



Entrepreneur, Author & Host
Joanna L. Krotz

As more women become decision makers at private and public accelerators and agencies, the spike in women-led ventures is climbing higher.

THE WOMAN'S PLAYBOOK

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"In the past, female CEOs were largely limited to those areas where they have a distinct advantage over their male counterparts (i.e., selling primarily to a female audience). But today we're seeing women building companies across all sectors and areas."

- [Boris Wertz](#), Investor
[Version One](#)

"It's not just about women. It's about talent," believes serial entrepreneur [Anu Duggal](#). She launched [F Cubed](#) (Female Founders Fund) to provide seed backing for women-led ventures with "disruptive and innovative ideas...." As cofounder of [Exclusively.in](#), an online retailer for premium Indian fashion, Duggal sees opportunity in the kinds of businesses women start: "Nobody is really tapping into this



niche..."



[Nicole Glaros](#) is managing director of the well-known [TechStars](#) accelerator, with offices in [NY](#) and [Boulder](#). She oversees applicant selection for its competitive programs, which offer startups seed money, mentoring and validation. Glaros keeps racking up awards, and was named one of the [Coolest People in Tech in 2013](#): "I have nearly 70 companies in my portfolio."

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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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