



startupschool
.NYC

Learn from real-world experts.

Transformative Investment Opportunity

startupschool
NYC

Vision

The premier online startup school for entrepreneurial education; featuring an online platform designed to upskill founders by real-world experts.

Mission

Accelerate and transform NextGen founders to NextGen leaders that drive economic growth and success from market entry to market exit

Strategy

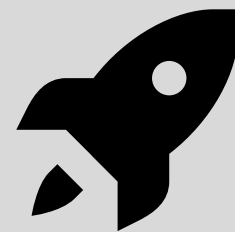
Revolutionize entrepreneurial education by upskilling and nurturing startup founders through online learning and online advisory services.

The Problem

Majority of founder-focused startup programs are not built for long-term success:

- Programs are not affordable or accessible for all founders
- Short-term programs don't support entire startup journey
- **Lack of on-demand access to real-world startup experts**
- Startup culture brings its own unique set of challenges

Problem Explained



Accelerators

Short-term programs that
require company equity

No long-term support

Lacks comprehensive
education

Not accessible for all;
10% acceptance average

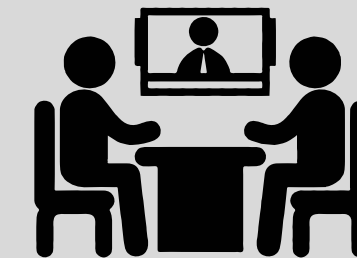


Universities

Often theoretical and
outdated curriculum

Costly and time
consuming for founders

Lacks real-world support
from venture experts



Online Learning

Pre-recorded videos lack
targeted guidance

No on-demand access to
content experts

Does not offer in-person
networking advantages

Startup Culture

Problems



“Despite the rising popularity of entrepreneurship, startup culture brings its own unique set of challenges and problems that its leaders must commit to addressing.”
- *Forbes Magazine* | *Matt Hunckler*

1. Founders Don't Ask for Help

Founders worry about losing control, looking weak, burdening others, or feel financially and operationally overwhelmed.

2. 80% of startups fail in year one.

Reasons include not being an expert in your industry, to cash flow problems and an absence of a product-market fit.

3. Investors Don't Educate Startups

Venture Capital's reluctance to invest in the training of entry-level startups is an aspect that has been overlooked for a long time.

The Solution

Build a scalable founder-focused startup platform built for long-term venture success:

- Affordable and accessible founder upskilling for all
- Entry-to-exit support for the entire startup journey
- On-demand access to real-world startup experts

Solution Explained



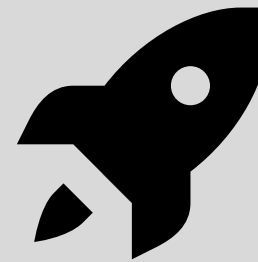
Affordable + Accessible

Affordable

Founder upskilling
starting at \$1 per day
(\$365 per year)

Accessible

No equity required and
available globally online



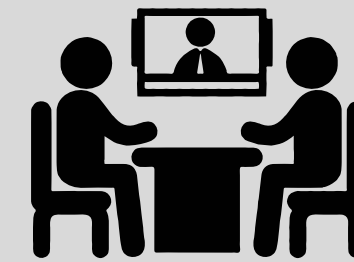
Entry-to-Exit Support

Entry to Exit

Online learning and
advisory for your entire
startup journey

Just in Time Education

Focusing on all 3 venture
stages: early-stage,
growth-stage & exit-stage



On-Demand Access

Self-Paced Learning

Offering a library of
masterclasses and
interviews from real-
world startup experts

On-Demand Experts

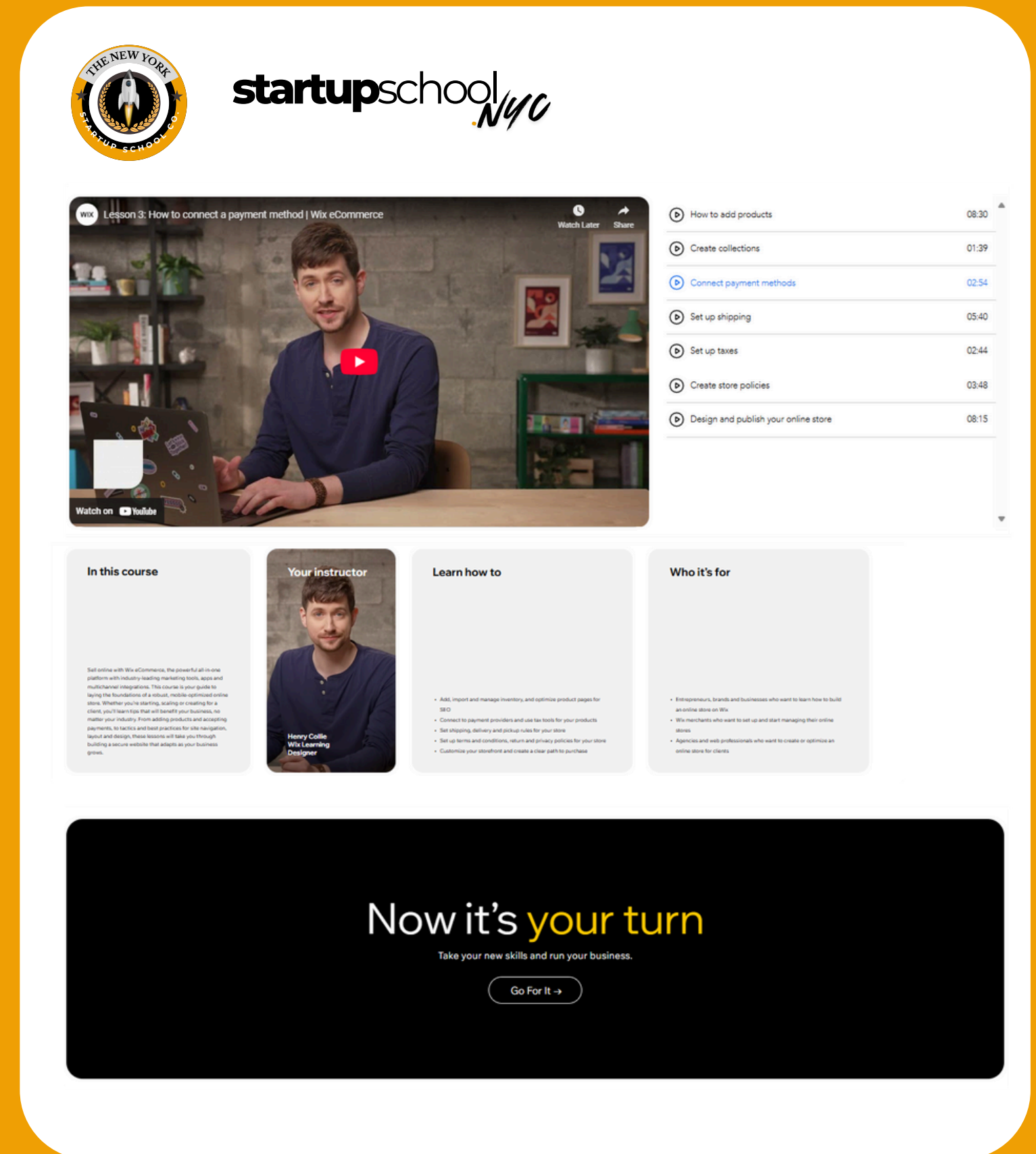
Book 1-on-1 virtual
meetings (video calls)
with real-world experts

The Product

Online Learning and Online Advisory Platform for Founders:

+ Online Venture Library of Masterclasses, Fireside Chats and Partner Content Channels

+ On Demand 1-on-1 Advisory by Real-World Startup Experts



Platform *Features*

Masterclasses

Deep dives into specific subjects/issues/stages

Fireside Chats

Library of interviews with startup experts

Online Advisory

Connect with experts for on-demand virtual advisory

Live Events

Highly curated events online and in-person

Content Channels

Dedicated content from partners and conferences

Why do customers want this?

Gain advanced managerial and leadership skills from real-world experts. Make more informed strategic decisions and reduce risk. Ensure your venture remains competitive and resilient from market entry to market exit.



Learn from real-world experts

Masterclasses. Fireside Chats. Advisory Calls. Curated Events.



Startup Journey Focus: 3 Stages Early. Growth. Exit.



Accessible For All

Annual plan starts at \$365.

Who are the customers?

Any individuals or entities that are looking to commercialize, grow or exit their business successfully.

- **Startup Founders**
- **Entrepreneurs**
- **Small Businesses**



B2C Market

- 9,000+ Startups in NYC
- 82,000+ Startups in U.S.

Source: NYC Mayor's Office, Demandsage



B2B Market

- 150m+ Startups Worldwide
- 63M+ Online Learning Users by 2029

Source: Demandsage

Timing

Hot Market

Online Education Market Next 4 years, will grow 10.5% annually from \$87b to \$144b with estimated 88m+ users.

Source: Statista

In-Demand

Startup Education is in-demand. The Online Learning Platform Market segment will be \$4.7b by 2029 with 60m+ users expected.

Source: Statista

Online Education Market 2029

Source: Statista

**\$144
Billion**

Total Available
Market (TAM)

**\$4.76
Billion**









Serviceable Addressable
Market (SAM)

**\$1.03
Billion**





Serviceable Obtainable
Market (SOM)

StartupSchool Masterclass.com Intro.co SectionSchool Universities

Direct Competitors

Structured Education					
Advisory Services					
Entrepreneur + Startup Focus					
Real-World Experts					
In-Person Events					
Content Channels					

Seed Rounds of Competitors

Organization Name ▾	Funding Type ▾	Money Raised ▾	Announced Date ▾
 MasterClass	Seed	\$1,900,000	Feb 23, 2013
 Section4	Venture - Series Unknown	\$7,000,000	Dec 21, 2018
 Intro	Seed	\$10,000,000	Oct 13, 2021
 Augment	Seed	€5,500,000	Nov 28, 2023

Why do experts want this?

Consultants, leaders, executives: busy,
organized, scheduled,



Content Creation

Free video production for experts
Free masterclass production (select)



Marketing Pipeline

Dedicated online learning channel
Placement in marketing campaigns



Revenue Stream

Set your own advisory schedule
Keep 100% of advisory revenue

Revenue Model



The Team

Mark
Gold

Co-Founder: CEO

Experience: NYC Accelerator director, tech advisor at State Dept and Gracie Mansion, with 20+ years of startup marketing.



Rhonda
Binda

Head of Partnerships

White House Official, State Department Official, Tech Attorney and Angel Investor.



Andy
Harrison

Co-Founder: COO

Experience: Harvard MBA, 3X Venture Fund LP, JP Morgan, 30+ years in innovation strategy



Bryan
Margaca

Head of Production

Experience: Harvard Business School Online Learning Producer, Venture Partner at Atherton Capital.



Traction:

Experts:

Amazon
Dreamit Ventures
White House
American Express
Salesforce
City of New York
FF Venture Capital
Dreamit Ventures
Lowenstein Sandler
IBM
HBO

Events:

Google Pavillion
Salesforce Tower
Amazon AWS
Jacob Javits Center
Canadian Consulate
Gracie Mansion
Columbia Business School

Subscribers: 32k

Startup School: 2,000+
Partners: 30,000+

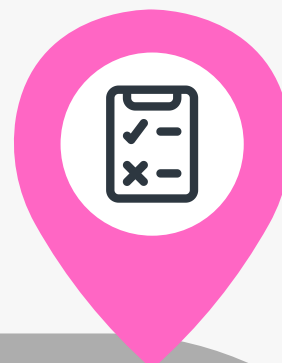


FINANCIAL ROADMAP: THE FIRST 4 YEARS

Full financial projections available upon request.



YEAR ONE
\$1.8m
CASHFLOW: \$532K
USERS: 3.3K



YEAR TWO
\$5.2M
CASHFLOW: \$596k
USERS: 10.3K



YEAR THREE
\$12.2M
CASHFLOW: \$2.2M
USERS: 24.7K



YEAR FOUR
\$20.2M
CASHFLOW: \$6.6M
USERS: 41K

ON THE HORIZON

100K USERS = \$36.5M
250K USERS = \$91.2M
500K USERS = \$182.5M

Investment Opportunity

Next Steps: Raise \$500k to generate \$1.8m in revenue with 3.3k users in year one.

Use of Funds:

Marketing: 60%

Content Dev: 25%

Staffing: 15%

Raise

\$500,000

Post Money Valuation

\$19 MILLION

Bonus

PRO-RATA RIGHTS

Type

SAFE NOTE

Thank You

Company HQ

Hudson Yards

Online Platform

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212.920.9519

Email Address

Apply@startupschool.nyc

Disclaimer: Investing in New York Startup School involves risk, including loss of principal. Past performance does not guarantee or indicate future results. Any historical returns, expected returns, or probability projections may not reflect actual future performance.