

The Go-To News Source For Everything Female Entrepreneur.

# **GETLIONESS.NEWS**



LIONESS FOR THE FEMALE ENTREPRENEUR ALL RIGHTS RESERVED.



Lioness is the leading voice in journalism for female entrepreneurs.

We cover timely topics on female entrepreneurship and tell the stories of women who are launching prominent startups that are poised to disrupt industries.



# i am a libress

here has never been a better time in history to be a female entrepreneur than today. Women are founding companies at a historic rate. Over the past year, 163 million women started businesses worldwide and in the U.S. alone we generated more than \$1.6 trillion in revenue. But, our startups face additional barriers to market.

We're dealing with things like imposter syndrome and the confidence gap and the fact that our startups are underfunded and underexposed. Welcome to Lioness. We give women the latest news, tools and resources to launch and scale high-growth startups. Women come to us for the news and the knowledge, but they stay because of how we make them feel ... like lionesses prepping for world domination.



# OUR READERS



### Michelle

Michelle is running her business on her own. She's super busy, but is always on the lookout for helpful resources and advice that are specific to her needs. She may not be quite sure what's next for her business in terms of scaling, but Michelle would consider taking advantage of information that can be immediately put into action to help her grow her company.



This entrepreneur is at the helm of a successful business

and has employees. She needs to needs to expand her leadership if she wants to continue scaling her business to the next level and beyond. She welcomes resources that focuses on leadership and help her to empower her staff to take on more responsibility. Karen is ready to turn her attention more toward vision and expansion and less on the day-to-day tasks.



## Raquel

She is still employed full-time but dreams of leaving it all behind to focus fully on her side hustle. With her Lionesssized drive, commitment and ambition, this will become a reality. Raquel is looking for resources that can help her take her side business to the next level so she con leave her day job once and for all.



#### Susan

Susan has reached for the stars in her career, and has done so successfully. but she is ready for change. She's launched an entrepreneurial endeavor, but it is not progressing as hoped. Motivation is fleeting she finds lack of focus, procrastination or selfdoubt are standing in the way of true success. Susan welcomes resources that can help her practice consistency in her business and tools that can help her stay on track and reach attainable business goals.

# women are on fire

# 163 million

NUMBER OF BUSINESSES WE STARTED WORLDWIDE LAST YEAR

# 11.3 million

NUMBER OF WOMEN-OWNED BUSINESS IN THE U.S.

# 9 million

THE NUMBER OF PEOPLE WE EMPLOY

\$1.6 trillion

THE AMOUNT OF REVENUE WE GENERATE



# GIVING VOICE TO FEMALE ENTREPRENEURS

Stories about women entrepreneurs, our challenges and successes, receive limited exposure compared to those of our male counterparts.

Raising the visibility of women launching highgrowth startups allows other women to see examples of female entrepreneurship in action and get real-life advice along with the most up-to-date information on trends and opportunities.

Media coverage increases a startup's reach to potential clients and/or customers, assists with branding efforts and can potentially drive revenue, all of which helps prime the company to scale.

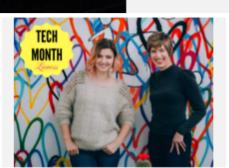
elevation education education 8 support

At GetLioness.News women find a home. We are the go-to place for female entrepreneurs who want kick-ass news, knowledge and community. Women no longer feel like they're in their startup journey alone.

Our mission is to elevate, educate and support female entrepreneurs. We help women deal with their additional barriers to market by also giving them access to high-level leadership training and development opportunities, mentoring and coaching.

# **FEATURES**





#### **FEATURES**

myLAB Box Cofounders Lora And Ursula Are Taking The Awkwardness Out Of Testing For STDs With At-Home Kit

& Evelyn Fiske

It can be embarrassing to feel the need to get a STI test, but it is definitely an important part of wellness for those who are sexually active. That's why...

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#### FEATURES

Ruby Cup Provides Feminine Hygiene Products To Women In Developing Countries

🏝 Jorie Goins

We chat with Ruby Cup Cofounder Julie Weigaard Kjaer about her U.K.-based company's mission to provide a safe alternative to girls and women in developing...

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#### FEATURES

Cofounder of Ready Set Productions Says Women Should Worry Less About The Little Things And More About Quality

& Natasha Zena

New "Modern Hero" series co-creator Julia Fisher Farbman says entrepreneurs



## How Netflix's 'Made In Mexico' Star Hanna Jaff Bosdet Is Helping Refugees Around The World

& Sharelle M. Burt

Hanna Jaff Bosdet knows a thing or two about what it's like to be different amongst your peers. Bosdet was raised in two worlds. With her mother being Mexican...

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Tara McCollum



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FEATURES

When Tech & Fashion Collide – How Feetz Is Using 3D Printers To Make On Demand, Customizable Shoes In Hours



# BREAKING NEWS









#### HEADLINES

## U.S. Sen. Marsha Blackburn Encourages Digital Leaders To Hold Tech Giants Accountable

🆀 Natasha Zena

WASHINGTON D.C. — With privacy concerns abounding and the debate about who rightfully should have access to your data and digital footprint, U.S. Sen. Marsha...

#### HEADLINES

## InnCreTech Incubator Brings The Tech Component To New Jersey Startups In Need

🍰 Natasha Zena

PRINCETON, NJ — Ritika Singh is doing her part to put New Jersey startups on the map with her InnCreTech incubator. The company, standing for Innovation...

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#### HEADLINES

# Newsbriefs: Namely Completes Growth Round, Get Credit Healthy Announces Acquisition Plans

& Lioness Staff

Acquisitions SUNRISE, Fla. — Beta Music Group Inc., through its operating subsidiary Get Credit Healthy, recently announced plans for an aggressive acquisition...

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Tara McCollum

## Q

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**FEATURES** 

Crisis

ASHINGTON D.C. — The first mention of Flint, Michigan usually brings to mind General Mo
it once was the home of one of the largest motor vehicle plants in the country. As chronicl
filmmaker Michael Moore in the 1989 film, "Roger & Me," when GM downsized its operation.......

Black Millennials Take On The Flint Water



#### HEADLINES

# Babson College Awards \$300,000 In Cash And Prizes At Entrepreneur Challenge

📤 Lioness Staff

Wellesley, MASS. — Babson College awarded more than \$300,000 in cash and prizes last month at the Babson Entrepreneurial Thought & Action (B.E.T.A.)...

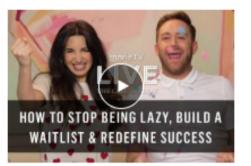
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# THOUGHT LEADERS



Self-Sabotage - An Interview V









## Networking Is Not Trolling For People Who Will Pay You Money

Marie Gives Us How To Build A Waitlist And More

Welcome to the MarieTV Call-In Show, where Marie Forleo helps solve your biggest business challenges - live! In this episode, Marie tackles questions including...

& Kathy Caprino

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♣ Lioness Staff

Some people are abusing the term networking and using it as a means to ask people for money. Kathy has a real talk about what networking is and isn't.

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## The Lookahead And Setting HARD Goals For 2019

It's 2019 and we can say 2018 (which was a trainwreck for most of us) is officially behind us. I've spent the last few weeks mulling my 2019 goals...

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## Jessica Livingston Shares 9 Things She Learned From Founding Y Combinator

≜ Lioness Staff

Y Combinator cofounder Jessica Livingston shares what she learned in the process of launching one of the country's most popular startup accelerators.

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2 months ago Lean The F\*ck Out 3 Min Read

Hyatt

In this episode of Lean the F\*ck Out, we talk with Susan Hyatt about how y business owner by defeating self-sabotage through self-love, body positivity, finding what gives you pleasure and quitting things that deprive you of that pleasure. Susan shares tips and techniques from her own





# INSPIRING, ENGAGING & EMPOWERING

Lioness gives women access to tools and techniques to move them forward with passion, purpose and confidence. Because, what is a lioness if she is not a woman of confidence?

Female entrepreneurs need support to establish the infrastructure of their companies. We bring like-minded, kickass women together in major cities for our popular 5 Talks series, Unleash Your Vision events, roundtable conversations for women founders and more.

Our readers get access to empowerment gurus and successful entrepreneurs to assist with troubleshooting, clarity, imposter syndrome, profit margins and more.

talks
workshops
workshops
roundtables
roundtables
audio interviews
events

Lioness is regularly invited to organizations, higher-ed classrooms, accelerators for women and conferences to speak on the current state of female entrepreneurs and to provide leadership training to female founders and their teams.

# RESOURCES



The 2019 Resource Guide For Female

If you're launching a startup, we know you have a lot of needs. Here's a resource guide for fem

entrepreneurs who need to know the places to go to get what they need.



#### RESOURCES

## Applications Open: Valley Venture Mentors Startup Accelerator

Lioness Staff

Valley Venture Mentors (VVM) Startup Accelerator is currently accepting applications for its 2019 cohort. The accelerator, based in Springfield, Mass...

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#### RESOURCE

# Free Download: The Ten Commandments Of Startup Profit

♣ Lioness Staff

Entrepreneurs need to factor profit into every decision. The Ten Commandments of Startup Profit will help CEOs understand the principles of making money.

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#### BOOK OF THE WEEL

# Book Of The Week – Brand Intimacy, A New Paradigm In Marketing

♣ Lioness Staff

provides lessons for marketers and business leaders alike who are seeking to understand these ultimate brand relationships and the opportunities they represent.



#### BEST OF THE WEB

## New Podcast For Female Entrepreneurs: On Behalf Of All Women

& Lioness Staff

Lioness Magazine today launched a new podcast for female entrepreneurs titled, "On Behalf of All Women." Co-hosted by Lioness cofounders Dawn Leaks...

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#### START UP

**Entrepreneurs** 

② 8 months ago Lioness Staff 6 Min Read



Lioness Staff







# COMMUNITY



# A NEW VOICE, A BOLD LEGACY

WE DON'T MAKE THE MOST OF EACH DAY, WE ROCK IT!



# 2020 EDITORIAL CALENDAR

# **JANUARY**

### New Year

Annual Resource Guide Workplace Culture SPECIAL - Unleash Your Vision

Ad Close 1/18 Online 2/3

# MAY

### **Move Your Business Forward**

30 Day Challenge Tips to Scale SPECIAL - 30 Day Challenge Workbook

Ad Close 4/13 Online 5/4

# **SEPTEMBER**

## The World of Marketing

Go Big or Go Home Marketing The Next Decade of PR SPECIAL - PR & Marketing Tips

Ad Close 8/11 Online 9/7

# **FEBRUARY**

## **Venture Capital**

Finding Funding Money Trends SPECIAL - What's New In funding

Ad Close 1/18 Online 2/3

# **MARCH**

## **Women's History Month**

International Women's Day Sisters in Business SPECIAL - Women Making History

Ad Close 2/10 Online 3/2

# **APRIL**

## **Non-Technical Founders**

Organizations serving NTF Why Zebras matter SPECIAL - Tech Resources for Dummies

Ad Close 3/16 Online 4/6

## JUNE

## **Tech Month**

**Environmental Tech** Pet Technological Advances SPECIAL - Mid-Year Check-In

Ad Close 5/11 Online 6/1

# **JULY**

Food VCs Why Food Startups Fail SPECIAL - When You Don't Want To Work

Ad Close 6/15 Online 7/6

# **AUGUST**

Winning Accelerators How PR is Changing SPECIAL - Don't Clout Chase

Ad Close 7/13 Online 8/3

# **OCTOBER**

## **Business Outlook**

Trends for 2021 Best Cities for Female Entrepreneurs SPECIAL - Why Your Business Isn't Working

Ad Close 9/10 Online 10/5

## **NOVEMBER**

## **Veteran Entrepreneurs**

Startups and Government Programs for Veteran SPECIAL - Gift Guide

*Ad Close 10/12 Online 11/2* 

# **DECEMBER**

Our Favorite Things State of Female Entrepreneurs SPECIAL - End of Year Bundle

*Ad Close 11/16 Online 12/7* 



# CONTACT US

we want to hear from you!

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