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### **Women Making Business History**

Until there's a specific month dedicated to highlighting female business leaders, we're going to take advantage of the fact that [March is Women's History Month](#) to honor the huge contributions women have made to American business, including female CEOs and small business owners. In fact, here's a great article outlining [10 businesses you didn't know were founded or co-founded by women](#).

At BusinessUSA, we're helping the next generation of female business leaders with [a wide](#)

range of [business resources and tools](#) created to help them launch and grow their enterprises.

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### **How Strong is Your Executive Summary?**

The executive summary is often considered the most important section of a business plan. This section briefly tells your reader where your company is, where you want to take it, and why your business idea will be successful. If you are seeking financing, the executive summary is also your first opportunity to grab a potential investor's interest.

Read how to [write a great executive summary](#).

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### **Ice Bikes and Innovation**

We like to highlight cases of American ingenuity combined with entrepreneurship in our newsletters, so we were drawn to this female inventor story. If necessity is the mother of invention, the arctic winters in Buffalo, New York, certainly inspired Lisa Florczak. She adapted the idea of pontoon water bikes from her family's business into bicycles on iceskates or "ice bikes" that non-skating Buffalo residents can rent and ride on the city's ice skating rinks for fun, aiding in the area's winter-time economic development efforts.

"The finished product is a 26-inch bike that sits on a rectangular base with a duller blade replacing the front wheel. Stainless steel so they don't rust in the snow, they ride like a regular bicycle, only without the need to balance. Riders brake by pedaling backward," reports ABC News.

[Read more about the ice bikes](#) and how they could be gliding into other cities.

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*Photo sources from top: Thinkstock(2); Ice Bikes of Buffalo*

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