

Inc.

Just to be sure: printing is allowed for personal use only. It's not super nice to distribute this article. In fact, it's illegal. Sending others a Blendle link is a piece of cake, however.
09/25/2018

Tuesday, September 25th 2018 · 23 minutes reading time

100 FEMALE FOUNDERS

The 100 pioneers, empire-builders, movement makers, innovators, creatives, serial entrepreneurs, and geeks building **the most exciting businesses in America.**

There's one thing women have no shortage of: energy. The kind of boundless energy to convert dreams into action, to chase ambition fearlessly, to let nothing get in their way. For some of our Female Founders 100, it's the first time they have hatched a company. Others have been at this for decades. This is just the beginning of a conversation with—and the building of a vibrant community by—the women whose smarts are rattling industries far and wide.

Reese Witherspoon

HELLO SUNSHINE/DRAPER JAMES

Every year seems like Witherspoon's year, but the past few set records. In 2016, she launched Hello Sunshine, a new storytelling vehicle that aims to change the narrative around women—then went on to produce, star in, and win Emmys for HBO's Big Little Lies while running her fashion and home-wares brand, Draper James. Whether it's through Hulu and Apple TV—she's locked in development deals with both—her own on-demand TV channel, or her book club rivaling Oprah's, Witherspoon is channeling her smarts and financial power to fix the gender imbalance in entertainment. —Tom Foster

Rachel Haurwitz & Jennifer Doudna

CARIBOU BIOSCIENCES

In the future, deadly diseases will be snipped from your DNA like lines of bad code. At least that's how the University of California at Berkeley biochemistry professor (Doudna) and her former-student-turned-CEO (Haurwitz) envision it. Doudna's research team at Berkeley published the first paper illustrating Crispr's gene-editing abilities back in 2012, and then spun it out into the Berkeley-based company, which now has 50 employees—half of whom are female—and more than \$40 million in funding. The controversial goal, which the founders hope to accomplish within five to 10 years, is to release FDA-approved therapies that could attack everything from cancer to cystic fibrosis, as well as to engineer malaria-resistant mosquitoes. First, though, they have to survive their ongoing patent dispute with MIT. —Kevin J. Ryan

Sarah Kauss

S'WELL

She turned a water bottle into a \$100 million-plus art canvas.

Sallie Krawcheck

ELLEVEST

Krawcheck jokes that she's the only person to have been fired on the front page of The Wall Street Journal— twice. But her Wall Street gigs—head of global wealth management at Bank of America Merrill Lynch and CFO of Citigroup—prepared her for her next mission: building an investing platform specifically for women.

“There's a reason women rank finance 33rd out of the 33 industries that serve them,” Krawcheck says.

“They feel talked down to, misunderstood.” Her answer is a four-year-old investing platform that is driven by an investor's goals—like buying a house,

paying for child care, or retiring by a certain age. Krawcheck hopes Ellevest, the fastest of the so-called robo-advisers to reach \$100 million in assets under management, will help close what she calls the “investment gap,” or the fact women invest less than men and, on average, keep 68 percent of their money in cash. “This is quit-your-job money,” she says.

“This is get-out-of-a-bad-relation-ship money. This is important.” —Kimberly Weisul

Morgan Debaun

BLAVITY

Debaun was sitting in a cubicle at Intuit, reeling from the shooting of Michael Brown near her hometown St. Louis. Frustrated by the dearth of black media, she quit her job and launched a digital media platform for black Millennials. “For a really long period of time, I wanted to find an idea that made being broke worth it, even if we didn’t get a big, billion-dollar exit,” she says.

The Los Angeles–based media company recently launched 21Ninety.com, for women of color, acquired travel site Travelnoire.com, raised \$6.5 million in funding, and opened a tech office in Atlanta—a hot spot, Debaun says, for African American computer science majors. — Kate Rockwood

Moj Mahdara

BEAUTYCON MEDIA

Why host a beauty trade show when you can throw a party?

Angela Antony

SCOUTIBLE

She gamified the talent slog.

Kendra Scott

KENDRA SCOTT

Scott was desperate. She'd started her eponymous jewelry line in 2002, and spent six years getting distribution in several hundred boutiques around the country. Business was OK—"enough to live on"—but then the financial crisis hit, and in 2009 many of those boutiques had to shut down. "It was horrifying—like, oh, my god, I'm going to lose my company," she remembers. What to do in the face of a retail collapse? Open her own store, of course. The designer struggled to find an investor, until a local Austin banker who happened to like Scott's jewelry agreed to give her a loan, if she put everything she owned up as collateral. Today her business is valued at a billion dollars, and Scott still owns the majority of it, making her one of the wealthiest self-made women in the country. —T.F.

Lynn Jurich

SUNRUN

See Article -> FOUNDER. CEO. MAMA.

Dawn Dickson

POPCOM

The vending machine will never be the same.

Rachel Tipograph

MIKMAK

Tipograph was the youngest exec at the Gap—leading global social media in 2015— when she became aware of a vexing obstacle for online brands: They

Julie Wainwright

After becoming the CEO of [Pets.com](https://www.pets.com) in 1999, and then taking it public right before the dot-com crash, Wainwright was left with a less-than-stellar reputation. By 2011, then in her 50s, she decided to launch her second startup, a luxury consignment retailer that sells everything from Tiffany diamonds to Hermès Birkin bags, online and off. Seven years in, with nearly \$300 million in venture capital and over 40 percent annual revenue growth, Wainwright is eyeing an IPO—again. “When you fail so publicly,” she says, “it frees you up to be more bold.” —T.F.

Gregg Renfrew

When Renfrew was getting ready to pitch investors on her toxic-chemical-free beauty brand, she kept hearing one piece of advice: Do not tell them that you want to go to Washington and lobby for stricter regulation of the personal-care industry. She promptly ignored the warning, and managed to raise money anyway. The Santa Monica, California-based company launched in 2013 and employs a Mary Kay-like army of 30,000 independent salespeople. It also has doubled down on growing its other sales channels, including e-commerce, partnerships with retailers like J. Crew and Target, and its own

brick-and-mortar stores—the first will open in New York City this fall. Meanwhile, Renfrew has enlisted her army of salespeople to help lobby lawmakers, and recently brought 100 of them with her to Washington. “Rather than win a white Lexus or a pink Cadillac,” says Renfrew, “we do incentive trips to come to Capitol Hill.” —T.F.

Steph Korey

AWAY

Warby Parker vets Korey and Jen Rubio continue reinventing what a luggage brand can be—no small feat in a category in which at least two upstart competitors have already folded. The even bigger triumph for the three-year-old company: reaching profitability in year two, unheard of for a venturebacked direct-to-consumer e-commerce startup. Says Korey: “We joke that we’re not going to be done until we have Away Airlines and it’s always on time.” —T.F.

Nancy Hua

APPTIMIZE

Everyone needs an A/B test.

Brené Brown

BRENÉ BROWN EDUCATION AND RESEARCH GROUP

See Article -> THE UNLIKELY BUSINESS OF BEING BRENE

Amy Sterner Nelson

THE RIVETER

Nelson once worked on Wall Street, did a stint on President Obama’s national finance committee, and was a corporate litigator. But when she was fund raising for her first startup last year, an investor questioned whether the mother of three was “physically up” for it. Biases like this, along with post-

election galvanizing, were precisely what fueled Nelson to open the Riveter, a Seattle-based co-working space aimed at empowering women entrepreneurs. Since raising \$4.75 million earlier this year, the Riveter has expanded to Los Angeles, with outposts planned in Dallas and Denver. While some female-founded co-working spaces cater only to women, 30 percent of Riveter members are male. “If you want to change the future of work for women, you have to include all genders in that conversation,” says Nelson. —Michelle Cheng

Tina Sharkey

BRANDLESS

To hear Sharkey tell it, the \$240 million in venture capital she raised this summer pretty much just fell into her lap: “A couple of VCs who were friends said, ‘I hear you guys are up to something—can we come visit?’” The something—trying to challenge every retailer from Target to Whole Foods with Brandless’s own line of consumer staples, like blueberry flax granola or a 6.5-inch Nakiri knife, all for \$3 a pop—is as ambitious as it is audacious. This is hardly Sharkey’s first time around the block. The Mill Valley, California, resident co-founded iVillage, and then sold it to NBC Universal for \$600 million in 2006. With SoftBank behind her and an outpost on Target’s home turf of Minneapolis, run by the retailer’s former VP of merchandising, Sharkey’s gambit will be either spectacularly disastrous or gloriously disruptive. —K.W.

Star Cunningham

4D HEALTHWARE

Aching from Crohn’s disease and chronic pain caused by the steel rod lodged in her spine—inserted to correct childhood scoliosis—Cunningham, then an IBM executive, wondered how she could patch over the between-treatment holes in her insurance. “I got a bottle of wine, sat on the couch with a friend, and talked about my vision of managing health from a smartphone,” says Cunningham.

She imagined a preventative technology that could monitor and predict shifts in an individual's health, "just like Tesla knows what's going on with every vehicle." Cunningham's six-year-old, Chicago-based tech company, which has raised \$2.3 million in funding, now offers cancer patients services including medication management and video check-ins with doctors—all through their phones. —Jemima Mcevoy

Stephanie Lampkin

BLENDOOR

Bias in hiring can be a thing of the past.

Katie Forrest

EPIC PROVISIONS

Because sustainably raised bison meat can become a catalyst for big food.

Heidi Zak

THIRDLOVE

Because—finally—someone is making bras that aren't one-size-fits-all.

Emily Heyward

RED ANTLER

Casper mattresses. Allbirds shoes. Goby toothbrushes. They say there's a Warby Parker of everything these days, and the company you can thank for creating the always-airy brand identities of many of them is Red Antler, a

creative consultancy and marketing agency co-founded in 2007 by Heyward, a veteran ad strategist. She's so central to this universe that, when Red Antler—now an equity partner in 75 startups—begins working with a new company, “we know there are up to three companies launching at the same time in the same space—and we usually know because they've all approached us,” she says —T.F.

Sandra Oh Lin

KIWICO

Trained as a chemical engineer, Lin had spent time in management at Paypal and ebay by the time she had her kids. When they were 3 and 5, her friends were so intrigued by her craft projects, she wondered: “Is this a business?” Seven years later, Lin has proved Kiwi Crates is one of the few subscription-box models that works. Inventive, high-quality science-and-engineering kits for kids—like a trebuchet that can launch a Ping-Pong ball 10 feet in the air—have led to high retention, low customer-acquisition costs, nearly \$100 million in revenue, and a business that's been profitable for more than two years. —Christine Lagorio-Chafkin

Shanna Tellerman

MODSY

What fun is redecorating a room if you can't simulate it?

Polina Raygorodskaya

WANDERU

Buses and trains can finally talk to one another.

Selina Tobaccowala

GIXO

As president and CTO of Survey- Monkey, Tobaccowala was among the many people devastated when Dave Goldberg, the company's 47-year-old CEO (and Sheryl Sandberg's husband), died unexpectedly in 2015. For Tobaccowala, Goldberg's death, attributed to heart disease, wasn't just a loss; it was a wake-up call. So she started Gixo, an app that lets users take live-streamed or on-demand fitness classes via their smartphones, a populist alternative to the wave of expensive boutique fitness chains like Soulcycle. "Everyday Americans were getting left out of this health and wellness boom," says Tobaccowala, who previously co-founded Evite. —Jeff Bercovici

Ayah Bdeir

LITTLEBITS

She stops at nothing to get kids discovering their inner inventor.

Emily Weiss

GLOSSIER

Because the Instagram generation needs its own Estée Lauder.

Beth Stavola

CBD FOR LIFE

If someone's going to build the next great cannabidiol brand, it may as well be a serial cannabis entrepreneur.

Frida Polli

PYMETRICS

See Article -> FOUNDER. CEO. MAMA.

Caryn Seidman-Becker

CLEAR

Seidman-Becker doesn't lack for ambition: At 29, the investor left behind a job managing a billion-dollar fund to start her own hedge fund. By 37, she'd bought an airport security-screening startup out of bankruptcy for \$5.87 million. Now Seidman-Becker plans to take the underlying technology—an ability to identify people using scans of their faces, irises, and fingerprints—and use it to make her biometrics company the global ID standard of the future. Clear's subscribers can now move through flight security with the touch of a finger at more than 20 U.S. airports, or scan their fingerprint at Seattle Seahawks or Sounders games to buy beer or food. If Seidman-Becker has her way, your face—or your finger, or your eyeball—will eventually be the only ID you need. —Burt Helm

Galit Laibow

FOODSTIRS

Because it's time Duncan Hines got an upgrade.

Polina Veksler

UNIVERSAL STANDARD

She took the taboo out of plus size.

Ruthie Schulder

THE PARTICIPATION AGENCY

Because brands need to chat with the consumers between the coasts.

Mariam Naficy

MINTED

Serial entrepreneur Naficy founded Minted in 2007, betting that the best way to expose original designs from indie artists was through crowdsourcing. Lit-

tle did she realize that she'd spend a decade building a lust-worthy data engine. Every week, Minted gets thousands of designs; to date, millions of consumers have voted on them. "We use that data to predict what's going to sell," says Naficy, who founded her first company, online beauty store [Eve.com](#), in the late 1990s. Now retailers such as West Elm and Target are partnering with the online design retailer to create an endless torrent of co-branded products based on 250,000 licensable designs from the Minted archive. These new partnerships are so lucrative, says Naficy, they're now the fastest-growing part of her already profitable business. "It's changing the company radically, and in a few years it will be 50 percent of our revenue." — T.F.

Alicia Chong Rodriguez

BLOOMER TECH

Heart disease is the leading cause of death worldwide—yet only one in three participants in cardiovascular research trials is a woman. As a result, Chong Rodriguez says, "the symptoms women experience" —shortness of breath and jaw pain—"typically aren't the ones people watch for." That's why the Costa Rican entrepreneur designed a bra with built-in sensors that collect data from the heart, analyze it for irregularities, and funnel vital information to a doctor. Chong Rodriguez, who's getting her master's at MIT, is currently beta testing the device, hoping to get it to market next year.

"We want to give women peace of mind and help them live longer, healthier lives," she says. —K.J.R.

Jaclyn Johnson

CREATE & CULTIVATE

When Johnson's marketing agency threw its first major event in 2015, she faced a choice: "We could do this for cheap in a hotel conference room, or we could make it beautiful and amazing ... and Instagrammable." She aimed for

the 'Gram—and attendees loved the affair. So did the sponsor, eager to reach ambitious young women, both in person and on social media. So Johnson sold her agency, and today her \$10 million events business—which hosts up to 40 events annually—creates sponsored experiences meant to be both inspiring and shareable. —B.H.

Rana el Kaliouby

AFFECTIVA

Because even machines need emotional intelligence.

Nichole Mustard

CREDIT KARMA

See Article -> FOUNDER. CEO. MAMA.

Samantha Snabes

RE:3D

A member of the National Guard, Snabes wanted to be an astronaut, but a stint at NASA introduced her to Engineers Without Borders, inspiring her to bring sustainable technology to the developing world. Now, her company makes the Gigabot, a largeformat 3-D printer that costs less than \$10,000. Based in Houston, Austin, and Puerto Rico, with customers in 53 countries, RE:3D has created a printer that can produce anything from battery-pack cases for electric motorcycles to replicas of dinosaur bones. Snabes's next goal: printing from trash—specifically, the groundup plastic water bottles that pollute so many shorelines. And she's still looking skyward: "I applied to be an astronaut in the last round," she says.

"With 18,000 other people." —K.W.

Emma Mcilroy

WILDFANG

Soon after launching her tomboy apparel company, Mcilroy got an introduction to Zappos CEO Tony Hsieh. She flew to Vegas to meet Hsieh for lunch, and he asked, “If I had a magic wand, what could I do for you?” Mcilroy, unprepared, babbled something about wanting to work with his head of operations and customer service. “When I got home I was like, ‘Fuck! I did not do that question justice,’” says Mcilroy, who had previously worked at Nike with her co-founder, Julia Parsley. She more than salvaged the conversation—eventually getting Hsieh to invest twice in her Portland, Oregon-based company—but she’s also since built a brand imbued with social justice. Mcilroy, who is queer, vocally pro-choice, and proimmigration, animates her six-year-old company’s product line with these tenets. “It’s so much more than just money,” she says of running a missionbased retailer that’s developed a cult following among celebs including Miley Cyrus and Evan Rachel Wood. “You have to live and breathe it in every facet of your business.” —Hannah Wallace

Sascha Mayer

MAMAVA

Because what mother doesn’t need a lactation pod to breastfeed in?

Renee Erickson

SEA CREATURES

Jeff Bezos may own Seattle, but someone else dominates its restaurant scene.

Shan-Lyn Ma

ZOLA

Ma was a director of product management at Gilt Groupe when she got her first opportunity to start a Gilt spinoff. The venture eventually folded, but Gilt founder Kevin Ryan, a pioneer in New York City tech, recognized Ma’s talent.

Ma's mantra for what's next: "How can we make this bigger?" —T.F.

Adaptable furniture designed by a roboticist.

Because working moms shouldn't be set up to fail.

She energizes everyday objects.

<https://blendle.com/i/inc/100-female-founders/bnl-inc-20180925-c050d868aef?sharer=eyJ2ZXJzaW9uIjoiaMSIsInVpZCI6Im5pZ2VsMyIsIml0ZW1faWQiOiJ...> 15/31

Limor Fried

All hail the high priestess of soldering, coding, and DIY hacking.

Courtney Adeleye

A Youtube following transformed into a black natural hair care empire.

Tracy Dinunzio

Every closet could use a cleanout—she figured out how to monetize it.

Meika Hollender

<https://blendle.com/i/inc/100-female-founders/bnl-inc-20180925-c050d868aef?sharer=eyJ2ZXJzaW9uIjoieMSIsInVpZCI6Im5pZ2VsMyIsImI0ZW1faWQiOiJ...> 16/31

percent of the company's sales, which have increased 300 percent in the past year. —J.M.

Katlin Smith

SIMPLE MILLS

Paleo, keto, gluten-free—these days, a plethora of people are paying premium prices to pacify picky palates. Smith started Simple Mills in 2012, after eliminating processed food from her own diet. Initially, the former management consultant thought she'd build the company while getting her MBA at the University of Chicago. But after a year of studies, crackers and cookies crowded out classes. "One quarter, I had just one class, and missed five of the six sessions. The next quarter, I flat-out forgot to sign up," she says.

Dropping out paid off: Today, Simple Mills distributes to 14,000 grocery stores, including Whole Foods and Kroger, and is the fastest-growing cracker brand—and topselling baking mix brand—in the U.S. —B.H.

Audrey Gelman

THE WING

"If you'd said I was gonna be CEO of something, I would have laughed in your face," says Gelman. She was a hyper-connected publicist when she dreamed up the concept of a place women could stop into in the middle of the day's hustle, spruce up, and network. Three years later, the Wing is a fast-growing, venture-backed, women-only co-working space with West Coast and international expansion on the horizon. Gelman envisions the Wing not as a real estate company, but rather as an omni channel business, including, among other things, "women doing whatever the fuck they want in 2018." —C.L.C.

Stina Ehrensvar

YUBICO

Protecting us from hackers never seemed so easy.

Anne Wojcicki

23ANDME

Wojcicki has outlasted skeptics, haters, and even the FDA, pushing the world's largest genealogy company into another groundbreaking year. In August, the DNA-testing company expanded its ancestry capabilities to include 12 additional African, East Asian, and Native American populations. The company also announced a partnership with Glaxosmithkline that will give the pharma giant access to anonymized data for drug development purposes in exchange for \$300 million. Even before the agreement, 23andme was valued at \$1.75 billion. But don't expect Wojcicki to start splurging. "I'm a huge believer in being thrifty," she says. "When we closed the GSK deal, we had confetti in the office. I saved it and reused it in my former mother-in-law's birthday present." —K.J.R.

Fran Dunaway

TOMBOYX

Because everyone should feel comfortable in their second skin: undies.

Chelsea Hirschhorn

FRIDABABY

No one has applied clever design and cheeky humor to the least-sexy moments of parenthood better than Hirschhorn. Nosefrida, the country's most popular baby-registry gift, is a snakelike tube with which parents can literally suck the snot from their kids' noses. Fridet the Momwasher helps women with perineal care after childbirth; the Windi relieves baby gas; and Frida-balls are testicle-protecting underwear for baby-wearing dads—to name a few of the Miami-based company's 30 products. "I probably get one or two

██████████

SALT & STRAW

10/10/2016

KABBAGE

██████████

FETCH ROBOTICS

██████████

<https://blendle.com/i/inc/100-female-founders/bnl-inc-20180925-c050d868aef?sharer=eyJ2ZXJzaW9uIjoiaSIhbnVpZCI6Im5pZ2VsMyIsIml0ZW1faWQiOiJ...> 19/31

Building a women-centric online dating and networking platform on track to hit \$200 million in revenue this year hasn't been enough to keep Wolfe Herd busy. So this summer, the Austin native launched Bumble Fund, which focuses on early-stage capital for female-centric funds and women-run businesses, applying the same attitude she applies to all her endeavors: "Let's put women at the top and see what happens," she says. "Honestly: It works better." —C.L.C.

After two decades transforming runway models for Prada, Gucci, and other high-fashion houses with Swarovski-studded masks and lightningbolted cheeks, Mother—as those in the industry call the Jamaican-born, British-raised New Yorker—finally unveiled her own makeup line in 2015. Pat McGrath Labs began with a limited-edition metallic “dust” that sold out, online, within six minutes. Three years later, the brand is doing \$60 million a year in sales, and, after a July investment by Eurazeo Brands, has a valuation that tops \$1 billion. —K.J.R.

Turning Chinese takeout into a \$3 billion family business.

Because retail needs something to be optimistic about.

<https://blndle.com/i/inc/100-female-founders/bnl-inc-20180925-c050d868aef?sharer=eyJ2ZXJzaW9uIjoieMSIsInVpZCI6Im5pZ2VsMyIsIml0ZW1faWQiOiJ...> 20/31

THE PLAYERS' TRIBUNE

See Article -> FOUNDER. CEO. MAMA.

Carol Reiley

DRIVE.AI

Because self-driving cars need a brain.

Anya Fernald

BELCAMPO

She invented Meat Camp for women.

Tina Roth Eisenberg

CREATIVEMORNINGS, TATTLY, TEUXDEUX, CREATIVEGUILD

Don't complain—create. That's the philosophy of the Swiss-born designer who has made a career out of turning side-projects into businesses. In 2008, disillusioned by big, expensive industry conferences, she launched Creative-Mornings, a monthly speaker series that has grown to 188 cities around the world. A slew of fussy to-do apps led Roth Eisenberg in 2009 to build Teuxdeux, a more bare-bones, intuitive option. Aesthetic dismay with the temporary tattoos her daughter brought home in a goodie bag prompted her, in 2011, to create Tattly, now a thriving brand of artist-rendered temporary tats for kids and adults. Then earlier this year, she launched her most ambitious venture yet: Creativeguild, a "Linkedin for creative people." More than 300,000 creatives, ranging from illustrators to Dropbox product designers, signed on, along with 440 companies.

“When people ask me how I come up with startup ideas, I tell them, ‘Don’t think of it as a financial endeavor, approach it as a labor of love,’” says Roth Eisenberg, “because when you’re worrying about money, people can feel it.” —K.R.

Amy Errett

MADISON REED

What would be a dream gig for most was less than thrilling for Errett. The former CEO had nabbed a general partner position at Howard Schultz’s investment firm, Maveron, but “I got up every day thinking about how the CEOs I funded were having all the fun,” says Errett. So, in 2013, she decided to go big with Madison Reed, her direct-to-consumer startup that’s attempting to upend the \$18 billion hair care industry with cleaner, customizable, at-home dye kits. The brand is now following in the footsteps of Drybar, with its own Color Bars in New York City and San Francisco—and \$70 million in funding from investors including Maveron. —J.B.

Amy Jain

BAUBLEBAR

See Article -> FOUNDER. CEO. MAMA.

Christina Lampe-Onnerud

CADENZA INNOVATION

Electric cars and energy-efficient power grids need better batteries—and the Swedish-born serial entrepreneur and Phd has spent her career inventing them. She has founded two battery startups: Boston-Power, which makes lithium-ion batteries; and, in 2012, Cadenza Innovation, which is focused on creating better and more energy-efficient packaging for battery power cells. Her new company has raised over \$10 million from angel investors, and lined up \$6 million in grants from the U.S. Department of Energy and three

states. This year, New York's state government agreed to use Cadenza technology to test a clean-energy project: "The energy problem is a global problem—but we're not approaching it as a global problem," says Lampe-Onnerud. "It becomes a local opportunity." —M.A.

Koel Thomae

NOOSA YOGHURT

On a trip back home to Australia, Thomae discovered a velvety, tart, honey-infused yogurt. A series of events—a three-hour lunch with the family that owned the yogurt recipe, a modest windfall from working at beverage startup Izze (which sold to Pepsi), finding a dairy farmer in her adopted town of Boulder, Colorado—led to the launch of Noosa in 2010. Now, with \$220 million in revenue and private equity backing, Noosa's a contender in the high-stakes yogurt wars. —K.W.

Sadie Lincoln

BARRE3

Using supermodels as the face of good health never sat well with Lincoln, a longtime exec at 24 Hour Fitness. Growing up in Eugene, Oregon, she was raised by her single mom in an all-female collective, so women supporting women felt like a much more authentic pitch. That insight led to Barre3, a boutique fitness studio she founded in 2008, after she and her husband invested their entire \$250,000 savings into what is now a multimillion-dollar national chain with more than 130 franchises. Last year, the always-mindful Lincoln even paused expansion to focus on creating more "conscious growth." "I unapologetically lead with love," she says. "It feels good, and if it didn't, why even do this?" —M.C.

Jessica Billingsley

Because even the cannabis industry needs enterprise software.

She turned the neighborhood into a billion-dollar business.

She's still a force for all women—and her Detroit hometown—after two decades in a notoriously fickle business.

Because people of color need sunscreen too (and she's Frank Ocean's mom).

Because she found how to detect the almostundetectable: ovarian cancer.

Tucker became a computer programmer in the 1980s, just as women started dropping out of the industry. She overcame sexism, harassment, business betrayals, and product failures to bootstrap her enterprise accounting software company. In 2016, she led a successful IPO, joining the tiny number of female tech founders to crack the public markets. In 2017, revenue was up 44 percent from the prior year, and the company's shares have steadily climbed since—giving Tucker oversight of a business that's added roughly \$1 billion to

BOON SUPPLY

10/10/2016

GNS HEALTHCARE

11/11/2019

MILK BAR

██████████

BRIOGEO HAIR CARE

<https://blendle.com/i/inc/100-female-founders/bnl-inc-20180925-c050d868aef?sharer=eyJ2ZXJzaW9uIjoieSI6bnVpZCI6Im5pZ2VsMyIsIml0ZW1faWQiOiJ...> 25/31

toxin-free line of products for women of all hair types and textures is resonating with black women and the general clean-ingredient-seeking crowd. “In the beginning, I was writing the company a lot of loans from my personal account,” says Twine. “I haven’t done that in a year.” —J.M.

Kristi Knoblich Palmer

KIVA CONFECTIONS

She’s made edibles taste like a high-end dessert.

Jennifer Fitzgerald

POLICYGENIUS

An Air Force brat whose parents met when her dad was posted in her mom’s native Philippines, Fitzgerald was the first in her family to go to college—followed by the Peace Corps, the World Bank, law school, and McKinsey, where she found herself consulting for struggling insurance giants during the financial crisis. After a few years, she and a colleague took a leave of absence to build a platform that could replace aging insurance brokers with a mix of automation and real, digitally savvy humans. The New York City startup acts as a broker and customerservice rep for big life-insurance partners, has expanded to car and home insurance, and is now looking into financial planning, armed with \$52 million in funding from investors including Steve Case’s Revolution. —M.A.

Natalya Bailey

ACCION SYSTEMS

Four years in, Bailey’s company is finally ready to take off. Literally: Accion Systems, which makes tiny ion propulsion engines for satellites, is awaiting the first launches of its technology. Starting next month, customers including the Irvine, California, public high school STEM program and an undisclosed commercial partner are scheduled to hurtle Accion-powered satellites into

space. It's a huge milestone for the MIT-trained aerospace engineer who co-founded the company with classmate Louis Perna and has raised at least \$10.5 million in venture capital so far, along with booking \$7 million in Department of Defense contracts. —M.A.

Sarah Bellos

STONY CREEK COLORS

Reinventing what it means to be a tobacco farmer.

Tyler Haney

OUTDOOR VOICES

If Haney is going to unseat everyone from Nike to Lululemon, she needs focus. That's why, in part, she relocated her entire staff from New York City to Austin last year. "We get to put blinders on. Not in a naive way, but we create the rules to our own game," says Haney, who is anything but naive when it comes to building a technical-wear apparel brand in the age of Instagram. Her four-year-old company—with its signature color-blocked leggings—raised \$57 million, with an assist from J.Crew's Mickey Drexler, who joined her board as chairman. "My focus has been to make products that are 10 times better than what's out there, and a digital engine to get us more customers, faster," says Haney. —C.L.C.

Shonda Rhimes

SHONDALAND

"Storytelling is our business. Showing you the extraordinary possibilities of your story is why we exist." So reads a manifesto published by [Shondaland.com](https://shondaland.com), the new website published by the production company Shondaland, which belongs to the prolific TV hitmaker Rhimes. After a 15-year run at ABC, during which she created such shows as Grey's Anatomy, Scandal, and How to Get Away With Murder—with strong female leads, often women of

color—last summer Rhimes announced she was leaving the network for an estimated \$100 million, multiyear exclusive deal with Netflix, which shook Hollywood. Rhimes—whose hits are estimated to have earned Disney at least \$2 billion over the course of her career— already has eight shows in the works for Netflix, including one about Ellen Pao, the former tech exec who famously battled sexism in Silicon Valley. —T.F.

Lauren Gropper

REPURPOSE

No one was happier than Gropper to see the headlines earlier this summer that industry giants McDonald's and Starbucks were turning their backs on plastic straws.

“It was great timing,” says Gropper, whose plant-based tableware company makes 100 percent compostable coffee cups, plates, utensils, and, as of eight months ago, straws. After five frustrating years of little traction convincing retailers that shoppers want sustainable products, Los Angeles-based Repurpose is preparing for an October debut in 357 Walmart stores across the country. “The biggest challenge has been waiting for everyone else to catch up,” says Gropper. —J.M.

Kathryn Minshew

THE MUSE

Because LinkedIn could use a younger, hipper sister.

Claire Tomkins

FUTURE FAMILY

Easing the roller coaster of infertility.

Jesse Genet

LUMI

Finding profitability in the unsexiest side of e-commerce: boxes.

UBIOME

When Oxford computational social science Phd Richman went to Sand Hill Road to raise money for her company aiming to make gut tests as simple as swab-and-mail DNA tests, one investor insisted: “The microbiome is a fad.” Microbiomes—the rich ecosystems of bacteria in and on our bodies—weren’t going anywhere. Now armed with \$27 million, ubiome has 250 employees and offers genomic tests of individuals’ microbiomes so a person can get never-before accessible information about their trillions of bacteria and gain insight into everything from digestion issues to diseases like Crohn’s. —C.L.C.

Tracy Anderson

TRACY ANDERSON

She’s diversifying her fitness empire far beyond celebs.

Shayla Creer

LIVE ALKALINE WATER

The first black-owned water company to land in Walmart.

Nancy Silverton

MOZZA RESTAURANT GROUP

For making bread and pizza so good that she’s running Mario Batali’s joint.



Business and Economy