



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Better resources, drill-down experience and less fear of failure are fueling women's over-50 success.

THE WOMAN'S PLAYBOOK

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Businesses started by people 55 to 64 jumped over 60% between 1996 and 2013. Nearly a quarter (23.4%) of new-business launches came from older Americans in 2013, reports the [Kauffman Foundation](#).

Some 10% of US women between 55 and 64 have moved to start a business, compared with only 7.5% of men, according to the [2011 Babson College Global Entrepreneurship Monitor](#).

[Jeanne Pinder](#) launched [Clear Health Costs](#) in 2009 after volunteering for a buyout at the New York Times. More than \$50,000 in educational grants helped fund her startup. The online platform "brings transparency to the health-care marketplace by telling people prices for medical procedures and items.... [If you knew that your MRI could cost \\$350 or \\$3,300](#), maybe you'd choose a different provider," says Pinder.



[Elizabeth Van Sant](#), left, and [Susan Jones](#) created mobile app [Quad2Quad](#) to help families plan those tough college visits. Educational consultant Van Sant toured 100 campuses with her 4 kids. "We are passionate about this," says Jones, a former psychotherapist.

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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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