

Organon and Flat6Labs Announce Second Cycle of Women's Health Accelerator Program, Expanding Focus to Address Key Women's Health Challenges Across MENAT

Celebrating International Women's Day: Empowering Female-Led Innovation in Healthcare

Dubai, United Arab Emirates – 29 February 2024: Organon, a global healthcare company dedicated to improving women's health, in partnership with Flat6Labs, MENA's leading seed and early-stage venture capital firm, is thrilled to announce the launch of the second cycle of the Women's Health Accelerator Program. Building on the success of the inaugural cycle and the incredible momentum witnessed across the region, this initiative aims to empower digital health startups with solutions to enhance women's health across the Middle East, North Africa, and Turkey (MENAT) region.

The second cycle will hone in on three main focus sectors critical to women's health:

1. **Family Planning:** Technologies Enhancing Contraception Counseling and Education and Awareness of Tools and Options.
2. **Fertility Planning:** Solutions for IVF Mental Health Support and Counseling.
3. **Women's Wellness:** Innovations in Self & Maternal Care, Disease Prevention, and Menstrual Health.

The overarching objective of this accelerator program is to address specific challenges faced by women in the region concerning their health, aiming to find sustainable and long-term solutions. The focus will be on identifying and supporting digital solutions that can help improve accessibility, empower individuals, and enhance overall quality of well-being, ultimately advancing women's healthcare in the areas identified. This year's program will target startups operating in several countries, including Kuwait, Lebanon, Oman, Turkey, Egypt, Jordan, KSA, and the UAE. The majority of these countries have established Organon & Flat6Labs offices, with both entities having local partners in these geographies.

The initiative aims to accelerate the growth of 15 startups, and engage with various stakeholders, ultimately graduating startups that are ready to launch and address current challenges in women's health. Additionally, the program will include virtual and on-ground community events such as info sessions, roadshows, pitchathons, and webinars to strengthen outreach, scouting, and selection efforts.

The second cycle of the Women's Health Accelerator Program introduces enhanced program offerings. These offerings include:

- **In-Depth Training:** Startups will receive specialized training in business and technical aspects, equipping them with the knowledge and skills necessary for success.
- **Mentorship and Guidance:** Participants will benefit from mentorship provided by industry experts, connecting them to a vast network of local and international mentors, investors, and corporates.
- **Exposure to Stakeholders:** Startups will have unique opportunities for exposure to key stakeholders, enhancing their visibility and creating valuable connections within the industry.
- **Regional Business Support:** Access to a regional network across the region and support with market expansion.

Commenting on the program's second cycle, Ramy Koussa, Associate Vice President, Organon, Middle East North Africa & Turkey (MENAT), stated, "Investing in women's health shows positive return on investment (ROI): for every \$1 invested, ~\$3 is projected in economic growth. Investing in improving women's health not only improves women's quality of life but also enables them to participate more actively in the workforce and make a living. The potential value created through women's higher economic participation and productivity exceeds the costs of implementation by a ratio of \$3 to \$1 globally. Launching the second cycle of the Women's Health Accelerator Program marks a significant milestone in our ongoing commitment to advancing women's health in the MENAT region. We are excited to deepen our partnership with Flat6Labs and continue listening to the needs of women, identifying innovative solutions that foster a better and healthier every day for her. This cycle is a testament to our sustained dedication to collaboration, innovation, and the empowerment of women-led startups in the digital healthcare space."



Yehia Houry, Chief Programs Officer at Flat6Labs, emphasized the importance of supporting female entrepreneurs and advancing women's healthcare, stating, "As we embark on the second cycle of the Women's Health Accelerator Program, we are thrilled to amplify our support for female entrepreneurs shaping the future of women's healthcare. This initiative is not just about innovation; it's about empowering visionary minds to create lasting impact. Our ongoing partnership with Organon and the evolving focus of this cycle reaffirm our commitment to fostering a dynamic ecosystem for women-led startups. Together, we aim to revolutionize the healthcare landscape, ensuring it reflects the diverse and nuanced needs of women across the MENAT region."

In the accelerator program's first cycle, we witnessed the remarkable achievements of three standout startups that were announced as the winners: "OMGYNO" founded by Doreen Toutikian and Elisabeth Milini in Greece and Lebanon, "Siira" founded by Sandra Salame in Lebanon, and "Maternally" founded by Yasmin El Mouallem in the UAE. These visionary companies have not only demonstrated innovation and excellence but have also become integral parts of our ecosystem. As we embark on the second cycle, we are thrilled to welcome these winners back into the fold. Their invaluable insights, experiences, and successes will serve as guiding lights for the new cohort of startups, enriching the program with their expertise and contributing to its continued success.

For more information about the Women's Health Accelerator Program's second cycle and the application process, please visit our website [here](#). The applications close on May 16, 2024.

-END-

About Organon:

Organon (NYSE: OGN) is a global healthcare company formed through a spinoff from Merck, known as MSD, outside of the United States and Canada, to focus on improving the health of women throughout their lives. Here for her health, the company has a portfolio of more than 60 medicines and products across a range of therapeutic areas. Led by the reproductive health portfolio coupled with an expanding biosimilars business and stable franchise of established



medicines, Organon's products produce strong cash flows that will support investments in future growth opportunities in women's health, including business development. In addition, Organon is pursuing opportunities to collaborate with biopharmaceutical innovators looking to commercialize their products by leveraging its scale and presence in fast growing international markets.

Organon has a global footprint with significant scale and geographic reach, world-class commercial capabilities, and approximately 9,000 employees with headquarters located in Jersey City, New Jersey.

For more information, visit www.organon.com and connect with us on LinkedIn, Instagram and Facebook.

About Flat6Labs:

Flat6Labs is the MENA region's leading seed and early-stage venture capital firm, currently running the most renowned startup programs in the region. Annually, Flat6Labs invests in more than 100 innovative and technology-driven startups enabling thousands of passionate entrepreneurs to achieve their daring ambitions and ultimately becoming their institutional co-founders.

Flat6Labs manages a number of seed funds with a total AUM in excess of \$85M. More than 25 leading institutions have invested into the Flat6Labs managed funds: believing in the asset class and Flat6Labs' proven track record as the market leader. Flat6Labs provides a wide range of investment ticket sizes ranging from \$50K to \$500K, supporting startups through their early journeys from Pre-Seed to Pre-Series A stages. Alongside the investments, Flat6Labs' exceptional startup programs, executed to cater specifically to the needs of innovative entrepreneurs, help them accelerate their growth by providing them with a plethora of support services and connecting them to unparalleled opportunities with an expansive network comprising hundreds of business mentors, investors, and corporates.

Launched and headquartered in Cairo in 2011, Flat6Labs has multiple offices across the region with ongoing plans to expand into other emerging markets.