

Global Business Innovation Programme

FemTech

Boston | New York

Innovate UK's Global Business Innovation Programme helps businesses explore collaborative innovation and investment opportunities that exist in overseas markets.

This programme is supporting women in innovation and is encouraging applications from female founders.

We are currently accepting applications for up to 15 companies in the FemTech sector to join our programme supported by various research centres and businesses in New York / Boston - USA. The Programme is focused on helping your business to maximise the opportunities in the USA and will include a visit to the Femtech and Consumer Innovation Summit in New York that connects innovative businesses to investors and industry experts.

Participants will be provided with pre-visit support from an Innovate UK EDGE Innovation and Growth Specialist and also given the opportunity to work with US investors for the investor pitch preparation.

The aim is to foster and support collaborative research and development through UK and US partnerships. We welcome applications from businesses developing innovative technologies that improve healthcare for female-specific health conditions such as fertility & birth control, menstruation and period care products, menopause, chronic conditions and hormonal disorders, pelvic health, pregnancy and post-pregnancy, breast feeding, and sexual wellness.

Areas of focus include:

- **Solutions for Female Specific Health Conditions.**
- **Fertility & Birth Control.**
- **Menstruation and Period Care Products.**
- **General Health Conditions Affecting Women Disproportionately.**
- **Osteoporosis, Breast Cancer, Autoimmune Conditions.**
- **Stroke, Mental Health, Cardiovascular Disease.**
- **Innovations in Healthcare for Women.**
- **Research and Development in FemTech.**
- **Collaborative Partnerships for Women's Health.**

WHY BOSTON?

Boston is one of the leading life science hubs in the world, and has established itself as an early industry-leader in FemTech, with an ecosystem that ranges from well-established start-ups to global companies that are revolutionizing women's healthcare access. There are also world-renowned academic and medical institutions in Boston, including Mass General Brigham and the Dana Farber Cancer Institute, that have been conducting significant research on women-specific issues. In the past, many academic institutions have been eager to collaborate with UK businesses in the health and the life sciences ecosystem, and we expect ample interest in engaging with UK businesses in the FemTech sector.

WHY NEW YORK?

New York has established itself as a leader in the US FemTech ecosystem, by fostering a significant amount of start-ups and reproductive care initiatives. New York has also held several FemTech summits and conferences, with the upcoming 2024 FemTech Consumer and Innovation Summit being held in the city. There is a higher concentration of women-led Venture Capitalist firms, and women in leadership roles in investment, that we expect to be intrigued by the UK FemTech delegation that will be visiting.

Key programme dates

Applicant Briefing:
12th December 2023

Applications Close:
26th January 2024

Pre Visit Briefings:
14th March 2024

Innovation Visit:
3rd - 7th June 2024

WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth specialist to support them, including developing an action plan to capitalise on the opportunities identified.

The three main phases of the Global Business Innovation Programme are:-

- **Getting ready for the market:** Preparation workshops to build knowledge and understanding of the market and opportunities, including how to do business, cultural aspects protecting Intellectual Property and training on articulating your value proposition and how to prepare your investor pitch. (2-day workshop)
- **Visiting the market:** Explore the innovation opportunities first-hand through meeting with key companies, research organisations, potential collaborators and investors through pre-arranged meetings and organised matchmaking.
- **The innovation visit will include a visit to the Femtech and Consumer Innovation Summit in New York, USA, from 5-6 June 2024.** The summit will bring together leading investors, consumer pharmaceutical companies, femtech and consumer health startups, CPGs, FMCGs, marketing brands, digital giants, retailers, lifestyle, and wellness brands, and supply chain and manufacturing companies.
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified.

Innovation visit - Itinerary:

Date	Activity
14th March 2024	Pre Visit Briefings.
17th & 18th April 2024	DBT US Investor forum – Pitch Practice
3rd - 7th June 2024	Innovation visit (Boston - New York).
8th June 2024	Arrive back in the UK.

Travel will be subject to the entry and exit rules of USA and the UK. Should travel not be permitted the programme will be delivered virtually or cancelled.

To apply for this initiative, you must:

Be a UK based company

Be a business with fewer than 500 employees

Have a focus on FemTech

What is the cost?

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative.

One representative from each company will be funded. On acceptance to the Programme a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan.

Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

How to apply?

The application form can be found [\[HERE\]](#). To support potential applicants, a briefing will take place at 4pm on 12th December 2023. Register [\[HERE\]](#).

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process.

All applications must be made online and received no later than **5pm on Friday 26th January 2024**. All applicants will be notified by the 15th February 2024.

Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups.

Additional information & assistance:

Please note: Successful applicants will be expected to fully comply with any conditions of travel to the USA, as well as any local regulations. The safety of our delegation is our top priority.

For more information, assistance with your application or to discuss accessibility needs, please contact: Dr Dilruk Yahathugoda at dilruk.yahathugoda@innovateukedge.ukri.org