



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

It's time to stop telling women entrepreneurs that they suffer from ["lack of confidence."](#) Studies show startups with male and female senior decision makers outperform all others. Women leaders pay off.

THE WOMAN'S PLAYBOOK

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"Confidence is not a mood or a feeling.... It is the expectation of positive outcomes. It's the belief that your ideas, work and efforts will become successful. Even when things are tough and there are bumps in the road, you have the confidence to hang in there and keep trying. You expect a favorable outcome."

[- Rosabeth Moss Kanter](#)

[Homejoy](#) CEO [Adora Cheung](#) and brother Aaron cofounded the Uber-like service in 2012 that connects independent home cleaners to clients. Their eureka moment came after several earlier ideas fizzled and Aaron couldn't find a safe, affordable way to hire a cleaner online. Within six months, Homejoy expanded to 30 US and Canadian cities and just [launched in London](#), poised to take over Europe. Cleaners are vetted and charge \$20 an hour flat rates. All staffers take a turn as a cleaner before coming on board.



[Eventbrite](#) cofounder and president [Julia Hartz](#) was drawn to the "meritocracy and velocity of a startup." When the online ticketing service launched in 2006, she was in L.A., working as a TV exec. Then fiancé (now husband) CEO Kevin Hartz and third cofounder, CTO Renaud Visage, suggested she move to SF and join the team. Still private, Eventbrite doesn't disclose revenue. However estimates put 2013 revenue at \$84 million, on sales of 50 million tickets and gross receipts of \$1 billion.

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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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