



## Startup Resources Guide

### Startup Fundamentals

- [YC's Essential Startup Advice](#)
- [YC's 10-Week Startup School](#)
- [Other Online Courses](#)
- [The Startup Team](#)
- [It's time to build...small things](#)
- [The 11 Laws of Success in Tech](#)
- [Startups.com](#) software
- [Why Someone Stealing your Startup Idea is a Good Thing](#)
- [Seven Rules for More Effective Meetings](#)
- [Product Designers Should Forget About Coding. Learn Product Management Instead](#)
- [A Decade of Remote Work](#)
- [Legal overview video from Venture Out](#)
- [Financial models and pricing strategy from Venture Out](#)

### Market Research

- [Playbook: Does Your Startup Idea Stink?](#)
- [A startup CEO's guide to user interviews that produce real product learnings](#) Building a defensible business model: [Moats Before \(Gross\) Margins](#)
- Product-market Fit (PMF) is when a startup has built a product that can satisfy a big market (has many potential customers) and that easily and intensely buys/uses that product.

- Write a problem statement for each persona using a template like this: [Person / Job Title] wants to [achieve what?] and needs to feel [emotion / state of being] but they can't achieve this due to [top barrier achieving said job,] which happens when [timing] because [root cause of problem].
- [The Best Ways to Do Market Research for Your Business Plan](#)
- [How to Do Market Research: A 6-Step Guide](#)
- [How to Do Market Research for Small Business: 8 Affordable Market Research Technique](#)
- [How To Research Ideal Customer Profile\(ICP\): Target Audience, Potential Customer, ICP, Persona](#)
- [Ideal Customer Profile Road Map: Simple Lead Generation Hack For More Customers & Sales](#)
- [Customer discovery video from Venture Out](#)

## Sales and Marketing

- [Go-To-Market \(GTM\) and customer acquisition strategy video from Venture Out](#)
- [Summary of the best sales books](#)
- [How to Reach \\$10M ARR on a Shoestring Budget - Matt Epstein, Rippling](#)
- [How to AB test an ad on Facebook](#)
- [Online Marketing Courses](#)
- [More Online Marketing Courses](#)
- [How to Hire a Marketer](#)
- [What's a Good Marketing ROI?](#)
- [Test Your Marketing](#)
- [What is A/B Testing?](#)
- [How to A/B Test on FB](#)
- Vendor resource: [Content Launch](#)

## Fundraising

- [When Is The Right Time To Approach a VC?](#)

- [How to find the right investor via Signal, a funding CRM](#)
- [A Guide to Seed Fundraising](#)
- [Yes, You Need to Fundraise 52 Weeks a Year. The 1-and-30 Rule.](#)
- [How to Cold Email Investors](#)
- [16 Non-Obvious Fundraising Lessons On Pitching](#)
- [How to write and ask for an email intro](#)
- [The Art of the Executive Summary](#) by Guy Kawasaki
- [Focus on the story](#)
- DocSend's "[What We Learned From 200 Startups Who Raised \\$360M](#)"
- [Don't send your deck](#). Instead, Traction + Warm intro + 2 paragraph + 15 min call/hangout
- [Hubspot's top 25](#) (I created #3...aw shucks)
- [Moats / Barriers to Entry](#)
- [Don't pitch your product](#)
- [Stand Out For Success: 11 Details Entrepreneurs Need To Cover In Their Funding Pitch](#)
- How to pitch investors from Dan Martell, [video](#)
- [What to say if you're getting rejected](#)
- [30 great pitch decks](#)
- [Market sizing and competitive analysis video from Venture Out](#)
- [Pitch deck overview video from Venture Out](#)

## Term Sheet

- [20-minute term sheet](#)

## Recommended Books

- [Nail It Then Scale It: The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation](#) by Nathan Furr, Paul Ahlstrom, Mike Chamberlain
- [The Start-Up J Curve: The Six Steps to Entrepreneurial Success](#) by Howard Love

- [Secrets of Sand Hill Road: Venture Capital and How to Get It](#) by Scott Kupor and Eric Ries
- [The Founder's Dilemmas](#) by Noam Wasserman, Mark Mosely
- [Hooked: How to Build Habit-Forming Products](#) by Nir Eyal and Ryan Hoover
- [Traction: How Any Startup Can Achieve Explosive Customer Growth](#) by Gabriel Weinberg, Justin Mares
- [Traction: Get a Grip on Your Business](#) by Gino Wickman, Kevin Pierce
- [Essentialism: The Disciplined Pursuit of Less](#) by Greg McKeown, [Book Summary](#), [Life Hacks from this book](#)

## Recommended Service Providers

### Attorneys

- Kelly Lawton-Abbott,
  - [kelly@smithshapourian.com](mailto:kelly@smithshapourian.com)
  - [Linkedin](#)

### Bankers

- Sean Shillington, CIBC Bank
  - [sean.shillington@cibc.com](mailto:sean.shillington@cibc.com)
  - [Linkedin](#)
  - CIBC Innovation Banking finances B2B SaaS companies generating early revenue through later stage buyout transactions.

### Branding & Creative

- Brooke Austin, Austin West Design
  - [brooke.austin96@gmail.com](mailto:brooke.austin96@gmail.com)
  - [Linkedin](#)
  - Brand strategy, design, positioning, research, naming, identity, and experience

## Chief Financial Officers (CFOs) and Controllers, Fractional

- Greg Decker
  - greg.decker@optimaoffice.com
  - [Linkedin](#)

## Chief Data Scientist, Fractional

- Apoorv Srivastava
  - [Linkedin](#)

## Chief Marketing Officer (CMO), Fractional

- Jason Wurz, Livid
  - hello@wearelivid.com
  - [Linkedin](#)
  - Marketing services including content, SEO, and social media

## Chief Sales Officer (CSO), Fractional

- Sanjit Singh, Boltt
  - info@boltt.io
  - [Linkedin](#)
  - Fractional revenue / sales leadership, Go To Market (GTM), revenue acceleration, sales management, sales hiring, turnarounds

## Chief Technology Office (CTO), Fractional

- Rich Rudzinski
  - rich@tragic.media
  - [Linkedin](#)

## Design and Copywriting

- Scott Sammons, Scott Sammons Creative
  - scottsammonscreative@gmail.com
  - [Portfolio](#)

- Services for marketing, branding, copywriting, and pitch deck design help

Have a killer resource you want to suggest? Email to [info@boltt.io](mailto:info@boltt.io)