



Entrepreneur, Author & Host
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Women entrepreneurs have a lucrative habit of solving problems that men dismiss or just don't see.

THE WOMAN'S PLAYBOOK

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The rise of the global She Economy is changing lives and business models. In 2012, about 126 million women entrepreneurs were starting or running new businesses in 67 economies worldwide. About 112 employed one or more staff while 12 million women are expected to grow their businesses by at least six employees through 2018.

[- Global Entrepreneurship Monitor Report](#)

These two entrepreneurs came up with better ways to meet women's needs.

Serial entrepreneur **Jill Salzman** launched **The Founding Moms** as a sideline when she



was running two companies and caring for two young kids. She figured it'd be helpful to talk to women dealing with similar challenges. Fast forward: Her network, which supports mom entrepreneurs with resources, access to experts and peer-to-peer support, now boasts outposts in 9 countries, 43 cities with 8,500 members - and counting.



Norwegian [Silje Vallestad](#), founder of [bSafe](#), now living in Silicon Valley, created the [bipper](#) app to keep her three kids safe, even though she has no technical background. The GPS tracker on kids' mobiles alerts parents or emergency help in case of trouble. Celeb [Jada Pinkett Smith](#), right, decided to back the company a year ago. Vallestad has since also created the [bSafe](#) mobile safety app for women.



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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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