



1. What is the FemTech Hackathon?

The FemTech Hackathon is an innovation-driven event hosted by Women's Pavilion that brings together UAE-based high school students to create cutting-edge solutions addressing women's health challenges. Participants will work in teams to develop prototypes, receive mentorship, and have the opportunity to pitch their ideas to industry experts.

2. What does "FemTech" mean?

FemTech, a blend of "female" and "technology," refers to tech-based products and services designed to address women's health issues. This includes solutions for the following women's health issues:

- **Reproductive Health and Contraception:** Solutions related to fertility, contraception, and reproductive system health.
- **Pregnancy and Nursing:** Technologies supporting maternal health during pregnancy and breastfeeding.
- **Pelvic and Uterine Health:** Innovations addressing pelvic floor disorders and uterine health issues.
- **Menstrual Health:** Products and services focusing on menstrual care and hygiene.
- **Menopause Care:** Solutions designed to manage and alleviate menopause symptoms.
- **Women's Wellness:** General health and wellness products tailored for women.
- **Mental Health:** Services addressing mental health concerns specific to women.
- **Longevity:** Technologies aimed at enhancing women's healthspan and lifespan.

3. Who can apply?

We welcome applications from UAE-based high school students (aged 16-18) with a passion for FemTech innovation. Whether you're an experienced developer or a young mind with fresh ideas, if you are interested in developing solutions for women's health, you are encouraged to apply. We particularly encourage diverse teams to bring different perspectives to the challenges.

4. What are the key dates for the Hackathon?

Here are the key dates for the application process.

- **February 11, 2025 at 12:00 am:** Application is open for submissions.
- **March 7, 2025 at 11:59 pm:** Deadline to submit applications.
- **March 18, 2025:** Selected applicants will be notified and receive participation kits.
- **April 12-13, 2025:** FemTech Hackathon takes place.

5. What are the application requirements?

Teachers are required to complete an online application form on behalf of their students. Each student's application should include:

- **Personal Information:** Basic details and contact information.



- **Guardian's Approval:** The student's guardian must approve the application submitted by their teacher, and potential participation in the Hackathon on April 12-13, 2025.
- **Project Proposal:** A 3-slide presentation of your idea or interest area related to FemTech innovation.
- **Pitch Video:** A one-minute video where you pitch your idea and why you believe it is the right solution for the problem you are addressing.
- **Relevant Experience:** Details on skills, previous projects, or extracurricular activities.

6. Do I need to have a pre-formed team to apply?

No, you do not need to have a pre-formed team. Each application is evaluated individually, on its own merit. We will assist in matching participants with others who have complementary skills on the first day of the Hackathon. We encourage participants to join forces with like-minded innovators to maximize the impact of their idea.

7. How are teams structured?

Each team will have a minimum of 3 and a maximum of 5 members. And at least one young man and one young woman must be in each team.

8. What does the Hackathon program entail?

The Hackathon program is designed to be immersive and collaborative, and it typically includes:

Day 1: Saturday, April 12, 2025

9:30 AM - 10:30 AM	Registration & Coffee
10:30 AM - 10:45 AM	Kick-off Session: Introduction to the event's goals, schedule, and expectations.
10:45 AM - 11:05 AM	Keynote Speech: Presentation on state of Women's Health and FemTech Landscape
11:15 AM - 12:00 PM	Team Matchmaking and Formation: Opportunity for networking and pitching an idea.
12:00 PM - 1:30 PM	Working Sessions: Dedicated time for brainstorming, idea development, and research.
1:30 PM - 2:30 PM	Lunch Break
2:30 PM - 6:00 PM	Working Sessions and Mentorship - Dedicated time for idea development, coding, design, and prototyping, with access to industry experts who will provide guidance to participants on their ideas.

Day 2: Sunday, April 13, 2025



10:00 AM - 1:30 PM	Final Working Sessions: Last chance to tweak and perfect your prototype and presentation before presenting to the judging panel.
1:30 PM - 2:03 PM	Lunch Break
2:30 PM - 3:30 PM	Pitch Presentations: Final presentations where teams pitch their prototypes to a panel of judges.
3:30 PM - 4:00 PM	Judges' Deliberation
4:00 PM - 4:30 PM	Award Ceremony: Prizes and recognition for the best innovations.

9. Will lunch be provided during the Hackathon?

Yes, lunch will be provided for all participants. We understand that long hours of creative work require proper nutrition and a comfortable environment, so we've arranged for lunch and snacks to keep you energized throughout the event.

10. What are the judging criteria for the ideas pitched during the Hackathon?

Projects pitched by all teams at the end of the Hackathon will be evaluated based on several factors, including:

- **Innovation & Creativity:** The originality of the idea and the potential to address unmet needs in women's health.
- **Technical Feasibility:** The viability of the solution in terms of technology and execution.
- **Impact:** The potential for the solution to improve lives and drive change within the FemTech sector.
- **Presentation & Pitch:** Clarity, persuasiveness, and overall delivery of the final presentation.

11. How do I apply for the Hackathon?

Application is simple! Your teacher should visit our [application page](#) and complete the online form on your behalf. Be sure they fill in all required fields and attach any necessary documents.

12. What do the winners get?

The top three teams will receive trophies for first, second, and third place. One team will be offered the chance to further develop their idea into a commercially viable business with the support of PeriCare.

All participants will receive certificates of participation, and will be invited to four events following the Hackathon to learn about marketing, distribution, product development, and entrepreneurship in women's healthcare.



13. IP Ownership – Does the student own the rights to their idea?

Any intellectual property (IP) created during the FemTech Hackathon will be owned collectively by the team members that worked on it, unless the idea has already been developed or commercialized by a third-party prior to the dates of the Hackathon.

14. My student has a great idea and wants to develop it alone, can they be a team of one?

No, individual participation is not permitted. Teams must consist of a minimum of three and a maximum of five members, to ensure a diverse range of skills and perspectives, which is crucial for developing innovative solutions in FemTech.

15. Does the student need to be accompanied by a teacher or parent during both days? Do they need to stay with the student?

No, students are encouraged to participate in the Hackathon without being accompanied by a teacher or parent. But the guardian's approval must be obtained and attached to the application form submitted by the student's teacher, for the application to be considered for evaluation.

16. Is there a limit to how many applications can be made by one school?

Yes, each school is expected to submit no more than five individual applications for students.

17. Can teachers or school social media teams come to take photos & videos during the Hackathon?

No, to protect the privacy and safety of all participants, only our social media teams will be allowed to take photos and videos during the Hackathon.

18. Can submissions be in Arabic?

No, all applications must be submitted in English.

19. Can parents or teachers attend the awards ceremony?

Yes, but please inform our team in advance to register them for attendance. Only registered attendees with badges will be allowed to enter the venue.

20. I already have a team of students, how can I make a group submission?

We do not accept group submissions, only individual applications submitted by teachers on behalf of their students. Accepted students can then form their own teams, as per the Hackathon's guidelines, on the first day of the program.

21. Who can I contact if I have more questions?

If you have further questions or need additional information, please contact our support team at womens.receptioncw@expocitydubai.ae. We're here to help!