

A woman with long dark hair, wearing a dark top, is pointing her right index finger towards the viewer. The background is a light blue gradient with several semi-transparent pie charts and data points overlaid. The charts show various percentages: 35%, 15%, 13%, 12%, 40%, and 23%. The text "Woman, Meet Technology" is written in a bold, italicized, black font across the center of the image.

“Woman, Meet Technology”

Limor Fried, 35, founder of the electronics and tutorial company, *Adafruit*

Ever want to make your own mini robot? Fried's company, Adafruit, makes that possible, selling open-source hardware kits to let tech gurus or everyday hobbyists DIY their own products. It all started when Fried made her own MP3 player and put the how-to on her website. "People kept emailing me, saying, 'I saw your project, and I want to build that too. Can you send me a kit?'" she says. "So I thought, Maybe I should start a company." Fried, the first female engineer ever to appear on the cover of *Wired*, did just that, and last year Adafruit earned more than \$22 million in revenue.





Shaherose Charania, 33, cofounder and CEO, Women 2.0

As a young woman working in Silicon Valley, Charania watched as her male peers started companies together and funded one another's projects; she came to the conclusion that "tech and innovation were taking off

without us." So in 2006 she co-founded Women 2.0, now one of the world's largest community-driven media brand for women in technology and entrepreneurship (the company has reached more than 100,000 women so far), which, among other things, offers meet-ups and conferences to bring visibility to women in tech.



Ruzwana Bashir, 31, cofounder and CEO, [peek.com](https://www.peek.com)

As a frequent traveler, Bashir often found that researching fun activities was time-consuming and frustrating. "I couldn't understand why something like OpenTable for activities didn't exist," she says, so she decided to start

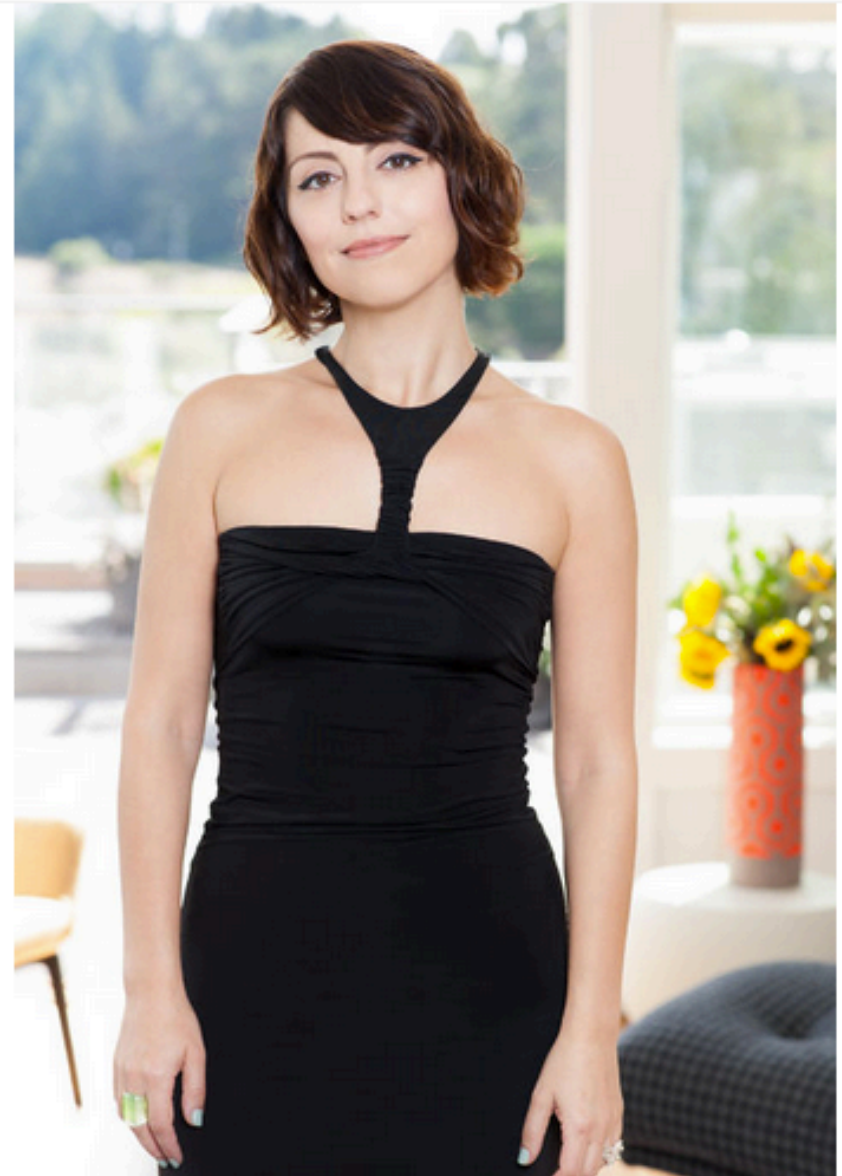
something herself. Peek.com helps travelers find and book excursions—like a Segway cheesesteak tour in Philly or kitesurfing lessons in Maui—online. It's a concept others in

the tech industry believe in too. The company has a group of A-list investors including Google chairman Eric Schmidt and Twitter's Jack Dorsey, and Apple selected the app to be on all in-store iPhones nationwide.

**Deena Varshavskaya, 34, founder and CEO,
Wanelo**

Varshavskaya is the first to admit that her mobile/social commerce platform Wanelo (which stands for Want Need

Love) is hard on one's bank account. Wanelo is an online shopping mall with over 350,000 stores and millions of users posting tens of thousands of new products each day for others to click and purchase, all right in your pocket. Varshavskaya hated traditional malls and "set out to solve my own problem and build a product I'm really excited about as a user."



Clara Shih, 32, founder and CEO, **Hearsay Social**

Before she even turned 30, Shih was named one of *Fortune* magazine's most powerful women entrepreneurs, became a *New York Times*-featured best-selling author, and was elected to the Starbucks board of directors. But as an undergrad at Stanford University, she says, she suffered from "imposter syndrome"—the gut-wrenching feeling you've faked your way to success. "There's a really intense geek culture at most university engineering and computer science departments, and a lot of women don't fit in," she says. Graduating at the top of her class boosted her confidence, and she eventually went on to start

Hearsay Social—a social-media dashboard for businesses that allows them to engage and build relationships with their customers—with her friend and fellow Stanford grad Steve Garrity. Says Shih, "All of these people from all around the world were sharing unprecedented amounts of information about themselves, and we decided to start a company around that."



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Michelle Phan

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Michelle Phan is an American make-up demonstrator and entrepreneur who became notable as a YouTube celebrity. Phan's YouTube channel has over 6 million subscribers and she has uploaded over 300 videos. [Wikipedia](#)

Born: April 11, 1987 (age 27), [Boston, Massachusetts, United States](#)

Height: 1.55 m

Nationality: American

Education: [Ringling School of Art and Design](#)

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A woman with dark hair, wearing a light-colored t-shirt and a lanyard, is leaning forward and smiling as she interacts with a white humanoid robot. The robot has a tablet on its chest and is gesturing with its right hand. In the background, a man in a dark polo shirt and a lanyard stands near a large, white, egg-shaped structure. The scene is set in a bright, white environment, likely a trade show or exhibition.

“Technology, Meet Woman”

Thank you for your attention.

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