



A BOOK OF FOUNDER STORIES

BEAN STOCK

Collected Stories of Building in Boston

A PITCH FOR CONTRIBUTORS

A RocketBean Studio Production



THE CONCEPT

One City. One Journey. Twenty Voices.

Bean Stock is a nonfiction book that follows a single, continuous arc — the founder's journey from first idea to exit — told across twenty chapters, each written by a different person who has actually lived that stage of it.

No composite characters. No borrowed anecdotes. Every chapter is a first-person account from a founder, mentor, or investor who was actually in the room — stitched into one narrative a reader can follow start to finish.

20

Chapters, one continuous arc

3

Perspectives: founder, mentor, VC

1

Book, telling one city's story



THE VOICES

Contributing Authors

01 THE SPARK — Dharmesh Shah, HubSpot

02 FINDING YOUR CO-FOUNDER — Niraj Shah, Wayfair

03 VALIDATING THE PROBLEM — David Cancel, 5X Founder — Drift

04 THE FIRST YES: PRE-SEED — Lily Lyman, Underscore VC

05 WHY BUILD IN BOSTON — Cait Brumme, MassChallenge

06 FOUNDING TEAM & CULTURE — Sheila Marcelo, Care.com

07 THE MVP TRAP — Matt Lauzon, Gemvara

08 HOW VCS ACTUALLY DECIDE — Jeffrey Bussgang, Flybridge Capital

09 THE PIVOT — Chris Gardner, Underscore VC

10 CAPITAL'S BLIND SPOTS — Rica Elysee, Beautylynk

11 THE LONG RUNWAY: DEEP TECH — Sangeeta Bhatia, 6X Founder — MIT

12 KNOWING YOU'VE FOUND PMF — David Chang, Gradifi

13 THE BOARD TABLE — Russ Wilcox, Pillar VC

14 SCALING SALES — Brian Halligan, HubSpot

15 HIRING THE EXECUTIVE TEAM — Youngme Moon, Harvard Business School

16 BURNING CANDLES — Paul English, 7X Founder — Kayak

17 KEEPING THE SOUL AT SCALE — Steve Conine, Wayfair

18 PREPARING FOR EXIT — Aman Narang, Toast

19 THE EXIT ITSELF — Steve Hafner, Kayak

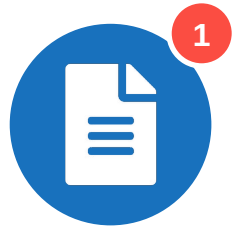
20 PAYING IT FORWARD — Jean Hammond, LearnLaunch

● Founder ● VC ● Mentor / Advisor



THE PROCESS

From Brief to Finished Chapter



Brief

A short brief for each contributor with the chapter's stage, prompts, and voice guidance.



Draft

Contributors write a first draft in their own voice — rough is fine.



Interview

A 60–90 minute session to add texture, specifics, and clarity.



Final

Edited chapter goes back to the contributor for final sign-off.

The finished chapter is always the contributor's voice — the interview only adds what a first draft tends to skip.



PUBLISHING & IMPACT

Available Everywhere. Built to Give Back.



Paperback

A physical book for shelves, events, and gifting — the primary format at launch.



Audiobook

Narrated in-voice where possible, so it sounds the way it reads — first person, in their own words.



Ebook

Available on Kindle and major platforms — for readers who want it everywhere, instantly.



All Proceeds Support Boston Entrepreneurship

Every dollar from Bean Stock goes directly to local nonprofits expanding access to entrepreneurship in Boston — the same ecosystem this book is telling the story of.



WHY IT MATTERS

Celebrate Boston's Builders. Guide the Next.



THE FOUNDERS & COMPANIES

Bean Stock puts Boston's own founders and the companies they built — HubSpot, Wayfair, Kayak, Toast, Care.com, Drift, and more — front and center, celebrating the people who made this city a real startup hub, not a footnote to Silicon Valley.



THE METHODS & RESOURCES

Every chapter surfaces the actual frameworks, decisions, and resources each contributor used to build — not just their story, but their playbook — so the next founder in Boston has a real guide, not just inspiration.



LET'S GROW THIS TOGETHER

Next Steps

- 1 Confirm interest and chapter fit
- 2 Send the contributor brief
- 3 Schedule first drafts + interviews

John Dufresne · RocketBean Studio · john@rocketbeanstudio.com

johnnydufresne.com · rocketbeanstudio.com