

# GAIA - the Femtech-Alliance

Creating technological innovations together!



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## GAIA- WHO?



"I founded GAIA - the FemTech Alliance, which empowers female wellbeing through innovative technologies. I want to share my story and my experiences with the aim of inspiring and setting an example for entrepreneurs interested in impact and encouraging their open-mindedness, curiosity and humility towards new knowledge."

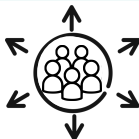
This is what the CEO of BIFI, Dr. A. Skopec, reigning Berlin Entrepreneur of the Year, and her team work towards every day.

## VALUES



- ❖ intrinsic **motivation**
- ❖ **voluntariness** as the basis for cooperation
- ❖ cooperative and **long-term** collaboration
- ❖ entrepreneurial **stability**

## GOALS



- ❖ **closing** the gender data gap through technological innovations
- ❖ promotion of women's health -> Promotion of the entire **healthcare system**
- ❖ technological **progress**
- ❖ gender **equality**
- ❖ connection of FemTech & Female Empowerment

## The Innovation Network

"GAIA - the Femtech Alliance" is an international innovation network and brings together partners from business and science. Data collected in research is geared towards the economy and reaches the market in the form of innovative products or services; this is where cross-sector knowledge transfer takes place.

When founding the "GAIA" network, BIFI recognized a clear gap in health research for women. Until 1993 women were still excluded from clinical studies. The result is a gap that is to be reduced with R&D cooperation projects.

BIFI's interdisciplinary and experienced team accompanies and supports the processes of innovation development and the complexity of the application process.

The Federal Ministry for Economic Affairs and Climate Protection (BMWK) provides up to €430,000 for R&D cooperation projects. They are used for the (accelerated) implementation of high-risk projects to consolidate innovative strength and competitiveness in Germany. The innovation network is built on three pillars:

### CARE

A dynamic **exchange platform** for members and experts

### CREATE

**Business and science partners** initiate R&D cooperation projects

### TELL

Placement of FemTech topics in the **public**

# GAIA - Ambassadors

## Visibility for women's health!



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### VISION

The Berlin Institute for Innovation is taking a bold step with the vision of growing "GAIA - the Femtech Alliance" into an **international association structure** and would like to gain supportive associate for this journey.

Closing the gender data gap is in the general interest of society - **the topic of health affects us all!**

Obtaining the missing health data via R&D cooperation projects is a smart move with multiple benefits, such as knowledge transfer between business & science, networking of like-minded people, increasing the **number of innovative projects** in Germany and Europe and the further development of the femtech sector.

### GAIA - Ambassadors

The need for action to improve medical care for women is **NOW!**

We have initiated the ambassador concept to take a big step forward. Society's attention has been caught by popular public figures, who can sensitize socially relevant issues. With the **voluntary support** of the association, "GAIA" ambassadors can significantly improve healthcare and economic development in Germany and Europe.

### Cooperation opportunities for "GAIA" Ambassadors

- ❖ The ambassadors are presented on the website (<https://www.gaia-femtech.com/botschafter-innen>) and on social media (photo with signature, photos from everyday (working) life, personal motivation)
- ❖ Video message
- ❖ Appearances at networking events
- ❖ Development of a joint cooperation strategy



# GAIA - the Femtech-Alliance

We are in!



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## Bloodykit



The Bloodykit project aims to develop an innovative multiplex method capable of extracting the 50 most commonly analyzed biomarkers of women's health from dried menstrual fluid. This approach is novel, as women's health parameters have so far only been measured to a limited extent in clinical settings. In particular, the application of dried blood spot (DBS) technology will allow women to easily dry and stabilize menstrual blood samples on filter paper for advanced health screening.

## Jobqueen



Timz Flowers Job Queen addresses the problem that many women do not receive sufficient support and coaching on their career path. Traditional approaches to career development are often not tailored to the specific needs of women, which can lead to inequalities in career progression. The innovative content of Timz Flowers Job Queen lies in the unique combination of proven coaching methods with state-of-the-art AI technology.

## Cooperation partners



Physikit



skin theory



kiron

## Cooperation and funding opportunities within the Femtech-Alliance:



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### What is "ZIM"?

ZIM = Central innovation program for medium-sized business

The funding program is an initiative of the **Federal Ministry of Economics and Climate Protection**

Funding is provided for innovation networks such as research and development (R&D) projects

### What are the possibilities of the innovation network?

Association of several **companies** and **research institutions** that jointly carry out **R&D projects** for technological innovations (products, processes or tech. services).

Small and medium-sized enterprises (SMEs) are supported; **large enterprises** can participate with their own investment.

The BIFI management team can fall back on **14 years** of corporate experience in the field of innovation and is one of the **drivers of innovation** in Germany. The **interdisciplinary team of experts** provides support in areas such as networking, innovation development and the application process.

Feasibility study: up to € 70,000 (70% of the study volume).

Market launch measures (marketing): up to 3 x 30,000€ (50 % of the marketing volume) Market launch measures (marketing): up to 3 x 30,000€ (50 % of the marketing volume).

### How can I join GAIA- the Femtech-Alliance?

**Financial network contribution** for the ZIM network is depending on the network phase, the year of network funding and the total number of network partners.

Proof of the company's **stability** must be provided: Financial resources for R&D projects must be available and are dependent on the total amount of the funded project.

### Funding conditions for ZIM cooperation projects (per company)

corporate forms	funding quotas		Amount of funding for max. partial project sum: 450 T€	
	national	international	national	international
Small companies o > 50 employees; turnover/balance sum: up to 10 Mio €	45 %	55 %	202,5 T€	247,5 T€
small companies in structurally weak regions	55 %	60 %	247,5 T€	270 T€
Small young companies o Founded less than 10 years ago	50 %	60 %	225 T€	270 T€
Medium-sized companies o > 250 emp; turnover: till 50 //balance: till 43 million €	40 %	50 %	180 T€	225 T€
o Other medium-sized companies o > 500 MA o > 1,000 employees: Only in cooperation with SMEs	30 %	40 %	135 T€ 135 T€	180 T€ 180 T€
Research institutions	100 %	100 %	Max. 220 T€	