



Entrepreneur & Host
Joanna L. Krotz

**You're invited on Thurs., July 24,
@ 12 - 1 pm EDT on
Talking Alternative Broadcasting**

BRAVE NEW MODELS

**High-tech women are reinventing
markets, business and startup
prototypes**

LISTEN TO THE WOMAN'S PLAYBOOK PODCASTS ON ITUNES

As more women earn top-drawer degrees in science, technology, engineering and math, they're moving full STEM ahead to leverage that knowledge with startups that break old molds and rethink business.

On the July 24 show, meet two entrepreneurs with serious tech chops -- one in user experience and visual design and the other in chemical engineering. Smartly focused on niche markets, these passionate founders are outmaneuvering big industry guns by using technological tweaks to transform familiar household products.

Next show:

[Brave New Models](#)

July 24, 12 - 1 pm, EDT

We'll hear from two women whose technological knowhow is remaking the model for a business startup:



[Tina Israni](#) is cofounder of **[Zoraab](#)**, a retail subscription service of men's accessories and apparel, "founded," she says, "to disrupt the ecommerce space." She also is cofounder of **[Mint Socks](#)**, street-art-inspired socks for guys. A user experience designer and writer, Tina does UX/UI consulting and is currently UX designer in residence with **[General Assembly](#)**.



[Supriya Hobbs](#) is cofounder of startup **[Miss Possible](#)**, which will manufacture dolls that represent real women in science, along with apps for girls, age 6-10, to play with on-screen. A recent chemical engineering grad, Supriya and cofounder Janna Eaves just launched an **[Indiegogo crowdfunding campaign](#)** to fund their Marie Curie prototype and mobile app.

BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

Tune in to **THE WOMAN'S PLAYBOOK** on **Talking Alternative Broadcasting** every Thursday @ 12 - 1 pm Eastern, to hear entrepreneur and author Joanna L. Krotz and nationwide guests offer practical advice and real-life strategies that help women succeed in today's markets.

Or download show **[podcasts from iTunes](#)**, anytime.



Like us on Facebook 

Follow me on
twitter

View my profile on
LinkedIn 



Email ideas for shows or guest entrepreneurs and experts you want to hear on upcoming shows!

 [About us](#)



 [Link to the show](#)