

# TOP MOMENTS IN FEMTECH IN THE LAST DECADE

by FemTech Focus



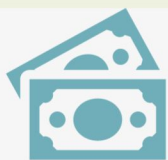
## 2014

Ida Tin, the Founder of Clue, a menstrual app company, coins the term "femtech" to describe any software, products, or services that focus on women's health.



## 2016

The market for femtech products is an estimated \$200 billion.



## 2019

Elvie, a breast-pump maker startup, raised \$42 million in Series B funding. The fundraising marks the largest raise for a femtech company to date.



## 2019

Fertility company Progyny became the first fertility benefits company to file for IPO.



## 2020

The first half of 2020 gave \$688.8 million in funding for fertility and pregnancy/motherhood digital health companies.

Sources: Rock Health, Mashable, Forbes, VentureBeat

For more information about femtech, visit us at [www.femtechfocus.org](http://www.femtechfocus.org)