

Summit Solution Consultants

<u>Team Member Name</u>	<u>Year</u>	<u>Major(s)</u>
Natalie Shapira	2025	Entrepreneurship; Law & Compliance
Claire Weiss	2026	International Business; Leadership & Management
Katie Iverson	2026	Accounting; Law & Compliance
Grant Clark	2027	Finance; Accounting; Law & Compliance
Reese Gustafson	2027	Leadership & Management

Advisors: Jason Skirry & Susan Supina

Topic: Exposing FemTech: An Innovative Approach to Protect Women's Health Data

Audience: Technology company looking to launch a menstrual tracking app

Executive Summary

Female technology (FemTech) emerged in 2016 as an industry seemingly dedicated to advancing women's health and wellness. The FemTech mobile app sector experienced exponential financial gain, with some companies now worth \$1 billion. Current FemTech apps use questionable practices when handling women's data to maximize returns, and this "wild west" approach is unsustainable.

Many women struggle with challenges such as ease of use, lack of education about their cycles, or feeling lost when trying to track their menstrual health accurately. FemTech apps help by providing a sense of community and greater awareness of their cycles. Additionally, the data entered into these apps can support medical research, helping to address gaps in women's health, an area that has historically been under-researched. These benefits come at a cost. Women's sensitive personal health information—largely the same information they would share with their doctors—has no more legal protection than your listening habits on Spotify. This lack of protection means personal information that users think is confidential can be sold to data brokers, purchased by governments, or used to generate ads targeted at app users. Already, FemTech data breaches have exposed app makers to Federal Trade Commission sanctions, and app users to violent stalkers. Some FemTech apps offer biased and medically unsound health advice to women.

These factors harm women, leading users to delete their apps. There is an opportunity to improve on the model and gain market share by offering a superior and ethical app that avoids risky factors and prioritizes user needs.

The best solution is to create an app that prioritizes the customer and stops extracting value without concern for their rights. This means discontinuing the sale of complete user data to third parties, treating personal information with the same level of care as HIPAA-protected data, and putting customers ahead of profits. While these steps may limit certain revenue streams, they will provide a distinct competitive advantage by offering a level of trust and privacy that other companies do not. By anticipating regulatory changes and providing ethical services, the new FemTech app will be prepared for when the legal landscape changes, reduce the odds of data breach lawsuits, and draw in customers who appreciate its unique value.