



Entrepreneur, Author & Host
Joanna L. Krotz

Younger women entrepreneurs are taking greater risks and reaping bigger opportunities.

THE WOMAN'S PLAYBOOK

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Millennials, 18 - 34, are "even more entrepreneurial than prior evidence may have predicted: 54% of young people either want to start a business or have already started one.... Young Americans overwhelmingly support actions such as increasing access to capital, expanding education, and forgiving student loans as a way to increase their ability to pursue those entrepreneurial dreams."

**[- Young Invincibles Policy Brief,](#)
Kauffmann Foundation**

Two young entrepreneurs are on the fast track of that pursuit.

At just 15 years of age, [Ava Anderson](#)



launched **Ava Anderson Non Toxic**, a line of pure personal care, wellness and home cleaning products because she was disturbed by the toxic chemicals in products around the house. "There were no full lines of products I trusted to use or to recommend to family and friends," she says. Today, a college senior, Anderson is CEO of her direct selling company that has 6,000 field sales consultants.



Chante Goodwin began working at a Washington DC computer repair shop when she was likewise 15, and soon signed up dozens of her own clients. As a first-year college student, she started **Your Way IT Solutions** covering firms in the DC area. An active alumna of **Network for Teaching Entrepreneurship**, Goodwin credits the program for teaching her valuable skills. Says CEO Goodwin: "We have a 10-step business process to solve issues while ensuring customer satisfaction."

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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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