



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

entrepreneurs. And,
check out the podcasts.

Stories of women edging into entrepreneurship as an experiment or a life-changing solution are a recurring theme.

THE WOMAN'S PLAYBOOK

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"The women entrepreneurs I know are very smart, competitive and driven and most of them are building businesses that fill voids in the market. Investors like to ask my women have to keep building fashion businesses. But why do men have to keep building technology businesses?"

[Joanne Wilson](#), angel investor

Two women launched savory startups by turning individual passions into profits:



A craft ice cream of the month club in NY, founder [Diana Hardeman](#) started [MilkMade](#) because "...I just wanted a better pint." Members pay \$12 - \$15 per pint, including delivery, for flavors like Mango Sticky Rice and Earl Grey Pine. To date, Hardeman's turned down big-chain retailer offers, growing her way with a [Kickstarter](#) campaign and has a waiting list of 2,000.

[Aihui Ong](#) launched [Love With Food](#) "...to connect food producers with consumers." Subscribers receive a \$10-a-month box of unique, organic or all-natural snacks, such as smoky chili lime chickpea snacks or coconut milk caramels. For every product sold, Ong donates a meal to feed hungry kids, which now total over 320,000 meals. Food producers can feature their products in [monthly sampling boxes](#).



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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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