



**THE  
WOMAN'S PLAYBOOK**



Entrepreneur, Author & Host  
Joanna L. Krotz

Women are eager adapters when it comes to rolling around Tumblr, posting to Pinterest and flying through the Twittersphere. But they tend to girl out in the face of back-end tech. Time to step up.

**THE WOMAN'S PLAYBOOK**

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"Women automatically check out when it comes to technology and completely put their trust into their tech person to figure out everything. But I believe technology should be supporting the business, and not the other way around."

[- Nelly Yusupova](#)

[Kimberly Bryant's](#) lightbulb was more like a chandelier: Her 12-year-old daughter complained that her computer camp instructors focused only on boys. Then the biotech engineer began work at a SF startup and was shocked at the lack of minorities: "The issues came together personally and professional," said Bryant. In 2011, she launched nonprofit [Black Girls Code](#) to teach minority girls, 7 - 16, how to program. "[It's nowhere near as lucrative as biotech, but it is one of the most rewarding things I've ever done in my career.](#)" she said.



Formerly a teacher at a Manhattan private school, [Jocelyn Leavitt](#) cofounded [Hopscotch](#), an intuitive mobile app, so kids could create their own digital toys while learning how to code. "[Kids are growing up as digital natives.](#)" says Leavitt. "We want to empower them to create rather than just consume technology. We wanted to build a toy that we wish we had when we were growing up."

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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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