



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Women are launching advanced tech services to help startups leverage the critical convergences of branding, social media and digital partnerships.

THE WOMAN'S PLAYBOOK

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Stay tuned for news and advice
for women entrepreneurs.
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"Our mission is to pair female entrepreneurs with fellow tech founders and advisers who can help them build their networks and prepare their companies for the next stage of their business."

[- Arie Horie, Women's Startup Lab](#)

["The Importance of Prioritizing Collaboration for
Female Entrepreneurs"](#)

Social media strategist [Lexie Kier](#) launched online platform [Cuurio](#) in 2013 in New York to connect brands and agencies with emerging technology and strategic partnerships. The firm helps startups discover "bubbling innovation" beyond Silicon Valley. Clients include a "diverse mix of marketing teams, R&D and venture groups that live outside large brands."



In SF, [Anna Billstrom](#) launched [PickAxe Mobile](#) to create mobile prototypes and MVPs. With a "minimal viable product," startups can test markets, gain crucial customer feedback and generate initial revenue. "[When women are as mediocre as men](#), well, then we are in a post-sexist world. I'm tired of being judged against a rule made by the few...women pioneers... who...had to be pretty damn amazing...."

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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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