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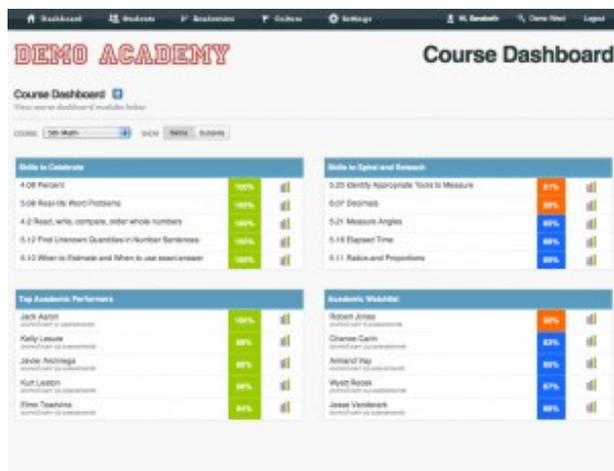


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### 3 Inspiring Women Social Entrepreneurs Creating Transformational Tech

Posted on Thursday, March 15, 2012 By [Maryruth Belsey Priebe](#)

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It's not often that you see women entrepreneurs working in the male-dominated tech space, but you're about to meet three females who are bucking the norm and contributing to a greener economy in the process. These female social entrepreneurs are breaking the mold and takin' names.

**Kickboard Software Helps Teachers Teach More Effectively**

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Too often, teachers (especially those in public institutions) are so overworked that they really can't *be the change* they want to be in their students' lives. And though they're required to submit all manner of reports to their superiors, rarely do they have the time or mental capacity to work with the data themselves to track trends and see problems before

they come.

Enter [Kickboard](#), created by Jennifer Schnidman Medbery, a computer science graduate from Columbia. This web-based software makes it possible for teachers to use the data they collect to actually improve student performance. With an easy to use interface, teachers are able to quickly enter information and then analyze it efficiently to determine where interventions are necessary. The great news: a teacher can sign up for free and track unlimited students on an unlimited number of academic and behavior indices.

### Code for America Working to Create Greener Cities through Software

Frustrated by the lack of services found in many American cities, social entrepreneur Jen Pahlka started [Code for America](#), a web technology firm focused on tackling municipal issues of sustainability. Their motto: "Helping governments work better for everyone with the people and the power of the web."

Fielding project proposals from cities and towns throughout the US, Code for America carefully identifies projects it will tackle each year - using web-based solutions. To date, the collaborative tech firm has developed things like a platform for Detroit residents to track data on vacant properties in the city to battle the decline in population. They also created [WeLovePublicService.org](#) - a website where citizens can thank their local public employees. Who knows what new and interesting social problems Code for America will tackle next?

### Style Seat Connects Consumers with Stylists from City to City



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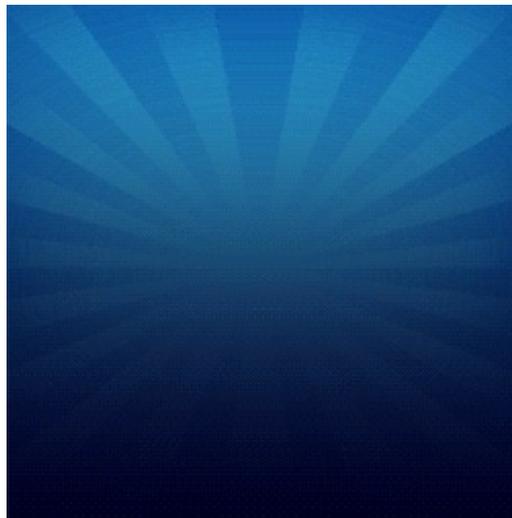
Coaching Programs for Entrepreneurs

ever feel lost when you move to a new city? Finding a new hair stylist can be particularly annoying if you don't know anyone who could recommend someone trustworthy for styling your hair. But Melody McCloskey is trying to solve that problem with Style Seat, an online tool where consumers can find stylists, book appointments online, and get inspired by photos of a professional's previous work. The site also hopes to make it easier for stylists to overcome the challenges of a slow economy. By using tools on Style Seat, stylists can track trends in their own business, and target marketing and promotional campaigns to increase interest in their work during slow days or seasons. Ingenious!



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Green Marketing TV Readers Choices



This post was written by:



**Maryruth Belsey Priebe**

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Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at [www.JadeCreative.ca](http://www.JadeCreative.ca).



### About Green Marketing TV



greenmarketingtv

Green Marketing TV a business blog for green and social entrepreneurs - entrepreneurs who care about people, profits, and the planet.

Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

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## The Green Business Entrepreneurs Success Summit



**Dear Readers,**

You are invited to the Green Business Entrepreneurs Success Summit - a virtual, week long, **alternative Green MBA** designed to take you through the stages of green entrepreneurship, while providing you with practical strategies, tactics, and tools to

succeed.

Whether you are an aspiring green entrepreneur or have a sustainable business you want to take to the next level, you will get valuable information just by attending this event series.

You'll discover how these fascinating people came up with brilliant ideas, and against all odds, succeeded at **creating successful sustainable businesses and social enterprises** that are transforming the world.

[Click Here to Attend this FREE Event](#)

## Comments

**Eric says:**

Monday, March 19, 2012 at 8:28 pm



I work in the aerospace industry, which is nearly totally dominated by men, yet I work for a woman-owned small business. As a male, I may not fully understand the significance of that achievement (a woman owning a business in a male dominated industry) but it is a good reminder: work hard and no one can stop you from succeeding.

**Archie Ward says:**

Tuesday, March 20, 2012 at 10:09 pm



We could surely use more inline services like this at our company. Cutting down on commuting, face to face talking time, etc. Saves money and the environment, need more technology that has this in mind.

**Lisa says:**

Wednesday, March 21, 2012 at 8:48 am



You're right, you don't see a lot of woman doing a lot of man stuff LOL! I joined the army and now I work for technical support where it's mainly male driven. I also have a love for learning about tech stuff!

[Vitamix Reviews](#)

**Leksaker says:**

Saturday, March 24, 2012 at 2:18 am



Really inspiring indeed! It is also rather significant that female entrepreneurs are the ones who find solutions to everyday problems that they have experienced themselves...

**Neal Stewart says:**

Saturday, March 24, 2012 at 12:55 pm



I think it's great that women are succeeding as entrepreneurs, but it doesn't surprise me at all. Most women I know are smarter than me anyway 😊 Also, I really love all of these green businesses that are blossoming (pun intended).

**Proginés Sukuosenos says:**

Friday, April 6, 2012 at 10:37 am



ya Women are leading the world now a days... Good for highlighting these achievements of tech women entrepreneurs. Great to know about their work.

**Brian says:**

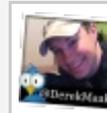
Tuesday, April 10, 2012 at 6:20 pm



I liked Code for America. It's a niche that could make a difference and be profitable. I really love the idea for their current featured app - Adopt - a - Hydrant. Cool site they have.

**Derek Maak says:**

Wednesday, April 11, 2012 at 9:49 pm



Hey Maryruth,

What an excellent set of female “techies”. I love seeing the contributions and I especially like the Kickboard idea. Teachers continue to be one of the most underappreciated professions out there.

Now, I’m just waiting for men to claim their stake in the flower business so we can even things out. 😊

**Dee says:**

Tuesday, April 17, 2012 at 7:50 am



It’s always inspiring to read about people succeeding in business.. and I have to admit as a woman, I particularly enjoy the women success story!

Plus I get good tips.. thx, dee 😊

**Ann says:**

Tuesday, April 24, 2012 at 2:43 am



Hello Maryruth, Thanks for sharing this resources through your article with us. It is true that women, some women can indeed make a difference in this world and even in the tech space where the word authority has a male orientation.

I really admire and wish the best to aspired, smart and daring female entrepreneurs and business owners to continue making a great difference in our world in many areas, and make it a better one 😊

All the best,  
Ann

**Alice says:**

Tuesday, April 24, 2012 at 7:31 am



I smirk a little every time I hear or read about women in “male-dominated”

places. In my life, \*all\* traditionally male dominated spheres are filled and led by women. From home renovations businesses I've worked with, to archaeological excavations, to IT - women everywhere, doing an excellent job all around.

**Nigel says:**

Sunday, May 6, 2012 at 12:16 pm



It's great to see these female social entrepreneurs at the helm of these cutting edge high tech ideas! I am also impressed with the kickboard idea. The frustration teachers often experience with not enough hours in the day! This idea is genius.

**Erin says:**

Wednesday, May 9, 2012 at 9:15 am



Totally inspiring. Everyday women are taking the tech industry by storm, and as a woman, it's so refreshing seeing that. Makes me want to be even better at my career.

**Stephen Ross says:**

Tuesday, May 15, 2012 at 8:43 am



It's great to see women emerging into a field that was dominated by men. It's important to have both demographics inside this industry, because everyone encounters their own problems and everyone has their own solutions. Freeing up the web to allow both men and women creates a more innovative and creative space, which benefits us all in the long run.

Great post! Thanks for sharing!

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