



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

As of last June, [SEC Regulation A+ rulings kicked in](#), allowing startups to sell equity via crowdfunding campaigns. Previous crowdfunding only allowed gifts of perks and products in response to contributions.

## THE WOMAN'S PLAYBOOK

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for women entrepreneurs.  
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"The ability for an entrepreneur to go directly to the public is potentially a game changer for women and minorities. That is true because women and minorities start businesses at twice the rate of other groups, but are often confined to the realm of 'small businesses' due to the lack of access to capital to grow.

- [Ramona Ortega](#)

[Kim Folsom](#) is cofounder and CEO of [FundAthena](#), the first SEC Reg A+ marketplace, which allows growing companies to "test the waters" for "Main Street investors" who back their businesses with direct funding. FundAthena is committed to battling gender bias and will focus on mid- to late-stage businesses with gender diverse management. Said Folsom: "[Gender diverse companies](#) are an underserved market with incredible potential for more success."



A pioneer scientist in the field of tissue engineering, CEO [Gail K. Naughton](#) founded [Histogen](#) in 2007. Focused on regenerative stem cell medicine, the company has a patented process that produces products for skin care, hair growth, cancer treatment, orthopedics and wound care, Histogen now is in [TestTheWaters funding](#) for \$40 million with [FundAthena](#).

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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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