



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

From East Coast to Left Coast to South Coast, a new breed of female-focused accelerators is putting the pedal to the mettle for women entrepreneurs .

THE WOMAN'S PLAYBOOK

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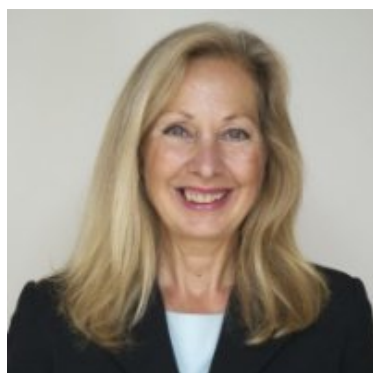
Stay tuned for news and advice for women entrepreneurs. And, check out the podcasts.

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"Core curriculum and competencies required to run a business are gender-neutral, [but at [Babson College's WIN Lab](#)] we are getting at the same outcomes by offering a way for women to collaborate with each other. The process is different, but that doesn't mean easier or any less rigorous...."

- [Susan Duffy, Executive Director, Center for Women's Executive Leadership](#)

Based in Toronto, [Tamar-Melissa Huggins](#) founded [DRIVEN](#) in 2012. The accelerator invests in early-stage digital startups that must have at least one cofounder who's a woman, person of color and/or a newcomer entrepreneur. "[Our mission aims to make resources and opportunity available equally](#) and provide a platform for underrepresented groups in business."



[Janis Collins](#)

cofounded [The Refinery](#) accelerator, based in Connecticut, to "[unearth innovative products and services that help impact and empower the lives of women and families...](#) As demands on women and families grow, the need for products and services that address unique challenges increases."

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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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