



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
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Impact investing is moving mainstream as funders buy into ventures that make both a profit and a difference. For instance, in 2014, [Bloomberg Philanthropies](#) invested \$5 million in Little Sun, a Berlin for-profit company that creates portable solar-powered lamps to be sold in Africa. Women are more likely than men to launch social entrepreneurship.

## THE WOMAN'S PLAYBOOK

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Impact investing can be measured (1) by evaluating a company's purpose and the impact it will deliver; (2) by who benefits; (3) by how products, services and operations deliver social impact; (4) by how stakeholders are engaged; and (5) by how a company measures its impact.

[- Impact Investor](#)



In 2013, [Michele Demers](#) launched [Boundless Impact Investing](#) as a high-level subscriber resource for impact investors. The online platform offers access to experts, practices, online and offline workshops and content to increase options and efficiencies for investors who want to support social change and profits.



With a track record of raising capital for cleantech, sustainability and technology services, [Bonny Moellenbrock](#) directs [Investors' Circle](#), one of the earliest impact investor networks. She also leads nonprofit [SJF Institute](#), which connects entrepreneurs and industry. "Our focus is on the 'green gazelles.'"

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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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