

## **NYBPC Pitch Workshop Additional Resources**

NYBPC Rulebook:

<https://nybpc.org/students2023>

Photonect 2022 pitch video:

<https://www.youtube.com/watch?v=UX4OBm8Uw8g>

Y Combinator pitch resources for beginners:

<https://www.ycombinator.com/library/4T-how-to-design-a-better-pitch-deck>

<https://www.ycombinator.com/library/6q-how-to-pitch-your-startup>

Strategyzer business modeling resources (available with free account, no cc req'd):

<https://platform.strategyzer.com/resources>

Introduction to jobs-to-be-done:

<https://www.youtube.com/watch?v=Stc0beAxavY>

Airbnb 2008 pitch deck (many versions circulate online – you can find it here):

<https://kruzeconsulting.com/blog/top-5-venture-capital-pitch-decks/>

HubSpot explanation of TAM SAM SOM:

<https://blog.hubspot.com/marketing/tam-sam-som>

<https://blog.hubspot.com/marketing/total-addressable-market>

Product playbooks:

<https://learningloop.io/playbooks/>

Lean Launchpad video hosting:

<https://venturewell.org/i-corps/llpvideos/>

More of customer discovery from Steve Blank:

<https://steveblank.com/>

Reid Hoffman's teardown of LinkedIn's 2004 pitch deck:

<https://www.reidhoffman.org/linkedin-pitch-to-greylock/>

NY ESD – NYSTAR directory of statewide network of Innovation HotSpots:

<https://esd.ny.gov/certified-business-incubator>

Guy Kawasaki's "The only 10 slides you need in your pitch":

<https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>

Marc Andreessen 2007 blog post on startup risks:

[https://pmarchive.com/guide\\_to\\_startups\\_part2.html](https://pmarchive.com/guide_to_startups_part2.html)

Kauffman Founders School series “Mastering Q&A” with Nathan Gold:

<https://www.entrepreneurship.org/learning-paths/powerful-presentations-mastering-q-and-a>

Nathan Gold’s “40 Tough Questions”:

<https://www.entrepreneurship.org/wp-content/uploads/sites/7/2015/12/Mastering-QA-Tough-Questions-List.pdf>

Much more help on all topics available from Kauffman Founders School:

<https://www.entrepreneurship.org/learning-paths>