



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

The case for women leaders is pivoting from a moral argument to a dollars-and-sense imperative. Gender equity, indeed. Case in point: The recent success of [Aspect Ventures](#) in raising \$150 million to back startup ventures.

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"Women are more likely to found startups than men (57% versus 43%), and contradicting conventional wisdom about the conflict women face when it comes to business and family, most women (55%) reported a 'great' work-life balance.

- [2015 Sage State of the Startup Survey](#)

Based in Boulder, [Sue Heilbronner](#) cofounded [MergeLane](#), an accelerator that invests in women-led startups. Citing the data that shows "venture-backed female-led companies produce higher returns," the firm's goal is to "promote exceptional women leaders and the companies they run until it is no longer necessary. [We want to make MergeLane obsolete.](#)"



[Maria Otero](#) founded nonprofit [Women's Venture Fund](#) in 1996 to offer business training, advisory services and access to financing for women entrepreneurs: "We're concerned about the inequities women face in the financial sector as it affects their ability to start and grow their businesses."

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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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