



Entrepreneur, Author & Host  
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Women-led ventures are in demand as multinational brands compete for new customers and women pull up chairs at power tables. "Women [investors] offer [a broader and more diverse network for recruiting and finding new start-ups and an understanding of female consumers](#), who are often the dominant users of new products."

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Sure, funders remain predominantly male and lean toward boys and toys. But market conditions increasingly show that technology is merely the vehicle, not the driver. Successful startups must add value and solve problems or fall by the wayside. And that favors women's innovation.

Managing Director [Lisa Lambert](#) will manage the [\\$125 million fund](#) just launched by Intel Capital to invest in startups where the CEO or founder and at least three other executives who report to the CEO are women, black, Latino or Native American. Last January, Intel pledged \$300 million over five years to push for "[full representation](#)" for women and minorities in technology companies.



VP of General Procurement [Mark Pringle](#) reports Dell spent a whopping \$4 billion on goods and services from small, minority and women-owned businesses in 2014. Pringle told SiliconHillNews that [sustainability offers special opportunities for women-owned firms](#), pointing out that sustainability is about reducing energy and water consumption, not merely recycling.

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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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