THE WOMAN'S PLAYBOOK

**Entrepreneur, Author & Host
Joanna L. Krotz**

Women investors are earning ROI and encouraging women-led startups.

THE WOMAN'S PLAYBOOK

Learn more about the book

Stay tuned for news and advice for women entrepreneurs. And, check out the podcasts.

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"I'm bullish on the development of alternative sources of capital for women entrepreneurs. We didn't always have angel investors to talk about for women who often lack access to VC networks and VC funders, who generally aren't women. Now there are more opportunities."

- Carla Harris
Vice Chairman & Managing Director,
Morgan Stanley
Chair, National Women's Business Council

Women who fund women are building new business models.

Named one of the most influential women in

the industry by both the **New York Times** and **Fast Company**, **Cindy Padnos,** founder a nd managing partner at **Illuminate Ventures** in the B ay Area, is one of the only 5% of women VC partners, focusing on both male- and women-led early stage tech startups. "We don't w ant the issue of gender to be part of any investment decision we make."

"If women want to change the ratio and proliferate women-led businesses, then the change has to start with us," said New York angel investor **Joanne Wilson** at the 2012 **Women's Entrepreneurs Festival.** True to her word, Wilson has invested in dozens of women-led startups.

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BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

THE WOMAN'S PLAYBOOK, by entrepreneur and author
Joanna L. Krotz, offers nationwide
practical advice and real-life strategies to help
women succeed in today's markets.

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