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# WORLD-CLASS WOMEN'S HEALTH INNOVATIONS FROM FINLAND

Shaping the future of women's health with world-leading integrated data and biobanks, pioneering gender equality, and a digital-native society built on trust and wellbeing.



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# [Women’s Health]

Health and wellbeing solutions related to women, both in terms of biological sex and gender, including reproductive health, hormonal health, gynaecology, menopause, mental health, chronic diseases, diagnostics, care services, and preventive health and wellbeing.

“Although women make up half of the population, women's health remains under-researched and underfunded. As a result, women are often diagnosed later and receive less effective care than men.

This is evident in areas such as menopause and gynaecological conditions, but also in chronic diseases where women’s symptoms are more likely to go unrecognised.”

Minister of Social Security
**Sanni Grahn-Laasonen**

## NATIONAL WOMEN’S HEALTH STRATEGY IN FINLAND

**The Ministry of Social Affairs and Health (STM)** has initiated preparation of Finland's first national Women's Health Strategy, supported by the RDI Growth Programme for Health and Wellbeing to accelerate research, innovation, and business in women's health. Together with Digital Health Finland, these initiatives are strengthening Finland's position as a global leader in women's health innovation.

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# Finland as the Launchpad for Global Women's Health Innovations

## THE WORLD'S MOST INTEGRATED AND TRUSTED HEALTH DATA

Finland offers one of the world's most advanced and trusted health data ecosystems, **combining high-quality national health registries with a secure, GDPR-compliant framework**. Since 2019, Findata has streamlined access to research data, enabling secure data integration and accelerating innovation in healthcare, AI, and life sciences.

## A CENTURY OF EXCELLENCE IN MATERNITY AND CHILD HEALTH

Finland's 100-year-old **nationwide maternity and child health clinic system reaches 99% of families**, providing decades of high-quality longitudinal data and equitable care. This foundation has contributed to the lowest maternal and infant mortality rates in the world, making Finland an ideal environment for developing and validating innovations across the life course.

## LONGITUDINAL DATA AND BIRTH COHORTS DRIVE RESEARCH

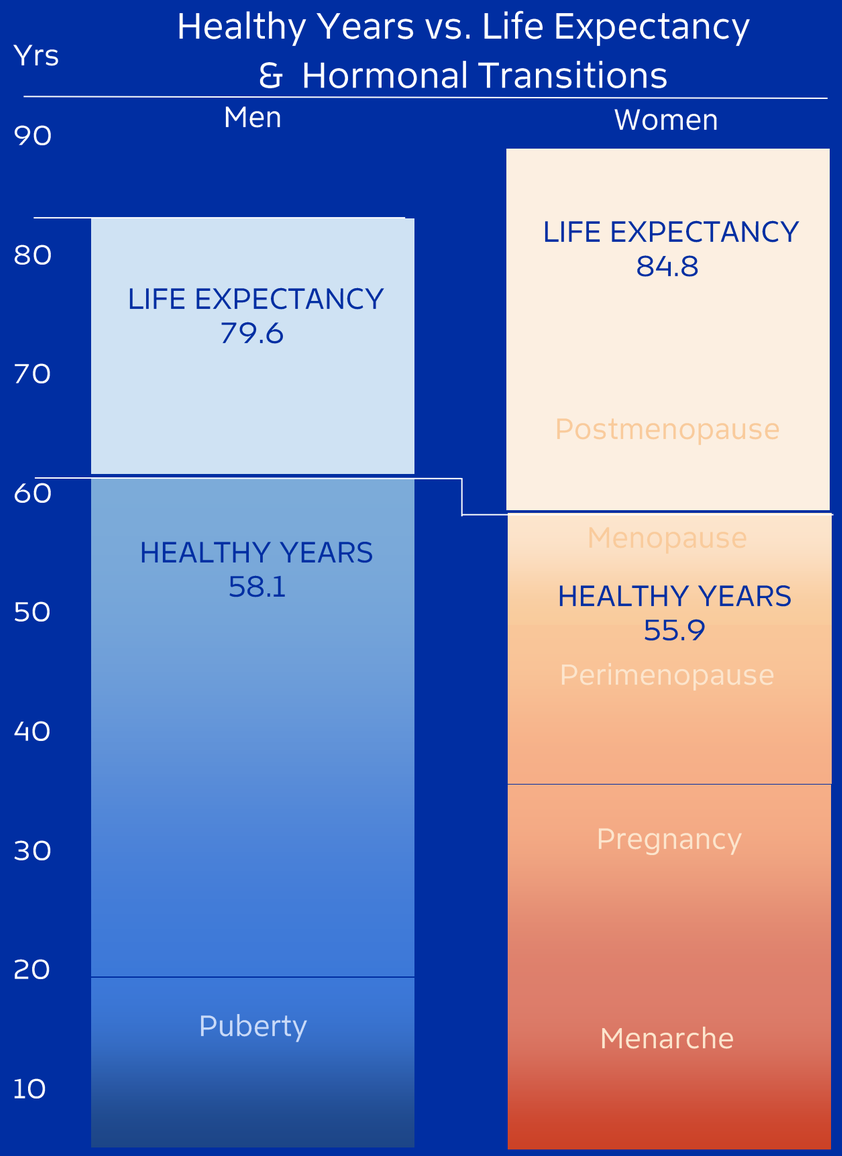
**Finland combines gender equality, universal healthcare, and globally unique longitudinal cohorts with internationally recognised expertise in women's health.** From pioneering research on endometriosis, PMOS, fertility, and menopause to world-leading birth cohort studies and secure registry-based research, Finland provides an exceptional environment for translating scientific discoveries into clinical innovation.

# Women Live Longer, but Spend One Third of Their Lives in Poor Health

Medicine has traditionally been based on the assumption that **research conducted in men can be generalised to women**. This outdated assumption overlooked the role of biological sex beyond reproduction.

Today we know that having XX or XY sex chromosomes influences numerous physiological processes, including immune function.

Across the life course, **women experience major hormonal transitions that profoundly influence health, disease risk, and treatment needs.**




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⅔ Alzheimer's patients are women.

80% of patients with autoimmune diseases are women.

50–70% experience brain fog, difficulty concentrating, or mental health symptoms during perimenopause.

Giving birth changes brain structure.
13–20% experience postpartum depression.

⅔ of migraine patients are women.

10–20% of young women have menstrual pain that disrupts school, studies, or work.

**Diseases specific to women:**
Endometriosis
PMOS
Heavy menstruation
Pre-eclampsia
Postpartum depression
PMS
PMDD
Myomas
Uterine prolapse
GSM

**Diseases that affect men and women differently:**
Migraine
Headaches
Mental health
ADHD
Osteoporosis
Dementia
Cardiovascular diseases

Eurostat 2025

# Only 6% of Private Healthcare Capital Is Spent on Women*

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MCKINSEY, 2026:

## ONE INVESTED EURO BRINGS THREE EUROS

Every €1 invested can generate approximately €3 in economic returns through improved health, productivity, and workforce participation.

*WORLD ECONOMIC FORUM 2026:

## ROI UP TO 40x FOR INVESTMENTS

A $350M investment in women's health research can generate up to $14B in benefits (ROI up to 40x).

NATURE 2024:

## RESEARCH LACKS FUNDING

In 2020, only 5% of global research and development funding was allocated to women's health research.

NORDIC CHARTER FOR WOMEN`S HEALTH:

## $30–50B GROWTH POTENTIAL IN NORDICS

Annual economic prize in the Nordics incl. productivity improvements, reduced healthcare costs, and innovation growth.

# Strategic Opportunities in Women’s Health

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## Where Finnish Strengths Meet the WEF’s Investment Priorities

### VIRTUAL PLATFORMS & WEARABLES

As a technology leader, Finland could invest in digital platforms and wearables to support women's health across the life course, including fertility, pregnancy, and menopause.

### CARDIOVASCULAR DISEASES

Cardiovascular disease is the leading cause of death among women, yet sex-specific risk factors and disease presentation remain under-recognised, leading to delayed diagnosis and treatment.

### AUTOIMMUNE DISEASES

Women represent nearly 80% of autoimmune disease patients, yet significant gaps remain in timely diagnosis, effective treatment, and long-term care.

### CANCER DIAGNOSTICS & TREATMENT

Breast, ovarian, cervical, and endometrial cancers present unique challenges for women's health, highlighting the need for innovations in prevention, screening, diagnosis, and treatment.

### INFECTIOUS DISEASES

Sex-specific immune mechanisms remain poorly understood, highlighting the need for more personalised diagnostics and therapies.

### CHRONIC & METABOLIC DISORDERS

Women's metabolic health is shaped by hormonal transitions, including obesity, diabetes, gestational diabetes, and PMOS, creating opportunities for earlier risk prediction, prevention, and personalised care.

### NEUROLOGICAL & MENTAL HEALTH DISORDERS

Women experience unique mental health needs across the life course, including underdiagnosed ADHD, anxiety, depression, and postpartum mental health disorders.

### MSK AND PAIN DISORDERS

Women bear a disproportionate burden of musculoskeletal and pain disorders, including osteoporosis, fibromyalgia, and chronic pain, yet these conditions remain under-recognised.

# The Nordic Women's Health 2040 Framework

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Nordic Women's Health 2040 Framework is advancing an open collaborative framework where women's health is recognized as a key driver of work ability, societal resilience, economic growth, and Nordic competitiveness.

| | PEOPLE | MONEY | POLICY | DATA |
|---|---|---|---|---|
| | Foundation = awareness | | | |
| RESEARCH | Researcher networks | Research funding | Research standards | Evidence pipelines |
| INNOVATION | Innovation talent | Innovation investment | Regulatory pathways | Clinical validation |
| CARE | Care workforce | Care reimbursement | Clinical guidelines | Clinical data flows |

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# Building Blocks for Over 50 Years of Integrated Women's Health Data

## 5.65M POPULATION FULLY COVERED

Universal healthcare means every hospital visit, prescription and diagnosis is recorded for every resident from birth to death. No selection bias. No private/public split. A truly national cohort – statistically powered for rare disease research.

THL National Health Registers, https://thl.fi/en

## NATIONAL ID – LIFETIME DATA LINKAGE

A unique personal identifier connects clinical records to prescriptions, death certificates, socioeconomic data and genomics – across all registers, for every individual's lifetime.

Findata – findata.fi, Finnish social and healthcare registry framework

## PERMISSIVE LEGISLATION BUILT FOR RESEARCH

Finland renewed its legislation specifically to enable pharma R&D. The Act on the Secondary Use of Health and Social Data 552/2019 provides a clear GDPR-compliant framework. Findata operates as a statutory authority with a legal mandate.

Act on the Secondary Use of Health and Social Data 552/2019, finlex.fi

## LONGITUDINAL BIRTH DATA SINCE 1987

Finland's birth registries, maintained by THL, contain comprehensive data on pregnancies, births, and newborn health spanning decades. Linked with national health, prescription, and population registers, they enable world-leading life-course research on maternal, child, and reproductive health.

Finnish Medical Birth Register (est. 1987), THL thl.fi

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# Integrated Health Data Linked Through National ID

A single Findata permit provides access to all data types — linked through the national ID to socioeconomic, mortality and genomic data. Including both secondary and primary care data.



**NATIONAL ID**

| | | |
|---|---|---|
| Demographics (age, gender etc.) | Diagnoses (ICD-10 codes) | Hospitalisations |
| Resource utilization | EMR texts | Hospital pharmacy |
| Pathology | Laboratory results | Prescriptions |
| Operations and procedures | Radiation therapy | Retirement |
| Death certificates | Treatment lines | |

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# Finland’s Women’s Health Research Ecosystem



## WOMEN’S HEALTH HUB FINLAND

Women’s Health Hub Finland is building a national ecosystem of researchers, healthcare providers, companies, investors, and policymakers to accelerate innovation in women's health. Coordinated by Business Turku and supported by Business Finland, the Hub connects Finland's world-class life science ecosystem with international partners to advance research, commercialisation, and investment across the women's health innovation landscape.

## EIR ACCELERATOR

Operating under the Women's Health Hub Finland, Eir is an international women's health accelerator focused on helping early-stage women's health startups scale through mentorship, industry partnerships, and access to international markets.

## FINDATA

Social and Health Data Permit Authority Findata promotes the secondary use of Finnish social and health care data, facilitates data permit processing, and improves data protection for individuals. Findata is responsible for processing all applications that concern combined register data from several different public controllers, data from one or more private social or healthcare providers, or data that are stored in Kanta services.

## FINBB / FINTRIALS

FINBB connects researchers to Finnish biomedical research via Fingenious® services, available via a digital service built to serve academic and industry researchers globally. Using Fingenious®, researchers can connect with a single click to all Finnish public biobanks, including six regional hospital biobanks and the national THL Biobank.

## FINNGEN

FinnGen, a public–private research project on genomics and personalised medicine, has collected genome samples from half a million people in its biobank, to examine biological mechanisms of diseases and their progression.

## SYNDATE

A synthetic health data testbed to enable faster, cost-effective development of health applications without privacy risks.

## THL

The Finnish Institute for Health and Welfare advances sexual and reproductive health through nationally coordinated research, monitoring, and evidence-based guidelines. By combining population health data, nationwide registries, and clinical expertise, THL supports policy, healthcare development, and innovation.

## VTT

VTT Technical Research Centre of Finland is developing next-generation diagnostic technologies that enable rapid, accurate detection of hormones and other biomarkers critical to women's health. Its patented immunocomplex antibody technology is advancing easy-to-use diagnostics for hormone monitoring, fertility, and personalised healthcare.

## UNIVERSITY OF OULU

The Women's Health Research Group at the University of Oulu is internationally recognised for its research on PMOS, endometriosis, and women's lifelong health. By combining longitudinal cohorts, national health registries, and clinical research, the group advances evidence that improves women's health worldwide.

# Finland's Women's Health Network Driving Innovation

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## REPRODUCTIVE HEALTH

Inga · NEUVO · SUHK mama · LOLA&LYKKE · Ovumia · NORDIC FITMAMA · HÄN TERVEYS · Kaunis odotus · WARIO mama's · LAKKA HEALTH

## LONGEVITY, WELLNESS, WEARABLES ETC.

evogenom · vire · NUANIC · ŌURA

## HORMONAL HEALTH & MENOPAUSE

EDEL · MUOR HEALTH · HAPPY HEALTH INNOVATION · VIVEN

## ONCOLOGY

uniogen · solidIO · aiforia · Planmed

## GYNAECOLOGY

Terveystalo · Lignum MEDICAL · Junona · GYNEKO LÄÄKÄRIKESKUS · Lääkärikeskus Aava · MEHILÄINEN · EndoGyne ENDOMETRIOSIS CENTER · Pihlajalinna

## OTHERS

FERRIVIA · augusta NORDIC · essity · we encourage · tilt BIOTHERAPEUTICS · LINIO Biotech · ABOMICS · lunette · ATB ANTIVIRALS · MoniCardi

## NGOs & PATIENT ORGANISATIONS

Korento ry · UN WOMEN · PLAN INTERNATIONAL · SOLIDAARISUUS · IHMIS OIKEUS LIITTO · World Vision · Naisten Linja · Syöpäsäätiö Cancer Foundation Finland

## ECOSYSTEM COMPANIES

BUSINESS FINLAND · BUSINESS TURKU · ORGANON · BAYER · PerkinElmer · revvity · FERRING VENTURES · Roche · abbvie · Takeda · CleverHealth Network · Healthtech Finland · Sailab Medtech Finland

## ACCELERATORS

EIR ACCELERATOR · TECH NORDIC ADVOCATES

## RESEARCH & TESTBEDS

Aalto University · UNIVERSITY OF HELSINKI · HUS Helsinki University Hospital · UNIVERSITY OF TURKU · LAUREA · UNIVERSITY OF OULU · Metropolia · Tampere University · XAMK Active Life Lab · UNIVERSITY OF EASTERN FINLAND · LAB University of Applied Sciences · Finnish Institute for Health and Welfare · VTT · HealthHub Finland EDIH · HEALTH PROOF HELSINKI · YTHS · TYKS

## CONSULTING

SCOPE creative solutions for social impact · sonder collective · Health Scape Design · GOFORE · BORO

REFERENCE CASE OURA:

# From Finland to an $11 Billion Global Women’s Health Platform

CHALLENGE

## WOMEN’S HEALTH NEEDS MORE CONTINUOUS, REAL-WORLD DATA

Women’s health changes across the reproductive life course, yet many physiological changes remain poorly understood. Continuous data can provide new insights into cycles, pregnancy and menopause.

SOLUTION

## OURA TURNS CONTINUOUS BIOMETRIC DATA INTO WOMEN’S HEALTH INSIGHTS

Oura combines wearable sensing and digital health technology to track physiological signals across the menstrual cycle, fertility, pregnancy, perimenopause and menopause.

BENEFIT

## A GLOBAL PLATFORM GENERATING NEW HEALTH DATA

Women represent 72% of Oura’s paying members, while its research includes data from 100,000+ women in perimenopause and 10,000+ pregnancies. This growing dataset supports research into women’s health and the development of personalised insights.




ŌURA

**CURRENT STATUS**

Oura has sold 5.5+ million rings globally and serves customers in over 150 countries. In 2025, it raised $900 million, bringing its valuation to approximately $11 billion – more than double its $5.2 billion valuation in 2024.

REFERENCE CASE HORMONAL IUD / BAYER:

# The First Finnish Medicinal Innovation to Reach €1B Global Sales

CHALLENGE

## A NEED FOR EFFECTIVE, LONG-ACTING CONTRACEPTION

In the 1970s and 1980s, researchers explored ways to combine hormonal contraception with an intrauterine device. The resulting levonorgestrel-releasing intrauterine system was launched in 1990 after decades of research.

SOLUTION

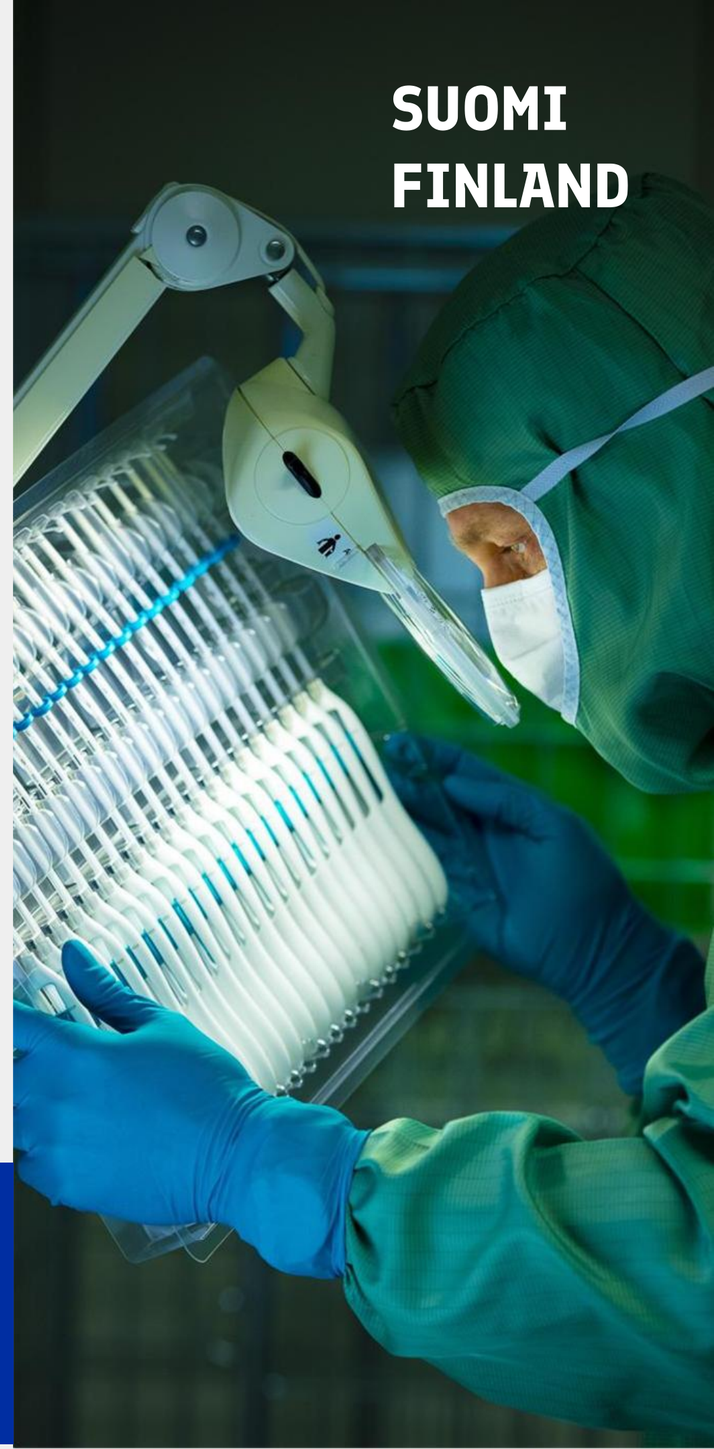
## A FINNISH INNOVATION DEVELOPED INTO A GLOBAL PRODUCT

Bayer introduced hormone-releasing intrauterine contraception with long-lasting, reversible contraceptive effects. Hormonal IUDs, developed in Finland, are based on polymer-based drug delivery technology, releasing a small amount of active substance steadily over years.

BENEFIT

## 1 BILLION EUROS IN ANNUAL SALES GLOBALLY

Sales exceeded €1 billion in 2016, making it the first Finnish medicinal product to reach this milestone. Products became a major pharmaceutical product manufactured in Turku and Finland's most exported pharmaceutical product for more than a decade.




**CURRENT STATUS**

Bayer's hormonal IUD products are now exported to 130+ countries. Bayer continues to invest in Turku as a global centre for long-acting contraception. A €250 million investment in production capacity was completed in 2023, further strengthening Finland's role in global pharmaceutical manufacturing.

REFERENCE CASE FIMM / UNIVERSITY OF HELSINKI:

# Finnish Genomics Advancing Women’s Health

CHALLENGE

## UNDERINVESTMENT IN WOMEN’S HEALTH DRIVES POORER HEALTH OUTCOMES

Without sufficient research into female-specific and female-predominant conditions, appropriate diagnostics and treatments cannot be developed, leaving diagnoses delayed and treatments insufficient.

SOLUTION

## LINKING GENOMICS WITH FINLAND’S POPULATION HEALTH DATA TO FIND ROOT CAUSES

FIMM researchers combine FinnGen's genomic data with Finland's unique national registers and biobanks to uncover the molecular drivers of understudied diseases, generating novel insight where research has historically been thin or absent.

BENEFIT

## NEW BIOLOGICAL INSIGHT TRANSLATED INTO PRECISE DIAGNOSIS AND TREATMENT

Uncovering previously unknown disease mechanisms enables earlier, more accurate diagnosis and targeted treatment for conditions long overlooked by research, establishing Finland as an internationally significant source of discovery.




UNIVERSITY OF HELSINKI

**CURRENT STATUS**

The University of Helsinki has made women's health a strategic research area. Led by Research Director Elisabeth Widén, FIMM uses FinnGen to advance precise, individualised approaches to female-specific and female-predominant conditions, including genetic risk-based breast cancer screening and research on gestational diabetes and female infertility.

REFERENCE CASE WENDY / UNIVERSITY OF OULU:

# Improving Women’s Health Through Lifelong, Evidence-Based Research

CHALLENGE

## WOMEN’S HEALTH RISKS AND LONG-TERM OUTCOMES REMAIN UNDERSTUDIED

Gynaecological and hormonal conditions can affect women’s metabolic, mental, reproductive and work health across life. Their long-term impacts are often not fully recognised or addressed early.

SOLUTION

## INTEGRATED WOMEN’S HEALTH RESEARCH CONNECTS CONDITIONS WITH LIFELONG HEALTH

The Women’s Health Team combines clinical studies, birth cohorts, national registers, biological samples and models to study how conditions such as PMOS, endometriosis and hormonal treatments affect long-term health.

BENEFIT

## EVIDENCE TO IMPROVE PREVENTION, CARE AND HEALTH OUTCOMES FOR WOMEN

The research supports earlier recognition, improved treatment and evidence-based guidelines, and helps address work ability, wellbeing and health inequalities. Findings can be translated into clinical practice.

UNIVERSITY OF OULU

**CURRENT STATUS**

Internationally recognised programme led by Professor Terhi Piltonen at the University of Oulu. Key datasets include WENDY, which is linked to Northern Finland Birth Cohorts, WeWork and ENDObank, all supporting large-scale clinical and population-based women’s health research and facilitating the team’s current work on digital women’s health tool development.



REFERENCE CASE EMOM / CLEVERHEALTH NETWORK:

# Lifestyle and Glucose Data for Smarter Gestational Diabetes Management

CHALLENGE

## GESTATIONAL DIABETES IS INCREASING, STRAINING HEALTHCARE & AFFECTING FAMILIES

The rising prevalence of gestational diabetes is increasing pressure on maternity services and the risk of short- and long-term health complications for mothers and children. Traditional care pathways often struggle to provide continuous, personalised support at scale.

SOLUTION

## TURNING EVERYDAY HEALTH DATA INTO ACTIONABLE INSIGHTS

The eMOM service combines glucose, nutrition tracking and physical activity data in one app, making the relationship between lifestyle choices and glucose levels visible and supporting self-management and informed care through AI-powered predictions and professional summaries.

BENEFIT

## STRONGER SELF-MANAGEMENT AND MORE INFORMED CARE DECISIONS

Visualising the impact of everyday choices helps women understand what improves their glucose control and supports more active participation in care. At the same time, healthcare professionals gain a clearer overview of patient status, enabling more efficient and data-driven decision-making.




CleverHealth Network

**CURRENT STATUS**

Developed in the CleverHealth Network and validated by HUS, eMOM demonstrated improved glycaemic outcomes in a randomised clinical trial. The programme is now being expanded in collaboration with Keusote, supported by funding from the Research Council of Finland, into a comprehensive digital service that will be validated in routine maternity care.

REFERENCE CASE VIVEN:

# Connecting Symptoms, Biomarkers and Clinical Insight

CHALLENGE

## HEALTH CONDITIONS DEVELOP OVER TIME, BUT CARE OFTEN SEES ONLY A SNAPSHOT

Illnesses and hormonal imbalances often develop gradually over months or years. Traditional care typically assesses symptoms at a single point in time, making broader patterns easy to miss and delaying diagnosis and right care.

SOLUTION

## VIVEN CONNECTS THE DATA POINTS TRADITIONAL CARE OFTEN MISSES

Viven brings together symptoms, health history, lifestyle data and laboratory results. AI structures and interprets lifestyle and symptom data, while physicians independently assess clinical data, creating a comprehensive picture of the individual's health.

BENEFIT

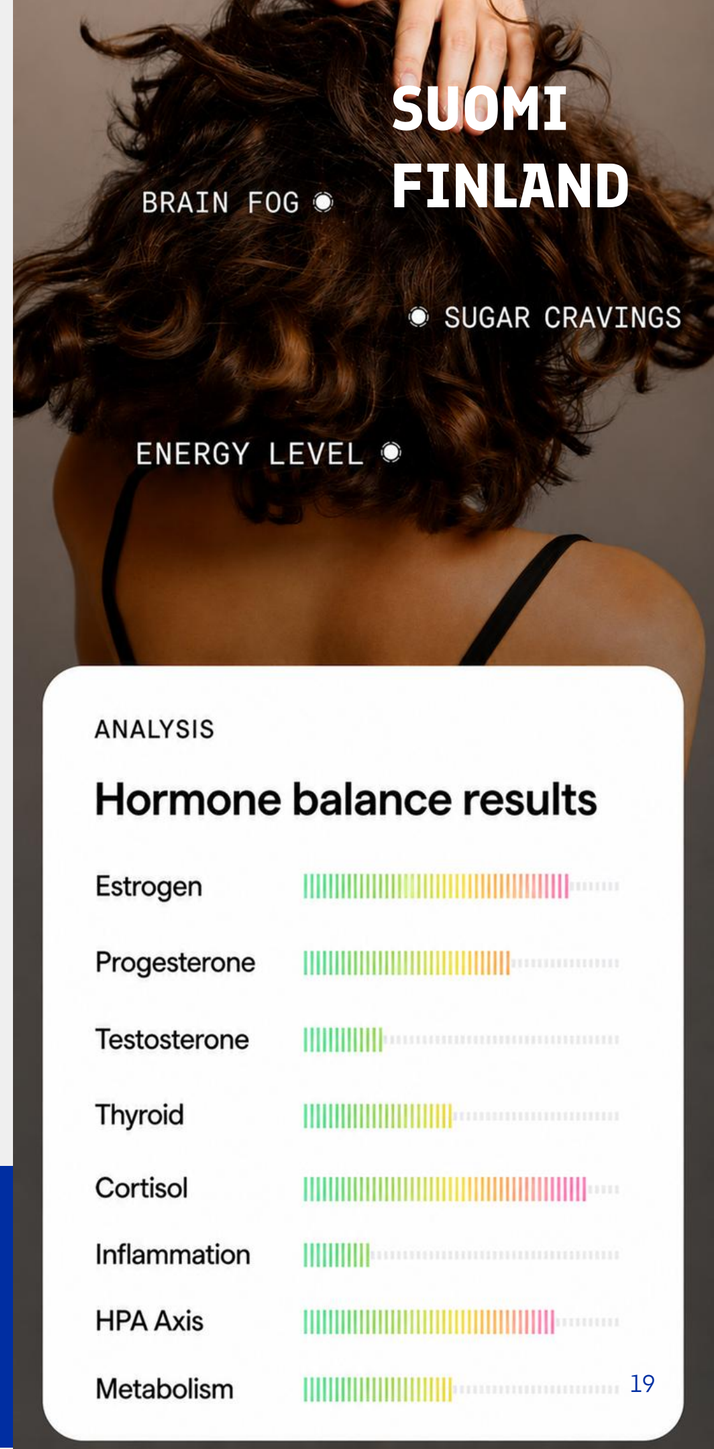
## FASTER, MORE COMPREHENSIVE AND ACCURATE CARE AT A FRACTION OF THE COST

Viven is built to catch what traditional healthcare often misses – supporting faster and more accurate clinical assessment while reducing physician time and costs by over 90%.

VIVEN

**CURRENT STATUS**

Proven in Finland, built to scale. 3,000+ customers served and 250,000+ biomarkers analysed. NPS 73. The technology-enabled care model is ready to scale into continuous care and international markets.



REFERENCE CASE SOLID-IO:

# Unlocking the Full Potential of Immunotherapy

CHALLENGE

## RESPONSE PREDICTION IS BECOMING A KEY BOTTLENECK IN IMMUNOTHERAPIES

IO-therapies are one of the fastest-growing areas of cancer treatment, including breast and lung cancer, two major cancers affecting women. But as new drugs and combinations multiply, the inability to predict response creates costly uncertainty in drug development and clinical care, making personalised treatment increasingly critical.

SOLUTION

## SOLID IO MAKES IMMUNOTHERAPY RESPONSE PREDICTABLE

Solid IO uses patient-derived tumour and blood samples, an intact tumour-immune microenvironment and AI to functionally measure response to immunotherapies. The same platform supports drug development today and is being developed to guide patient treatment.

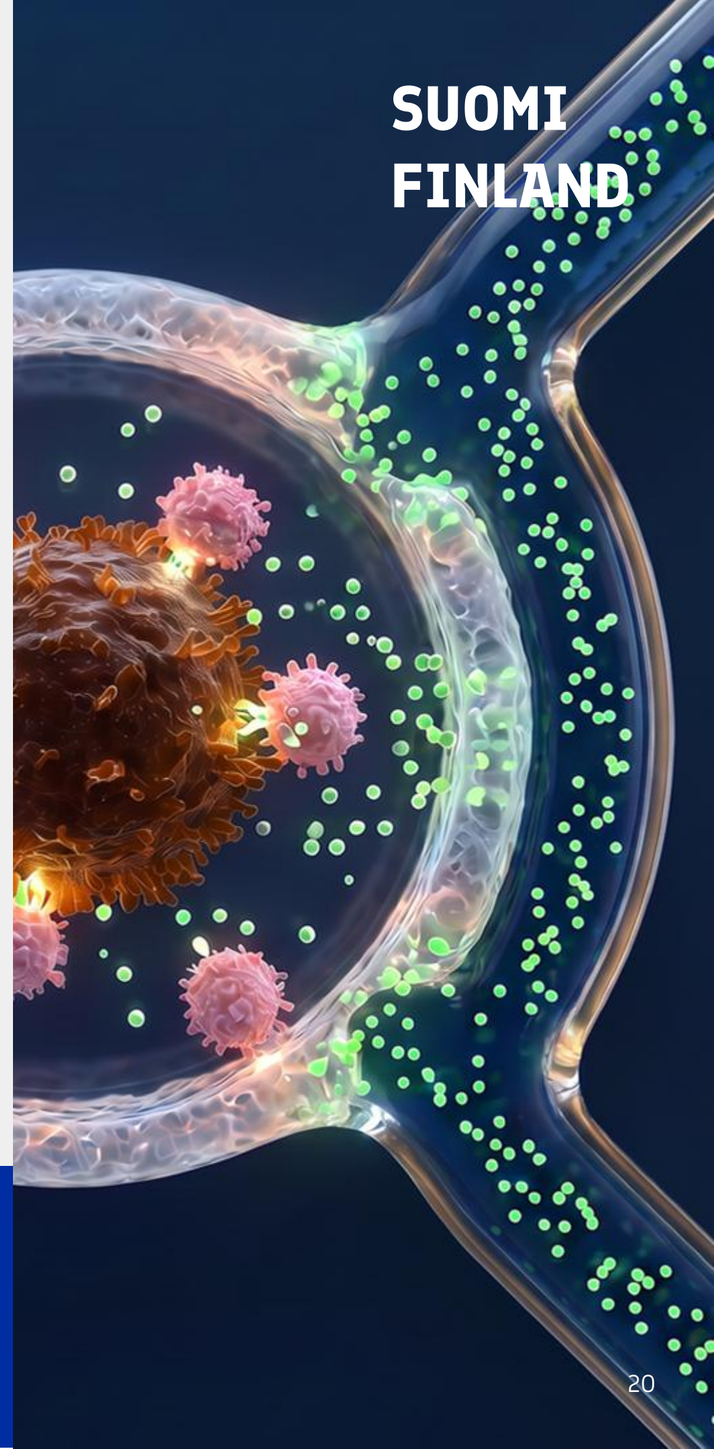
BENEFIT

## BETTER DRUG DEVELOPMENT AND MORE PRECISE CANCER TREATMENT

Solid IO helps pharma and biotech identify effective therapies, combinations and responsive patients earlier. Clinically, it can help physicians avoid ineffective treatments, improve outcomes and use resources efficiently, initially focusing on breast and lung cancer.

solidIO

**CURRENT STATUS** Founded in 2025 as a University of Helsinki spin-out, building on more than 10 years of academic research led by Dr Heidi Haikala. First drug-development customer secured, and the first clinical study in breast cancer with Helsinki University Hospital is starting. Raised €2M in funding to date.



REFERENCE CASE EVOGENOM:

# Personalised Women’s Midlife Wellness Through Genetic Data & AI

CHALLENGE

## MENOPAUSE BRINGS COMPLEX, INDIVIDUAL HEALTH AND WELLNESS CHANGES

Perimenopause can affect sleep, energy, weight, stress, recovery and physical performance, while individual responses vary. Women may also find that previously effective nutrition and exercise routines no longer work in the same way.

SOLUTION

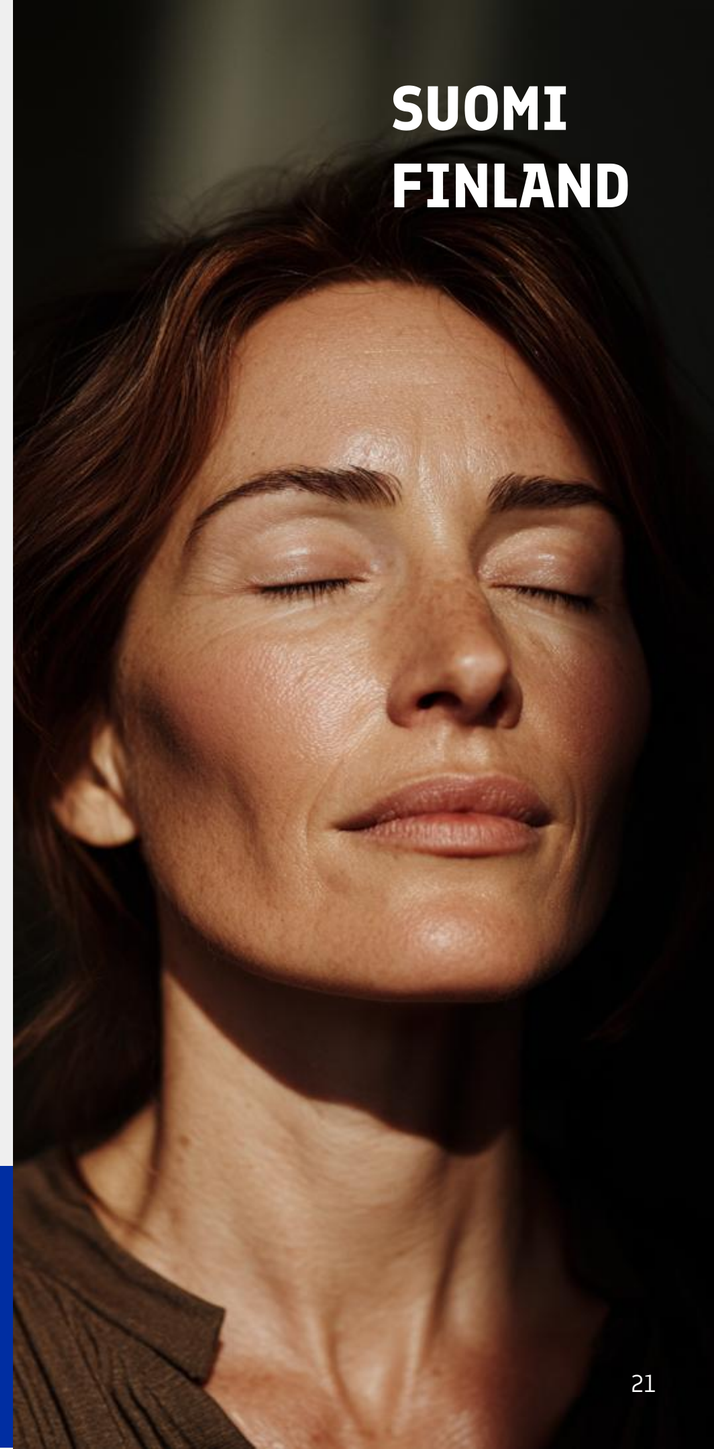
## EVOGENOM USES DNA TO PERSONALISE WELLNESS GUIDANCE THROUGH AN AI COACH

EvoFemme combines at-home DNA analysis with personalised, AI-powered insights for nutrition, energy, sleep, movement and recovery, including dedicated guidance for perimenopause.

BENEFIT

## COMBINING GENETIC DATA WITH 1,500+ SCIENTIFIC STUDIES

Evogenom analyses 650,000+ genetic markers and connects genetic findings with evidence from 1,500+ scientific studies, translating complex biological data into personalised, practical guidance.




evogenom

**CURRENT STATUS**

Founded in 2016, Evogenom has secured investment from Trind VC and other investors to support product development, sales and internationalisation.

REFERENCE CASE LIGNUM MEDICAL:

# Re-imagining Treatment for Stress Urinary Incontinence in Women

CHALLENGE

## TREATMENTS EXIST, BUT DURABILITY REMAINS A CHALLENGE

Stress urinary incontinence affects up to one in three women during their lifetime. Many manage symptoms with absorbent products or avoid seeking care. Existing injectable options rely on fossil-derived materials, and many patients require repeat treatment over time.

SOLUTION

## A BIO-BASED INJECTABLE MADE FROM NORDIC BIRCH

Lignum's injectable hydrogel is made from nanofibrillated cellulose derived from sustainably sourced Nordic birch. It is delivered in a brief outpatient procedure to the tissue under the urethral wall, using an integrated single-use applicator designed for simple and reproducible placement.

BENEFIT

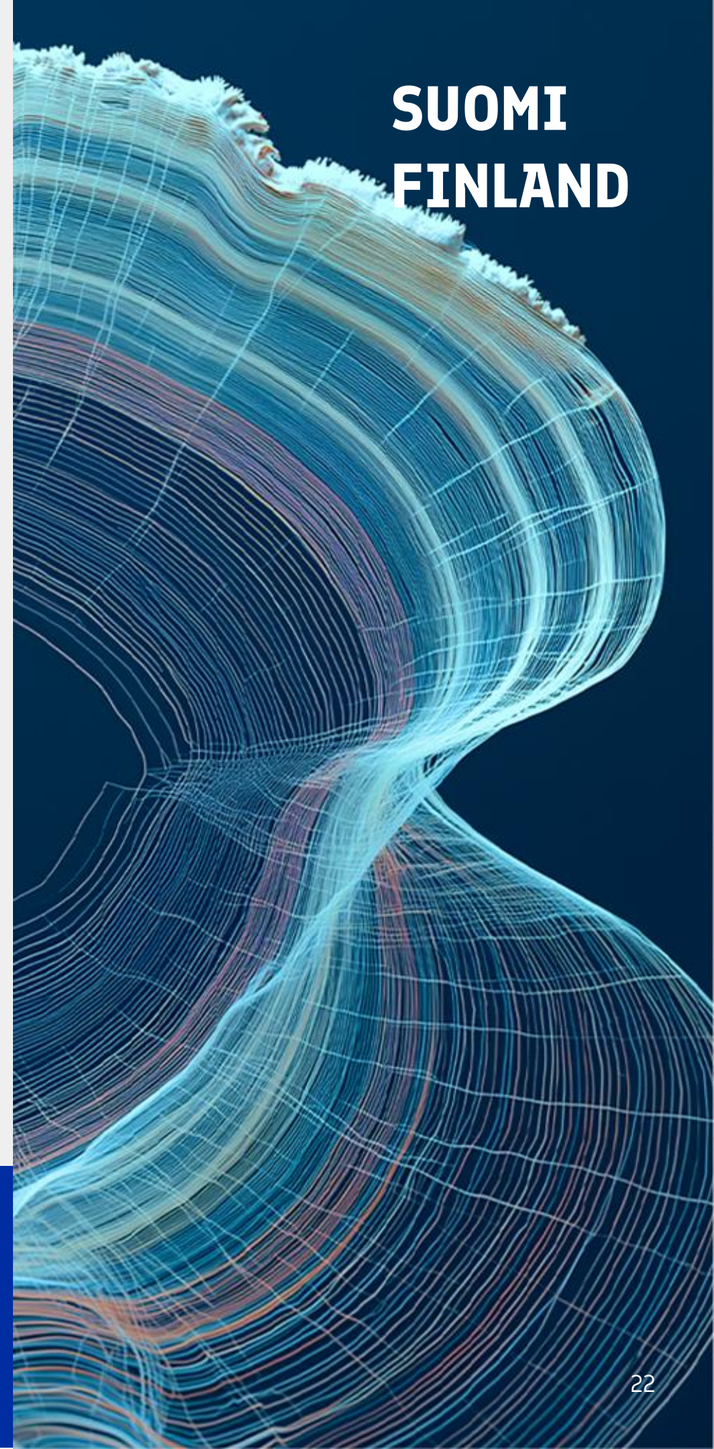
## DURABLE RESULTS WITHOUT A FOSSIL-DERIVED IMPLANT

Lignum is developing a treatment designed to combine a long-lasting effect with a bio-based material, instead of a fossil-derived polymer. The aim is fewer repeat procedures and a minimally invasive option developed specifically for women's pelvic health.

Lignum MEDICAL

**CURRENT STATUS**

Finnish medtech company spun out of Aalto University. Preliminary preclinical work completed in vitro and in rodent and canine models. Indication patents granted in the EU, US, UK, Japan and Canada. First-in-human planned with TYKS and manufacturing process optimisation developed with VTT.



REFERENCE CASE WE ENCOURAGE / AINO AID:

# Improving Access to Support for Women Affected by Violence

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CHALLENGE

## ACCESS TO SUPPORT CAN BE DIFFICULT, PARTICULARLY IN SENSITIVE SITUATIONS

Gender-based and domestic violence can have profound and long-term impacts on women's physical and mental health. Yet violence can be difficult to recognise and disclose, and women affected by violence may face barriers to finding relevant information, support and appropriate services.

SOLUTION

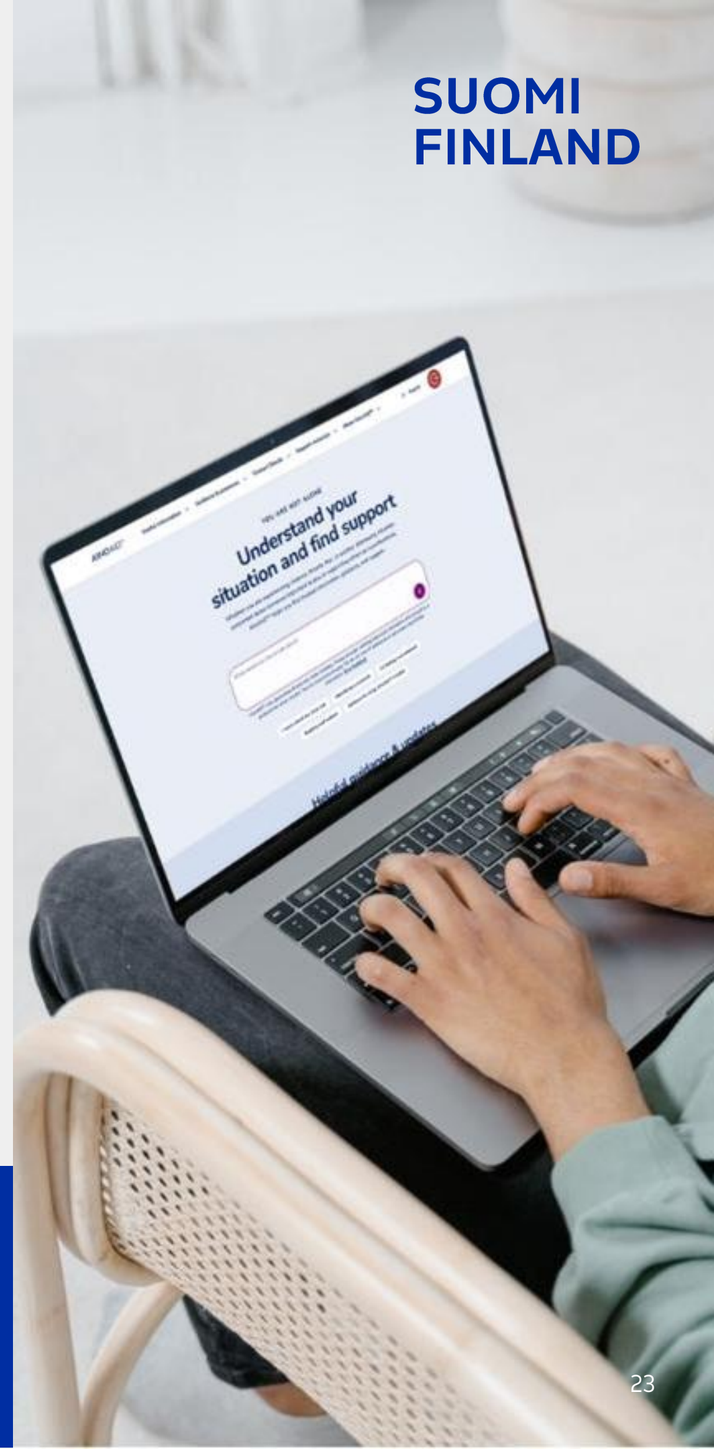
## AINOAID PROVIDES AI-BASED INFORMATION, GUIDANCE AND SUPPORT

Developed by We Encourage, AinoAid™ is a conversational AI service and knowledge bank providing accessible information, guidance and support at an early stage. AinoAid helps women navigate sensitive situations, protect their health and wellbeing, and connect with relevant professional and public services.

BENEFIT

## A DIGITAL COMPLEMENT TO EXISTING SUPPORT SERVICES

AinoAid helps users to understand their situation, recognise their rights and identify what kind of support they may need. By increasing awareness and understanding, it can lower the threshold for seeking professional help and enable earlier access to appropriate services.




AINOAID™

**CURRENT STATUS**

The service has participated in European research and innovation projects and received recognition including the 2025 European Commission Security Innovation Award and the 2026 German Prevention Award. It is available in seven countries.

REFERENCE CASES NEUVOLA & NEMA / NEUVO INC:

# AI for More Accessible and Equitable Maternal Health, Globally

CHALLENGE

## MATERNAL HEALTH INEQUALITIES ARE GREATEST IN LOWRESOURCE SETTINGS

Women and newborns in underserved regions can face limited access to trained healthcare professionals and reliable maternal health information. Connectivity, language and resource constraints can further limit access to care and clinical guidance.

SOLUTION

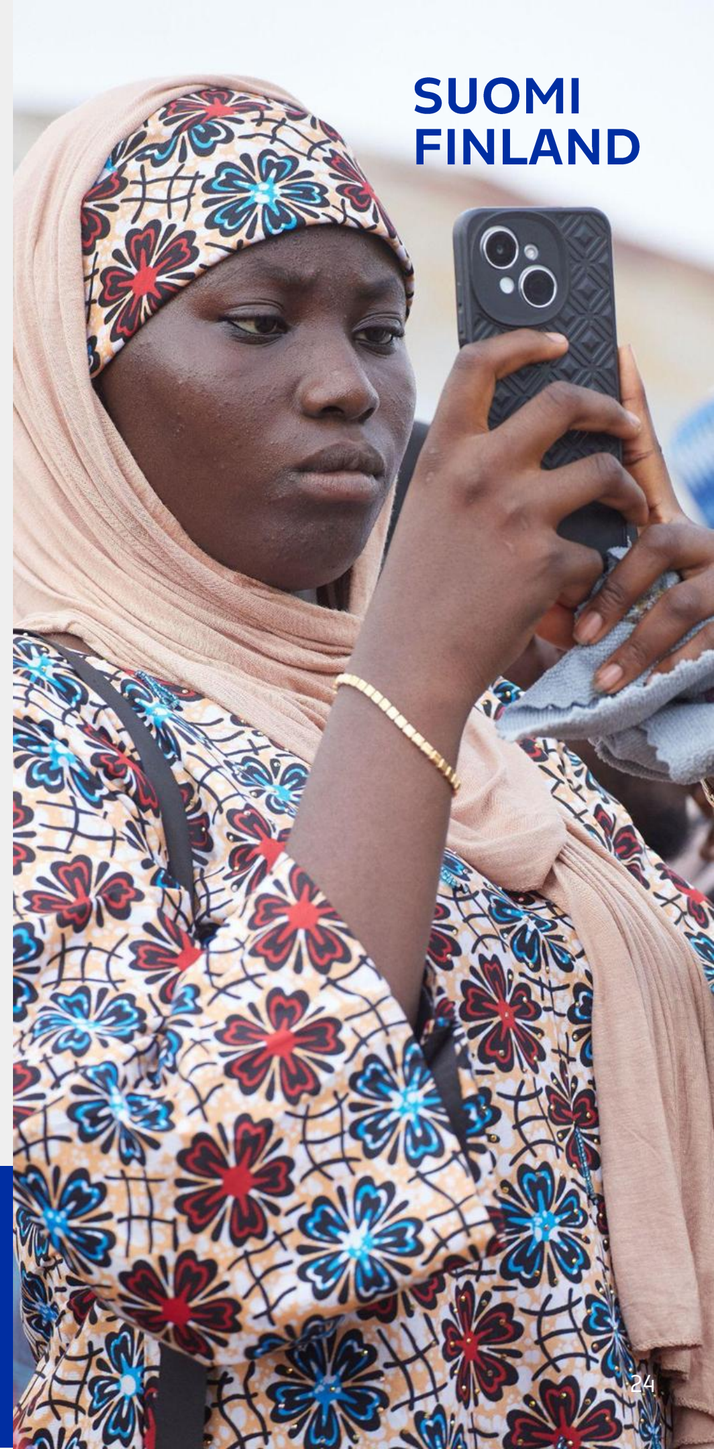
## AI TOOLS EXTEND MATERNAL HEALTH GUIDANCE TO UNDER-SERVED COMMUNITIES

NeMa provides conversational support to midwives during childbirth, while Neuvola.app gives families access to verified pregnancy and parenting information. Both solutions are designed for multilingual and locally adaptable use, including settings with limited connectivity.

BENEFIT

## BRINGING VERIFIED KNOWLEDGE CLOSER TO WOMEN AND HEALTHCARE WORKERS

NeMa provides real-time access to medically reviewed guidance in 100+ languages and can operate offline. Neuvola.app offers anonymous, evidence-based information and can be localised to different healthcare systems and cultural contexts.




NEUVO INC. GLOBAL

**CURRENT STATUS**

NeMa was piloted with midwives and trainees in Punjab, India, in 2023–24 in collaboration with the Maternity Foundation, with support from UNFPA and Organon. Neuvola.app has been explored in several countries of Europe and Africa.

REFERENCE CASE LOLA & LYKKE:

# Finnish Maternity Care Technology to Global Markets

SUOMI FINLAND



CHALLENGE

## MATERNITY NEEDS ARE GLOBAL, BUT SUPPORT REMAINS FRAGMENTED

Pregnancy, breastfeeding and postpartum recovery involve significant physical and practical challenges, creating demand for better health tech products, information and support for mothers.

SOLUTION

## FINNISH-DESIGNED PRODUCTS DEVELOPED WITH HEALTH EXPERTS

Lola&Lykke develops Finnish-designed products for pregnancy, breastfeeding and postpartum recovery with women's health experts, sold through its online store and international retail partners. Its breast pump was named the best portable solution on the market in 2026 by MadeForMums UK.

BENEFIT

## TAKING FINNISH MATERNITY CARE EXPERTISE TO INTERNATIONAL MARKETS

Founded and based in Finland, Lola&Lykke has expanded beyond its home market through international retailers and direct-to-consumer sales. Its products are now available across Europe, the UK, the USA and Canada.

LOLA&LYKKE®

**CURRENT STATUS**

Lola&Lykke has expanded across Europe, with the UK and Nordic markets at the core of its international growth. The brand is building a strong omnichannel presence through leading retail and digital platforms, including John Lewis, Amazon UK and TikTok Shop UK, alongside a growing network of retail partners across the Nordics and Europe. In 2026, Lola&Lykke plans to expand into Singapore, establishing its first foothold in Asia and creating a platform for further growth in the region.

REFERENCE CASE EIR ACCELERATOR / WOMEN'S HEALTH HUB FINLAND:

# Building the Ecosystem for the Next Generation of Women's Health




CHALLENGE

## WOMEN'S HEALTH INNOVATION LACKS SPECIALISED SUPPORT AND CONNECTIONS

Women's health startups face complex clinical, regulatory and market barriers, while research, healthcare, industry and investment ecosystems remain fragmented – and generalist accelerators lack the domain expertise to navigate them.

SOLUTION

## EIR CONNECTS WOMEN'S HEALTH STARTUPS WITH EXPERTISE, HEALTHCARE AND CAPITAL

Eir is an accelerator focused exclusively on women's health, operated as part of Women's Health Hub Finland and run by Business Turku. It connects startups with clinicians, researchers, industry partners, mentors and investors across Finland and international markets.

BENEFIT

## ACCELERATING INNOVATION FROM PROMISING IDEAS TO REAL-WORLD IMPACT

Accelerating innovation from promising ideas to real-world impact. Eir helps startups strengthen clinical evidence, navigate regulation, build healthcare partnerships and access investment – bridging Finland's research and data infrastructure with the global commercialisation pathway the ventures need.

EIR ACCELERATOR

**CURRENT STATUS**

For its first cohort in 2026, Eir received applications from startups in 50 countries. The cohort is guided by a global network of mentors including Jessica Federer (former Bayer CDO), Peter Sarlin (Silo AI, €665M AMD exit) and Tanja Dowe (Angelini Ventures). The programme gained national visibility at Slush 2026, ahead of its first in-person cohort sprint in Turku in 2027.

SUOMI
FINLAND

# WHY FINLAND?

## #1

Repeatedly the happiest country in the world nine years in a row and on of the most stable.

World Happiness Report 2026 & The Fund for Peace, Fragile States Index

## #1

First in the EU for digitalisation of SMEs: 94% have at least a basic level of digital intensity.

Eurostat 2025

## #1

First in the sustainable development index.

Sustainable Development Report 2026

## #2

The world`s second least corrupt country.

Corruption Perceptions Index 2025

## #3

Finland is the 3rd best country in the world out of 170 countries in terms of quality of life.

Social Progress Index, 2025

## #8

Finland is ranked the 8th most innovative economy in the world.

WIPO, Global Innovation Index 2026

## #8

Number 8 in the EU for gender equality, which is above the EU average.

European Institute for Gender Equality 2025

## #9

Finland is ranked as 9th in university and industry research collaboration

Global Innovation Index 2024



SUOMI
FINLAND

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Some images in this presentation are AI-generated.