



Entrepreneur, Author & Host  
Joanna L. Krotz

**Women entrepreneurs often give up too soon when pitching investors. But when they hear, "No," they ought to be thinking, "Not yet."**

### **THE WOMAN'S PLAYBOOK**

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**"The dominant narrative and optic about entrepreneurship is male." But "only 6.3% of men-owned firms and 1.8% of women-owned firms have more than \$1 million in revenue. We have to remember that the story of entrepreneurship is very broad and people do it a lot of different ways."**

**- [Susan Duffy](#), Executive Director**

**[Center for Women's Entrepreneurial Leadership](#)**

**Babson College**

**As more women-led ventures prepare pitch presentations, women who know the score are coaching next-gen CEOs.**

**[Carolyn Duncan](#) is the founder of [TenX](#), a Portland, OR, accelerator that provides**



learning programs for startups. She's also cofounded [Northwest Social Ventures](#) to bring venture enterprise standards into social impact investing for investors and social impact capital for entrepreneurs.



Serial entrepreneur [Julia Pimsleur](#), founder of [Little Pim](#), an award-winning system that introduces young kids to second languages, also is a successful filmmaker and seasoned fundraiser. She's now launched [Double Digit Academy](#), a New York fee-based bootcamp to help women "get further faster" and boost the puny 14% of women-led firms that currently attract VC funding.



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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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