



THE
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host
Joanna L. Krotz

The P2P crowdfinance movement plays to women's strengths in connecting and building community. Say hello to the new-girl network.

THE WOMAN'S PLAYBOOK

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"Women 'just get' crowdfunding. It is in our DNA.... We come together here, as Women in Crowdfunding, to advance crowdfunding among women who are looking for financing for their start-up or small business."

- [Debe Fennell](#), Chair
[Women in Crowdfunding](#)
[National Crowdfunding Association](#)

Founders of the new equity-based and rewards-based crowdfinance models are opening doors for women-led ventures.

[Jenny Kassin](#), CEO of [Cutting Edge Capital](#) and [CuttingEdgeX](#), with [B Corp](#)

[certification](#), has created a one-stop hub for Direct Public Offerings (DPOs) or investment crowdfunding, raising the ante for social ventures, change agents, values-driven entrepreneurs and the expanding crowd of individual investors who choose to vote with their wallets.



[Nancy Hayes](#) (left) and [Brenda Bazan](#) cofounded [Moola Hoop](#), a rewards-based crowdfunding platform specifically launched to support women-owned enterprises, including access to funders, business experts, online resources and a growing community of women entrepreneurs.

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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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