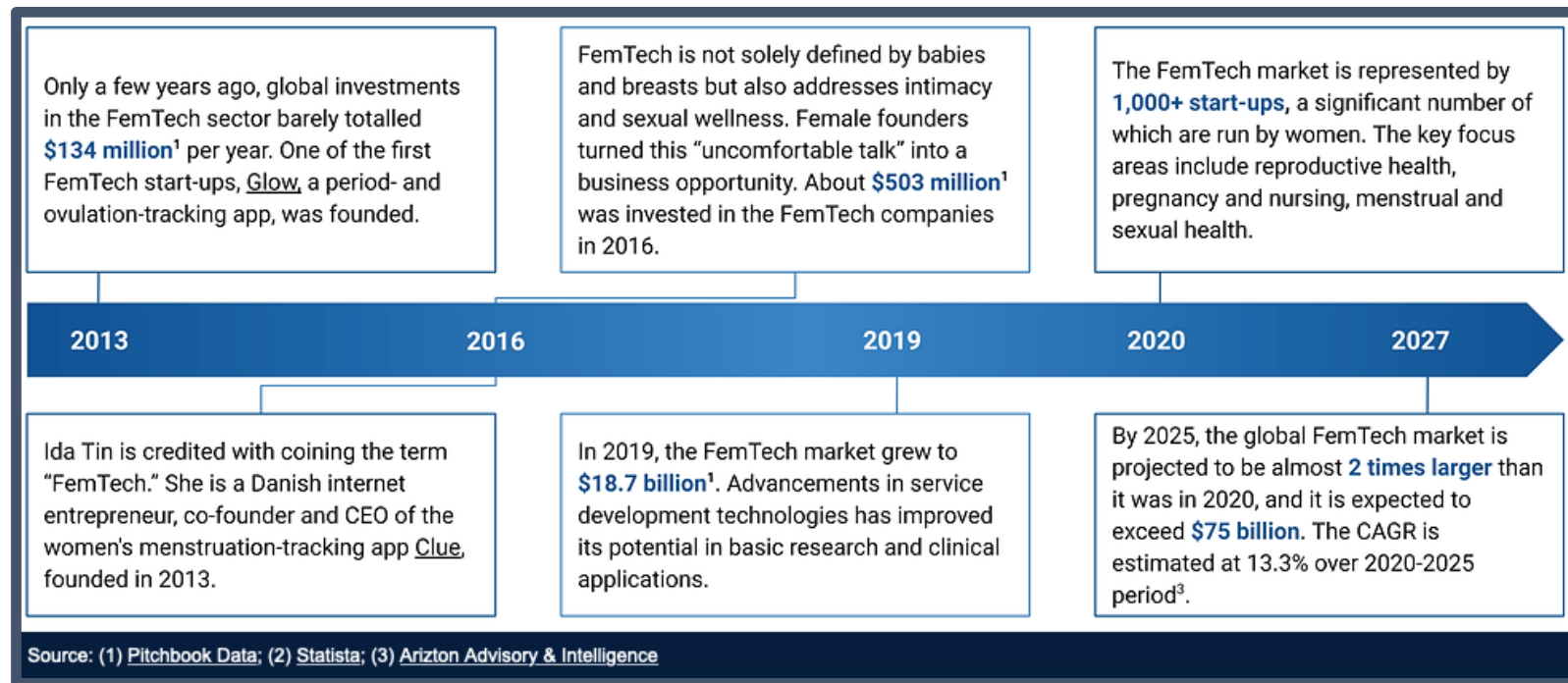
Maven Clinic - Crunchbase Company Profile & Funding. (2022). Crunchbase. <https://www.crunchbase.com/organization/maven-clinic>

Pillai, S. (2021, September 28). Femtech startup Ease raises US\$1.3m led by Insignia. The Business Times. <https://www.businesstimes.com.sg/garage/femtech-startup-ease-raises-us13m-led-by-insignia>

Ang, A. (2022, May 13). Singapore-based digital health startup Ordinary Folk gets \$5M in. MobiHealthNews. <https://www.mobihealthnews.com/news/asia/singapore-based-digital-health-startup-ordinary-folk-gets-5m-pre-series-funding>

# Industry Development

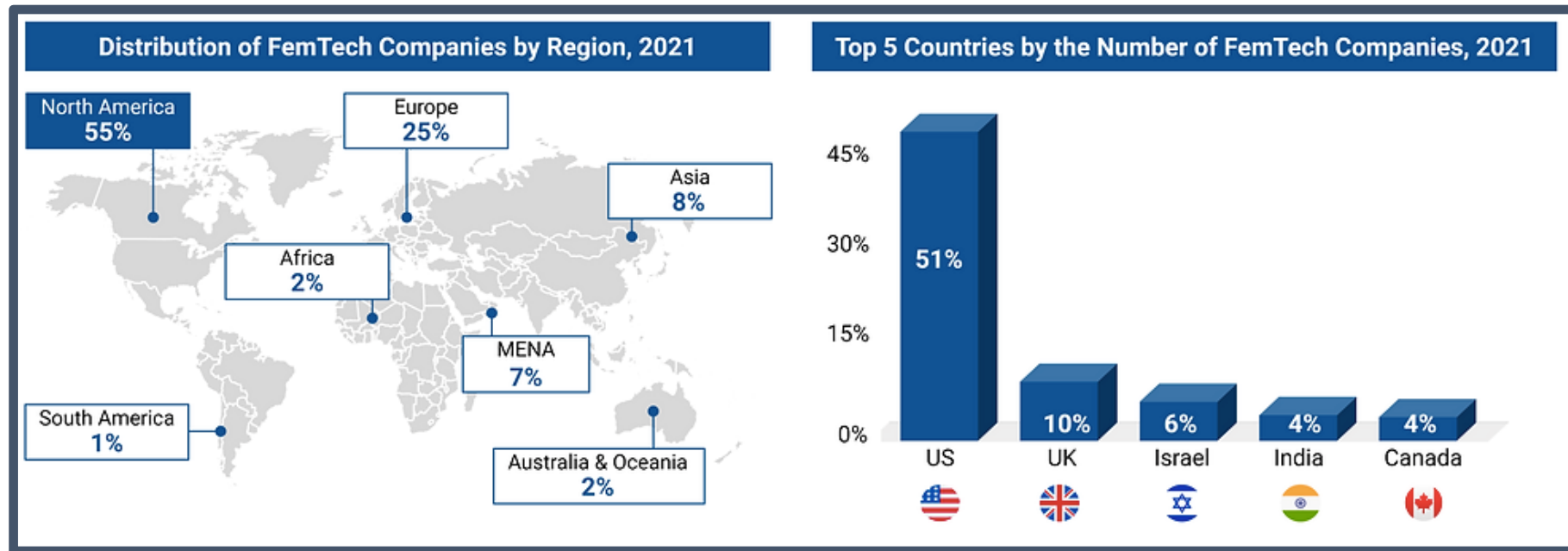
The FemTech industry is for an early-adopter and early-investor market, with accelerating growth opportunity given the untapped “sheconomy” and white space.





# Regional Distribution

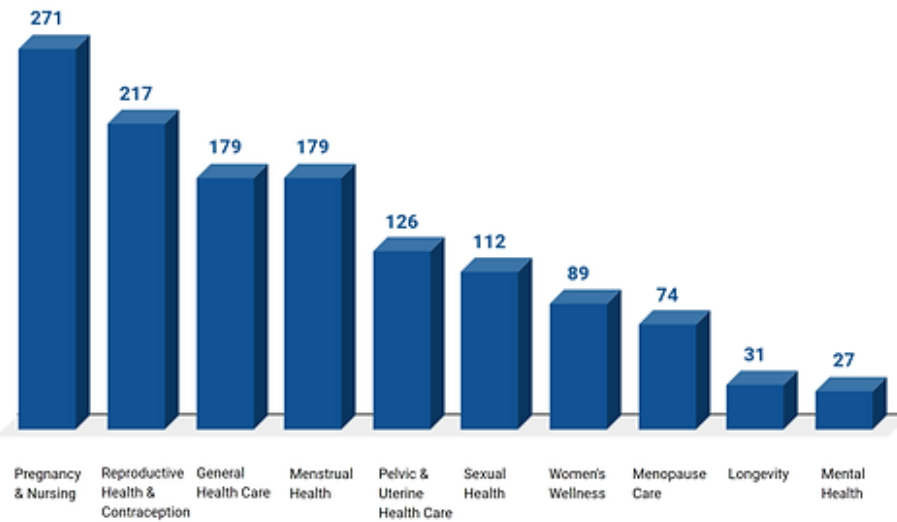
North America has the most FemTech companies, with USA and UK leading the charge.



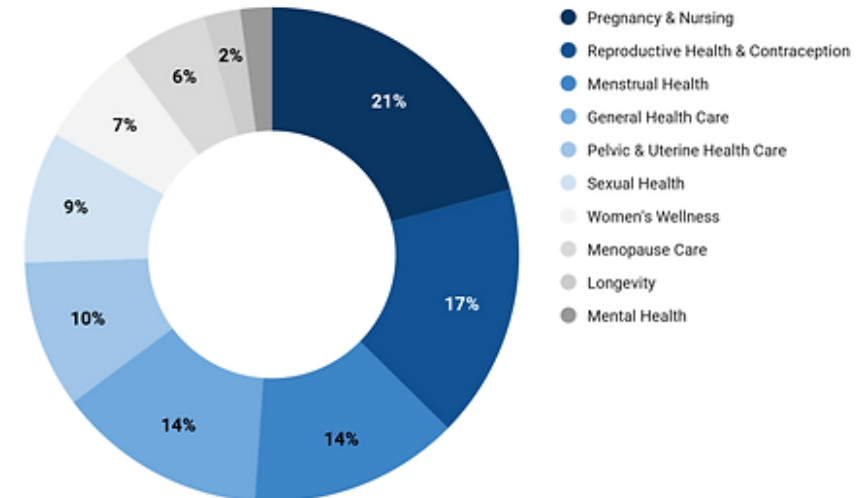
## FemTech Companies by Subsector

Accounting for 21% of the total market, Pregnancy and Nursing (e.g., Baymatob and Expectful) is the largest subsector of the FemTech Industry by the number of companies. It is followed by the Reproductive Health and Contraception subsector (e.g., Carrot and Phexxi), which accounts for 17%, and Menstrual Health (e.g., Gals Bio and March Health) together with General Health Care (e.g., Syantra and Tia), both occupying the third place and 14% each. Together, these top subsectors comprise 65% of the entire FemTech market.

Number of FemTech Companies by Subsector, 2021



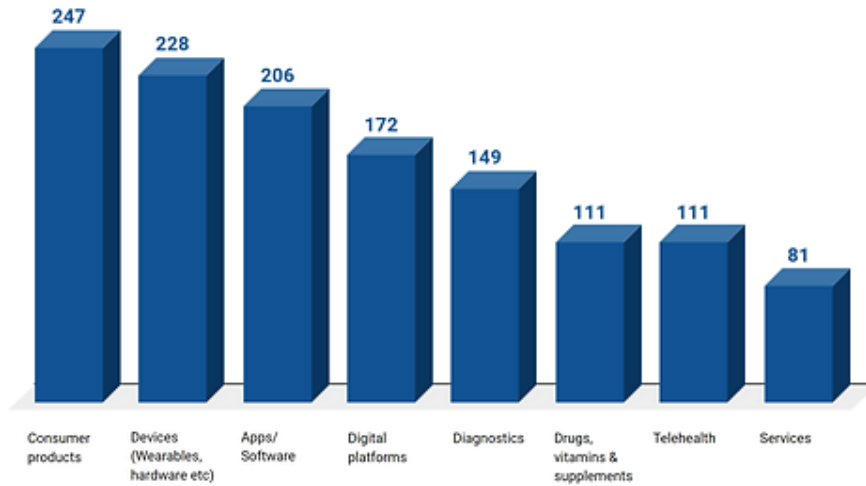
Share of FemTech Companies by Subsector, 2021



## FemTech Companies by Product Type

The FemTech sector primarily addresses women's health, including consumer products such as innovative femcare, a wide range of devices addressing Sexual Health and Reproductive Health along with software and apps for pregnancy and nursing care, women's wellness, Longevity, and menstrual health. Products for dealing with menstrual flow – such as reusable absorbent underwear, the reusable cup, and flushable pads – are now competing to provide the safest, most convenient, affordable, and environmentally friendly option to the hundreds of millions of people worldwide who are actively in need of them.

Number of FemTech Companies by Product Type, 2021



Top 3 Product Types

19%  
Consumer  
Products



17%  
Devices  
(Wearables,  
Hardware etc.)

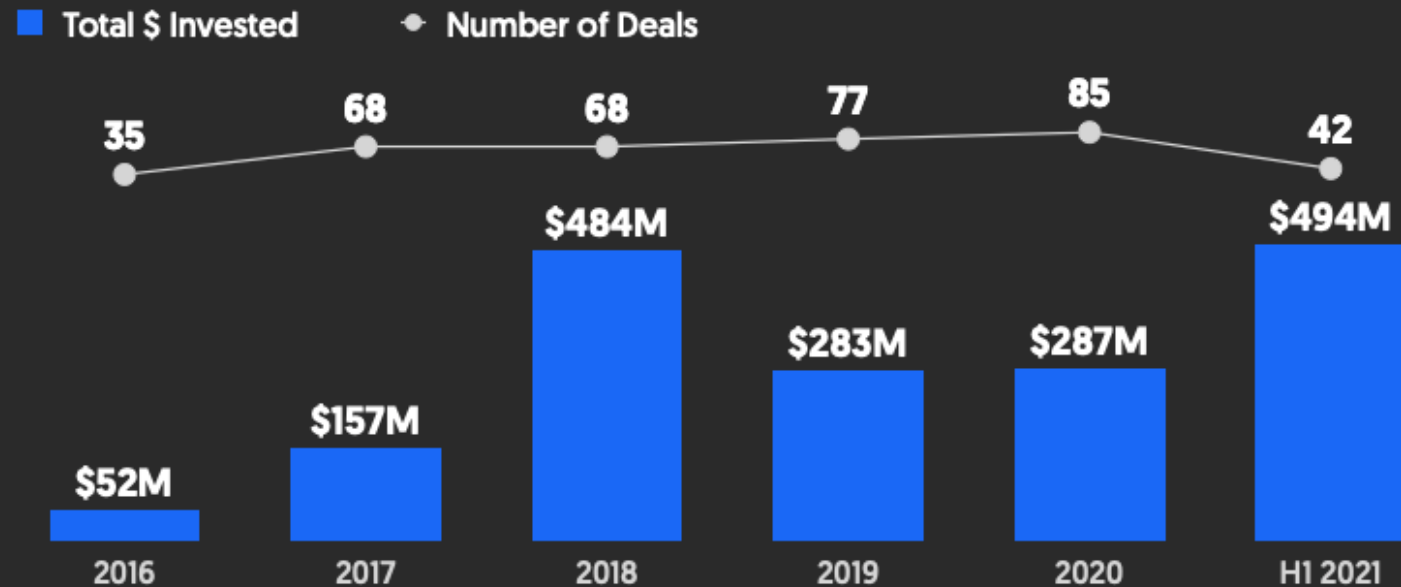


16%  
Apps/  
Software



# Funding To Companies Led By Black Women In The U.S., Through H1 2021

Includes seed, corporate, venture and PE for venture-backed companies. Data as of June 30, 2021.



crunchbase news



# What is SexTech?

---

**SexTech** is a category within FemTech leveraging products, services and software specifically focused on women's sexual health, wellness and pleasure.



- Term “**SexTech**” championed by [Cindy Gallop](#) of MLNP (Make Love Not Porn)
- Refers to “technology and technology-driven ventures that are designed to enhance, innovate and disrupt human sexuality and/or the human sexual experience.”

# Trends Related to Women's Sexual Health

1. **BDSM** - According to recent research by Ann Summers, we're searching for BDSM-related content 70 times as more than usual, with searches for sex trends in general up 250 per cent. BDSM accessories have seen a dramatic surge in sales since the start of the pandemic.
2. **Sexual mindfulness** - At the other end of the spectrum, sexual mindfulness is about concentrating on the moment at hand and taking the time to feel sensations rather than rushing towards the end goal.
3. **High end sex toys** – Premium sex toys like Lovense and Satisfyer come with Bluetooth and even internet pairing capabilities.
4. **Sexual coaching** – Customisable and individuals sexuality coaching and counselling will be in demand.
5. **Sex Ed** – As more influencers are producing free sex ed content, professional sexuality educators, counsellors and coaches will increasingly feel the need to also offer free and open talks regarding sex ed through various media outlets from YouTube, podcasts or even in Tiktok. Monetisation of sex ed content will become more challenging for practitioners. (We already have it now but might intensify in the coming years.)
6. **Dating** – People are clearer about what they are looking for in a partner and more intentional about dating.



# Growth Opportunities for FemTech Market:

1. Need & development of **health solutions for pregnancy care** with affordable pricing models and doctors' support.
2. **Expanding reach to low-income regions** such as Africa and Asia, which are also the locations with the highest female populations.
3. Meeting the unmet needs of women with culturally appropriate solutions, such as **wearable devices or leveraging technologies**.
4. Reaching the previously inaccessible women customers in rural areas with **digital health technologies** such as smartphone apps, which would be successful because of increasing internet penetration, even in less-developed regions.



# Drivers

1

Rise in  
digital  
healthcare

2

Development  
of software  
solutions

3

Demand for  
maternity  
care  
application

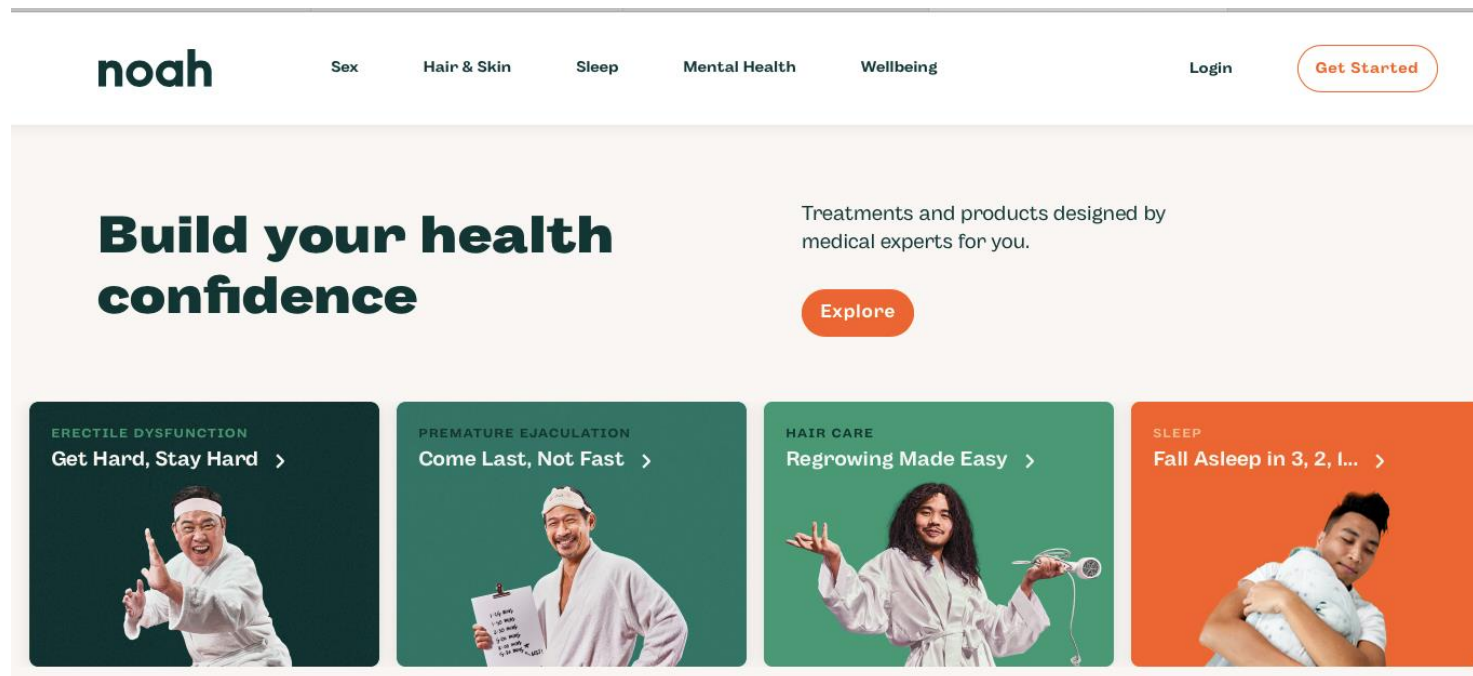
4

Regional  
Analysis



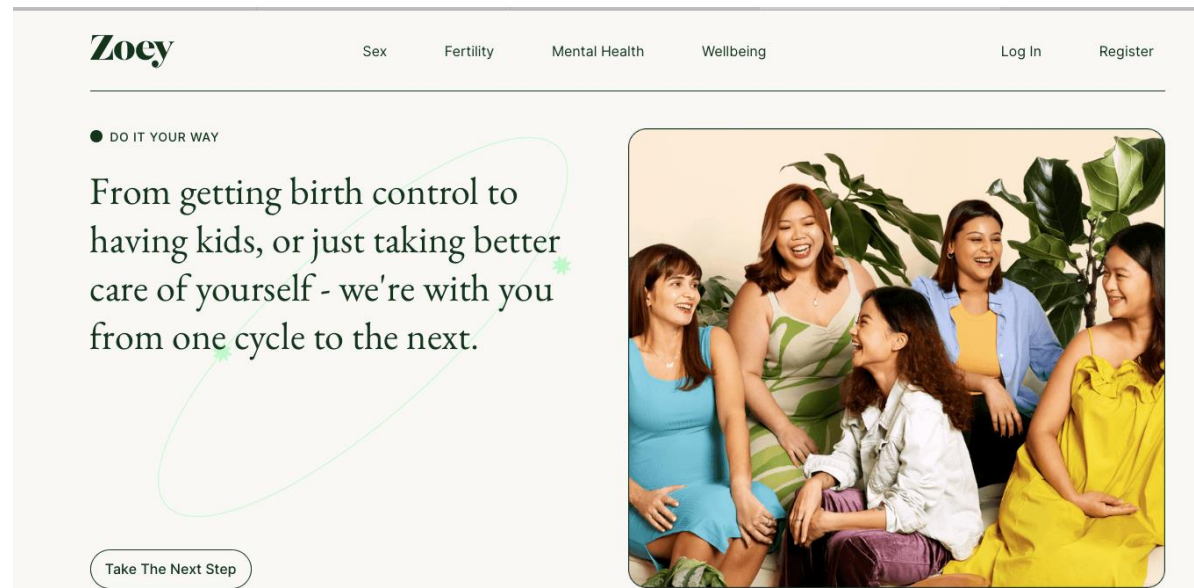
# Startups to Watch in 2022

1. [Noah \(Singapore\)](#) is the discreet digital health clinic for men. We provide everything from medical evaluation to discreet, 4-hour medication delivery and free doctor follow-ups in one seamless experience.



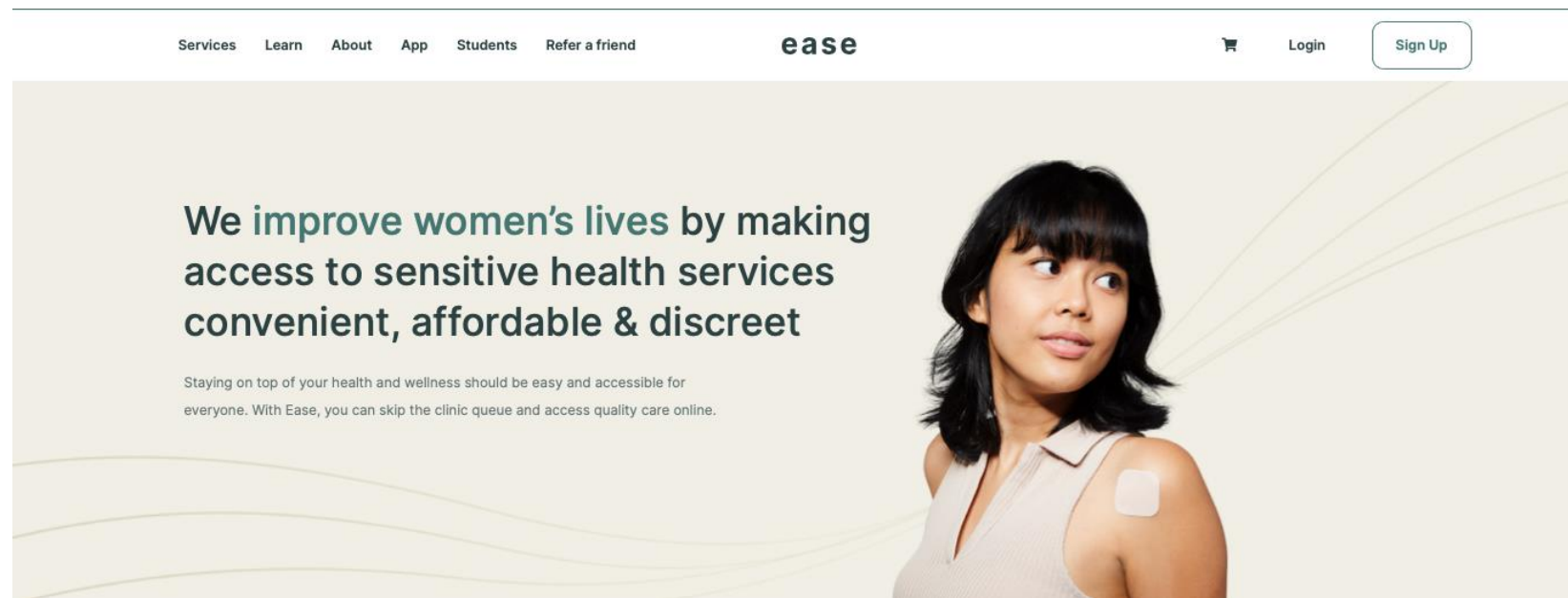
# Startups to Watch in 2022

2. [Zoey \(Singapore\)](#) is a one-stop digital health clinic for women and provides an inclusive, discreet space that provides treatment for sexual health, aesthetics, and overall well-being. We provide everything from medical evaluation to discreet, 4-hour medication delivery and free doctor follow-ups in one seamless experience.



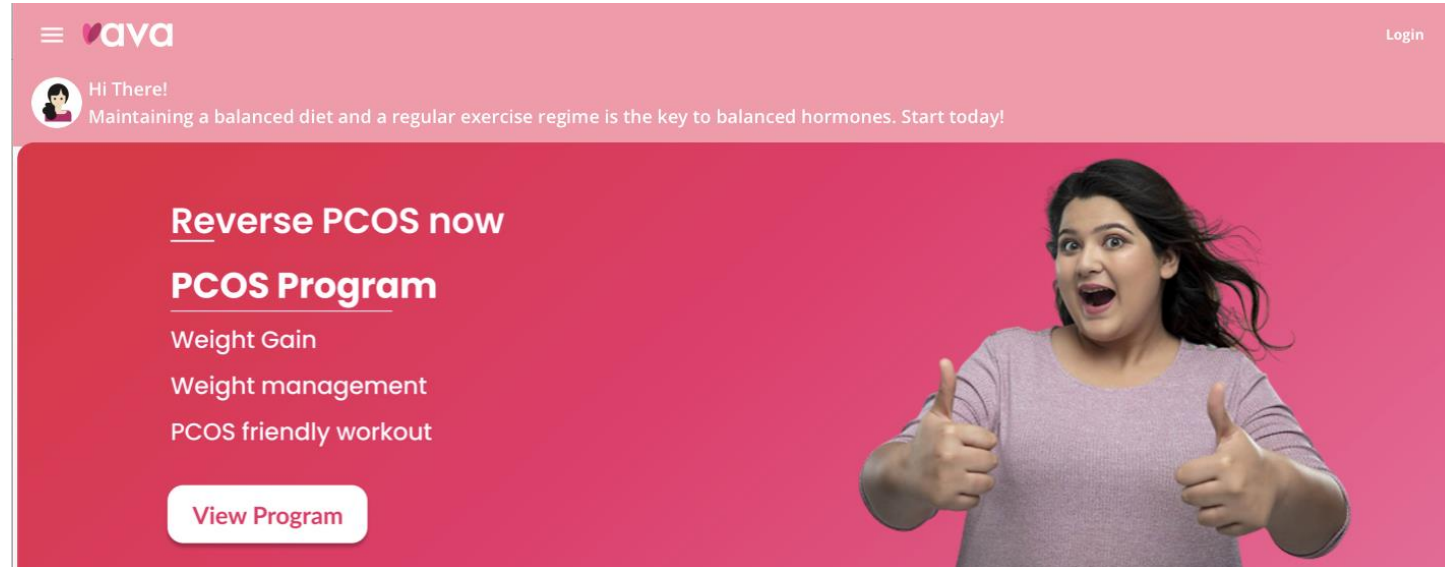
# Startups to Watch in 2022

3. [Ease \(Singapore\)](#) We improve women's lives by making access to sensitive health services convenient, affordable & discreet. Staying on top of your health and wellness should be easy and accessible for everyone. With Ease, you can skip the clinic queue and access quality care online.



# Startups to Watch in 2022

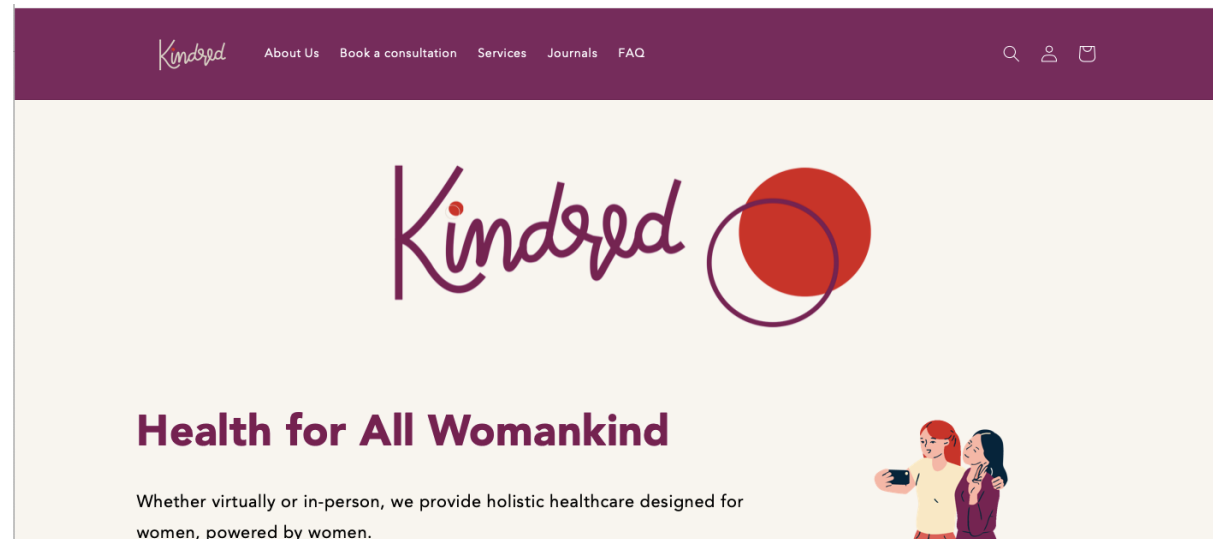
4. **Ava (India)** The MyAva app streamlines the monitoring and treatment of polycystic ovary syndrome (PCOS) by giving women access to centers that employ gynecologists, nutritionists and fitness coaches, all in one place.





# Startups to Watch in 2022

5. [Kindred \(Philippines\)](#) champions women through an integrated ecosystem of virtual and in-clinic holistic health services. Kindred is an all-in-one destination for all things female health that provides a safe, no-judgment space and comprehensive plans of care and treatment through a collaborative care model.



# References:

1. Davis, L. (2022, April 17). *Setting the Foundation of the FAA - Lindsay Davis*. Medium. <https://medium.com/@lindsaydavis.sg/setting-the-foundation-of-the-faa-67fc68b0db1f>
2. Davis, L. (2022b, April 18). *2022 FemTech Trends in SE Asia - Lindsay Davis*. Medium. <https://medium.com/@lindsaydavis.sg/2022-femtech-trends-in-se-asia-58d7f8ada8af>
3. *Elvie - Crunchbase Company Profile & Funding*. (2022). Crunchbase. <https://www.crunchbase.com/organization/chiaro-technology-ltd>
4. *Flo Health - Crunchbase Company Profile & Funding*. (2022). Crunchbase. <https://www.crunchbase.com/organization/owhealth>
5. French, A., Sharma, K., Regalado, F., & Hoang, L. (2022, March 1). *Asia's femtech revolution: the quest for better women's health*. Nikkei Asia. <https://asia.nikkei.com/Spotlight/The-Big-Story/Asia-s-femtech-revolution-the-quest-for-better-women-s-health>
6. *Maven Clinic - Crunchbase Company Profile & Funding*. (2022). Crunchbase. <https://www.crunchbase.com/organization/maven-clinic>
7. Gershfeld, A. (2022, January 5). *How Femtech Moves From Niche To Essential*. Crunchbase News. <https://news.crunchbase.com/news/femtech-vc-investment-startups-womens-health/>
8. Lee, M. (2021, January 16). *Top 5 Sexuality Trends to Expect in 2021*. Eros Coaching. <https://www.eroscoaching.com/2021/01/top-5-sexuality-trends-to-expect-in-2021/>
9. Pillai, S. (2021, September 28). *Femtech startup Ease raises US\$1.3m led by Insignia*. The Business Times. <https://www.businesstimes.com.sg/garage/femtech-startup-ease-raises-us13m-led-by-insignia>
10. Statista. (2021, October 7). *Worldwide femtech market size 2019–2027*. <https://www.statista.com/statistics/1125599/femtech-market-size-worldwide/#statisticContainer>



**Dr. Martha Tara Lee, D.H.S., M.A., M.A., B.A.**

Relationship Counselor and Clinical Sexologist

**Eros Coaching Pte Ltd**

Website: **[www.ErosCoaching.com](http://www.ErosCoaching.com)**

Email: **[drmarthalee@eroscoaching.com](mailto:drmarthalee@eroscoaching.com)**