



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

Online buys represent only 10% of retail sales, with fashion, for obvious reasons, the greatest challenge. Now, women-led startups are coming up with smarter and friendlier ecommerce solutions. And funders are noticing.

## THE WOMAN'S PLAYBOOK

[Learn more about the book](#)

Stay tuned for news and advice for women entrepreneurs. And, check out the [podcasts](#).

### [LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON ITUNES](#)

There's been progress in women's access to VC funding though it's hardly a bell-ringer. Babson College's [Diana Project](#) reports that from 2011-2013, more than 15% of the firms receiving VC backing had a woman executive, up from less than 5% in 1999.

Ecommerce remains the relative exception: "Through the first half of 2013, women-founded companies made up a record 40% of VC deals in the retail space and a record 33% in the consumer services space," according to Peter Fogel, [Pitchbook Blog](#).

A former corporate strategist, CEO [Michelle Lam](#) cofounded retailer [True&Co](#) in 2012 to sell bras that truly fit. She was motivated by the power of Big Data and the awful experience of bra-buying in stores. Inspired by her high-school *Cosmo* quizzes, Lam created a [two-minute quiz](#) to customize selection: "500 women have completed the fit test and we've identified 6,000 different body types....," says Lam. The company has attracted [\\$6 million in backing](#).



After frustrating stints as a retail buyer, CEO [Mona Bijoor](#) launched online platform [Joor](#) in 2010 to connect marketers with retailers. Joor now serves over 600 fashion brands and 40,000 retailers, reaching \$60 million in sales in 2013. Bijoor advises women to "try not to get caught up by the gender debate. Find your passion, build a business... establish traction and surround yourself with a solid team."

Sign up for the [newsletter](#) or check timely advice-in-progress [@JoannaLKrotz](#) and [Facebook](#) as I write and report.

## 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.

Download [podcasts from iTunes](#), anytime.



Like us on Facebook 

Follow me on  
twitter

View my profile on  
Linked  in

**Email comments and ideas about women entrepreneurs  
for my book and upcoming radio shows!**



[About us](#)



Forward this email



[Listen to the  
shows](#)