

# FemTechnology Summit in collaboration with Roche

June 6 + 7, 2023  
Roche Tower – Basel, Switzerland



## Media Kit For Women's Health Innovators BUILDING THE FUTURE OF WOMEN'S HEALTH

### Briefing

We're incredibly excited to welcome you to this year's FemTechnology Summit – which will have **two components**.

**In-Person:** where we bring together stakeholders across the whole women's health ecosystem to gather in person and showcase the latest breakthroughs in women's health, best practices as well as patient needs.

**'Virtual':** where we highlight and generate new content before, during and after the Summit, as well as regenerate older content innovators have created.

#### Why are we structuring the Summit like this?

The FemTechnology Summit is both a problem solving and an awareness exercise. In order to maximize the energy and brilliance of the attendees and create impact beyond the temporal June gathering we want to generate and regenerate as much content as possible to raise awareness and stimulate discussion about problems, innovations and solutions in the FemTech space.

#### Content Goals:

- Create and build a narrative for the audience about the scope of inequities that exist in women's health and address how we are all coming together to work to close these gaps each in our own verticals in a way that comes together in an integrated ecosystem.
- Amplify the dialogue around women's health by putting the issues and these variety of stories from different verticals centre-stage in your community of influence
- Strike much-needed conversations within your community, as well as the health, health-tech and femtech sector by sharing the experiences, challenges and hurdles women face throughout their healthcare journey.

# Content Creation

## Requested Materials In Advance of FemTechnology Summit (June 6 + 7)

1. **Two Short :60 -:90 second Videos + 1 LinkedIn Post.**
2. **One short piece (White Paper, Pitch Deck, or One Pager) summarizing your work, your ask of attendees, and how they can help further your innovation/research/venture.**
3. **Consent Form to share and disseminate the material.**

### 1. Videos

#### Video 1: Origin Story

Help us build anticipation and excitement around the Summit by addressing the needs of, and innovation in, women's health through short videos that will be shared on social media.

- Tell us about your personal connection to your venture
- Why did you start researching, why did you start innovating, why did you start pushing for change within your organization, why did you start writing about this topic?
- What still drives you today, what pushes you forward and how have you seen this resonate with others?

#### Video 2: Innovation Landscape

Help audiences better understand the FemTech landscape and your specific vertical by sharing facts and issues from your field.

- What is a surprising statistic about your venture?
- Explain who you are and what you do in a way a novice in women's health would be able to understand
- Why does this matter? What is the need for your innovation and if you succeed how will this change things?
- What kinds of partners would you be looking for ideally and why are you excited to be featured at this year's Fem Technology Summit?
- **End with: "I hope you will join me in this movement to build the future of women's health/redesign healthcare so it works for everyone"**

## LinkedIn Post

**When finished with the videos, please upload and post to LinkedIn and tag @FemTechnology\_Summit and use the hashtag #femtechnologysummit. We will, in turn, repost, engage and share.**

If you would like to be featured at the **in-person** Summit we would ask that you upload your video [here](#)

([https://drive.google.com/drive/u/2/folders/11k6cwTvieNAkp02P-WLCDTEYWxYPZej\\_](https://drive.google.com/drive/u/2/folders/11k6cwTvieNAkp02P-WLCDTEYWxYPZej_))

## 2. Your Venture/Research/Work

In the white paper, pitch deck, or one-pager of your choice, we are looking for you to summarize your venture/research/work as well what your ask is of those attending in person would be, and how they can help.

## 3. Consent Form

Please be informed that pictures and videos will be recorded during the FemTechnology Summit. The FemTechnology Summit + Roche and its affiliates may use, publish, reproduce, modify and display any of the pictures and videos, internally or externally, individually or in conjunction with other publications, in any and all media (including printed materials as well as online content) for public relations work, communication and educational purposes. Please reach out to [contact@femtechnology.org](mailto:contact@femtechnology.org) in case you want to refrain from publishing or you would like to remove your picture from any publication.

## Our Ask and In Exchange

That you share across your socials (we will obviously disseminate and repost) and share the repository at FemTechnology Summit in collaboration with Summit.

## Timing & Deadlines

Please submit the content pieces **by May 15th, 2023** at the latest

Please let us know if you have any questions!

Contact: [contact@femtechnology.org](mailto:contact@femtechnology.org)