

# TechTruster.dk



## Femtech News

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Vanessa Julia Carpenter

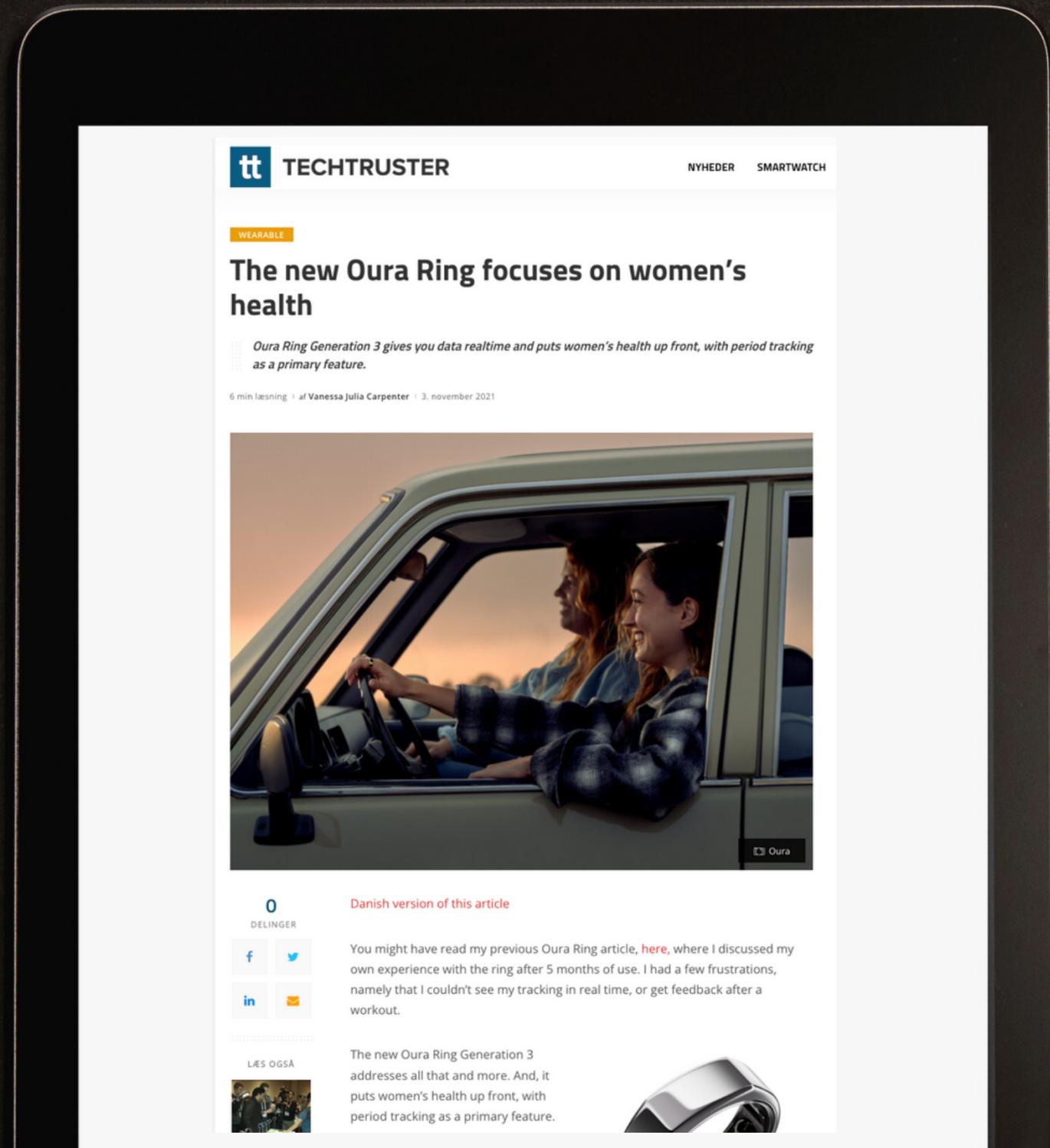
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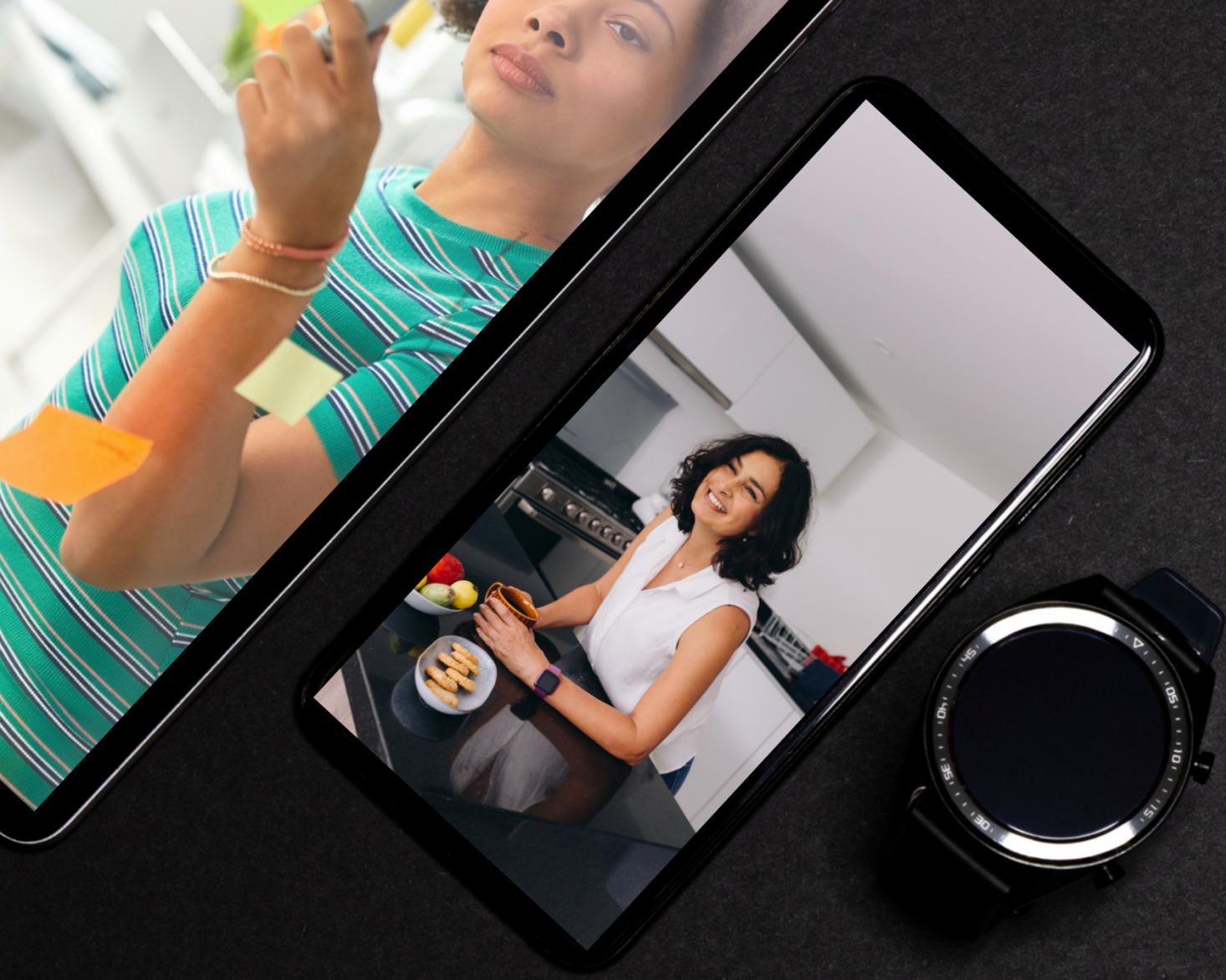
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The team behind TechTruster provides women with meaningful and helpful information on how they can use femtech to improve their health and quality of life.

Although women make up half of the world's population, most information about technology and the design of technological products is targeted at men. A study by Pew Research shows that more women than men use wearables, and they use them to measure their health to a greater extent than men do.





# Problem or Opportunity

Half the population is interested in technology specific to their bodies, and there is a distinct lack of information about this area. "Femtech" comprises of technologies for women, and our site, TechTruster, provides reviews, insights, opinions and updates on emerging FemTech devices.

# We need your help

To finance the site, we invite companies and organizations to be content partners. Here is an example of what you achieve through a partnership.



A top-down view of a desk with various items: a black keyboard on the left, a pair of white AirPods, a white magnifying glass, a black spiral notebook, and a white pen.

# Partnership agreement

- A partner page on TechTruster with info about the company with a logo
- 3 blog posts/press releases or articles focusing on your company or employees, written by our team. The content is published on TechTruster and shared on SoMe.

# New audiences

- Spread your message outside your traditional target groups
- TechTruster gives you visibility on new communication channels
- You discover new stakeholders, potential members, and supporters

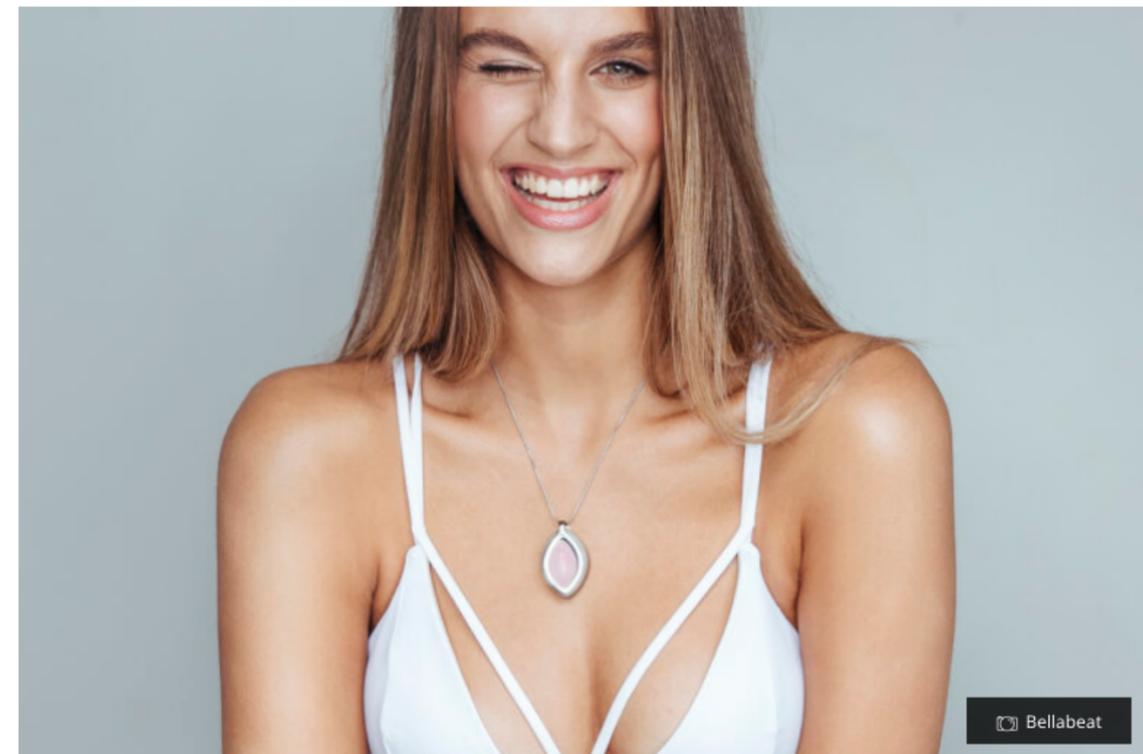
One year: DKK 15.000 ex moms

WEARABLE

## Femtech: The Way Forward in Women's Health

*There are over 200 Femtech start-ups present globally. The industry generated venture capital to the tune of \$376 million in 2020 and is geared to be worth \$60 billion by 2026. The rapidly growing sector underscores the growing awareness concerning women's biological needs.*

7 min læsning | af Vanessa Julia Carpenter | 27. april 2021



Bellabeat

0  
DELINGER

The rapidly growing sector of FemTech underscores the growing awareness concerning women's biological needs, of which menstruation and pleasure have



# Editorial Team

- Cecilie Helm Darling, journalist, Helm Media
- Helle Baagø, journalist, digital project manager, Tendens, founder of TechTruster
- Ivanna Rosendal, Senior Director, Ascendis Pharma
- Vanessa Julia Carpenter, Chief Innovation Officer, Gargarin, PhD (Interaction Design), Women in Hardware Network, Kintsugi Design

# Worth investing in

Women are the predominant decision and purchase makers and represent half the population.

We provide them with the insights they need to make smart purchasing decisions about their tech in a time when tech and wearables are growing exponentially.

TechTruster is worth investing in because we represent the future of technology.



# Contact us

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