

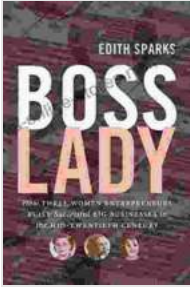
How Three Women Entrepreneurs Built Successful Big Businesses Amid the Pandemic

The COVID-19 pandemic has had a devastating impact on businesses of all sizes, but women-owned businesses have been particularly hard hit. According to a report by the National Women's Business Council, women-owned businesses have lost an estimated \$250 billion in revenue since the start of the pandemic. Despite these challenges, three women entrepreneurs have emerged as inspiring examples of resilience and innovation. Their stories offer valuable insights into the challenges and opportunities faced by women in business, and how they can overcome barriers to achieve success.

Case Study 1: Sarah Blakely, Founder of Spanx

Sarah Blakely is the founder and CEO of Spanx, a global shapewear company. Spanx was founded in 2000 with a \$5,000 investment, and has since grown into a multi-billion dollar enterprise. Blakely's success is due in part to her innovative product, but also to her keen business acumen. She has been praised for her ability to identify market opportunities, and for her commitment to customer service. During the pandemic, Blakely pivoted her business to focus on loungewear and athleisure, which helped to offset losses in other areas of her business.

Boss Lady: How Three Women Entrepreneurs Built Successful Big Businesses in the Mid-Twentieth Century (The Luther H. Hodges Jr. and Luther H.



Hodges Sr. ... Entrepreneurship, and Public Policy)

by Laurie Sandell

★★★★★ 5 out of 5

Language : English
File size : 15944 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 319 pages

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Case Study 2: Whitney Wolfe Herd, Founder of Bumble

Whitney Wolfe Herd is the founder and CEO of Bumble, a dating app that empowers women to make the first move. Bumble was founded in 2014, and has since become one of the most popular dating apps in the world. Wolfe Herd's success is due in part to her unique approach to dating, which focuses on safety and respect. She has also been praised for her

commitment to diversity and inclusion. During the pandemic, Bumble launched a number of new features to help users connect virtually, which helped to drive growth in the company's user base.



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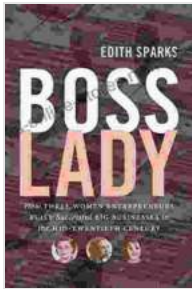
Case Study 3: Reshma Saujani, Founder of Girls Who Code

Reshma Saujani is the founder and CEO of Girls Who Code, a non-profit organization that works to close the gender gap in technology. Girls Who Code was founded in 2012, and has since reached over 500,000 girls in the United States. Saujani's success is due in part to her passion for her

mission, but also to her ability to build partnerships and secure funding. During the pandemic, Girls Who Code launched a number of new online programs to help girls continue to learn about computer science. These programs helped to drive growth in the organization's reach, and also helped to raise awareness of the importance of diversity in tech.



The stories of Sarah Blakely, Whitney Wolfe Herd, and Reshma Saujani are inspiring examples of how women can overcome barriers to achieve success in business. These women have shown that with determination, innovation, and a commitment to their mission, women can build successful businesses that make a positive impact on the world.

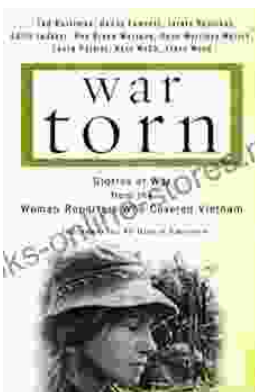


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