



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

Despite industry pledges and more credentialed candidates, STEM fields still show scant interest in hiring women. In fact, it's getting worse. "The number of women in [computing went down from 35% in 1990 to a puny 26% in 2015.](#)" finds the AAUW. Result: Women aren't waiting to drive. They're steering startups.

THE WOMAN'S PLAYBOOK

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"I believe engineers and computer scientists are made, not born. It's a question of exposure and opportunity."

[Catherine Hill](#), vp of research
American Association of University Women

[Danielle Morrill](#) is cofounder and CEO of [Mattermark](#), a sophisticated curated Big Data service that provides information about startups and private companies for experts and investors – something hard to find and harder to do. Morrill says her service has been called "[a Bloomberg terminal for startups.](#)"



[Elizabeth Holmes](#) dropped out of Stanford at 19 to launch her healthtech startup [Theranos](#) in 2003, and now is a billionaire. Her idea: A revolutionary blood test. Theranos (therapy + diagnosis) [claims it can run over 70 tests from one drop of blood gained from a single painless pinprick](#) instead of a needle in the arm that extracts multiple vials. "Our mission is to make actionable information accessible to everyone at the time it matters."

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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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