



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Metrics prove that when women are included as business decision makers, profits rise, startups thrive and corporate annual giving climbs.

THE WOMAN'S PLAYBOOK

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"In startups with five or more females, 61% were successful and only 39% failed. When females are engaged at senior levels -- founders, board members and executives -- companies have a greater chance of being profitable, going public and being sold for more money than they raised.

- [Dow Jones 2012 Women at the Wheel
Dow Jones Private Equity & Venture Capital](#)

Women generate profits by launching ventures that solve their own problems.

[Leah Busque](#) founded [TaskRabbit](#) in 2008. Part of the sharing economy, her online service connects people in a community so they can outsource errands and to-do lists. [The idea was sparked](#) by her need to find someone to run to the store to get dog food. Busque's advice to entrepreneurs is to talk about your idea to everyone to get as much feedback as you can. "Don't worry about keeping things stealth or about the competition."



"[Portfolia](#) is reshaping how women view their role in supporting innovation and change in the world," says founder [Trish Costello](#), also CEO Emeritus at the [Kauffmann Fellows](#) program. The collaborative Portfolia platform wants to attract women angel investors -- even with only \$1,000 to invest -- to "evaluate innovative products and teams, and invest in those you believe in."

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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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