



Queens Tech +
Innovation Challenge



AI-Powered Startup Marketing on a Bootstrap Budget

David Berkowitz
Founder, High Caliber AI

david@highcalibera.com
linkedin.com/in/dberkowitz

Play ball!



Double-
header!



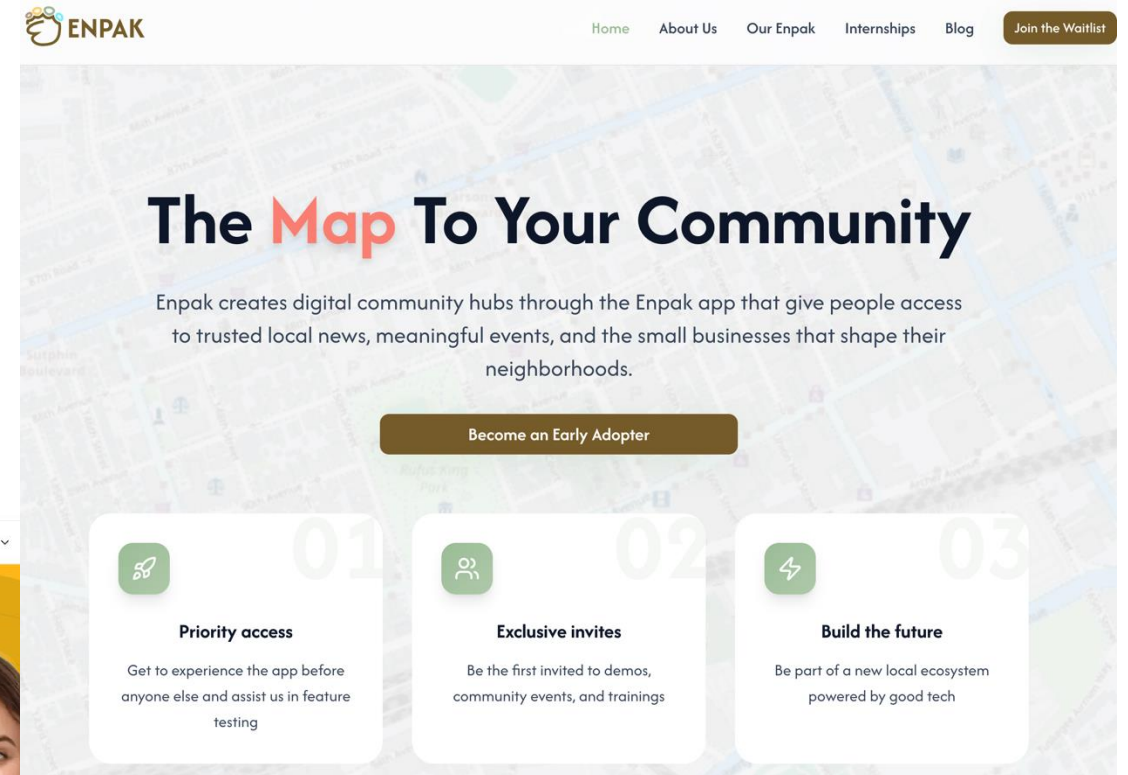
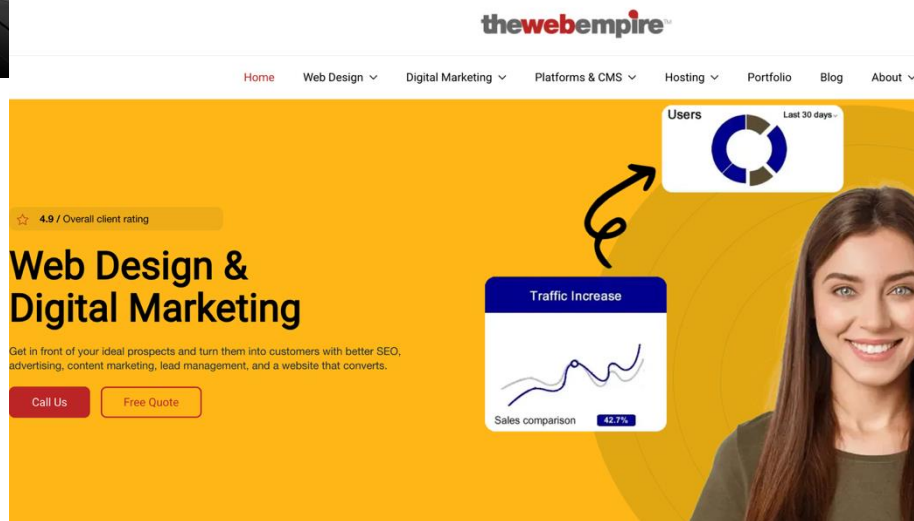
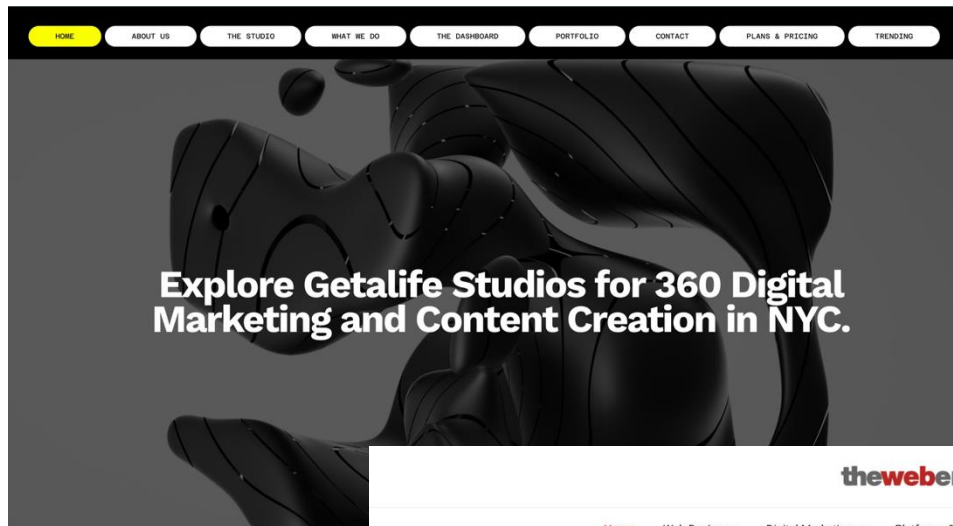
SCAN ME



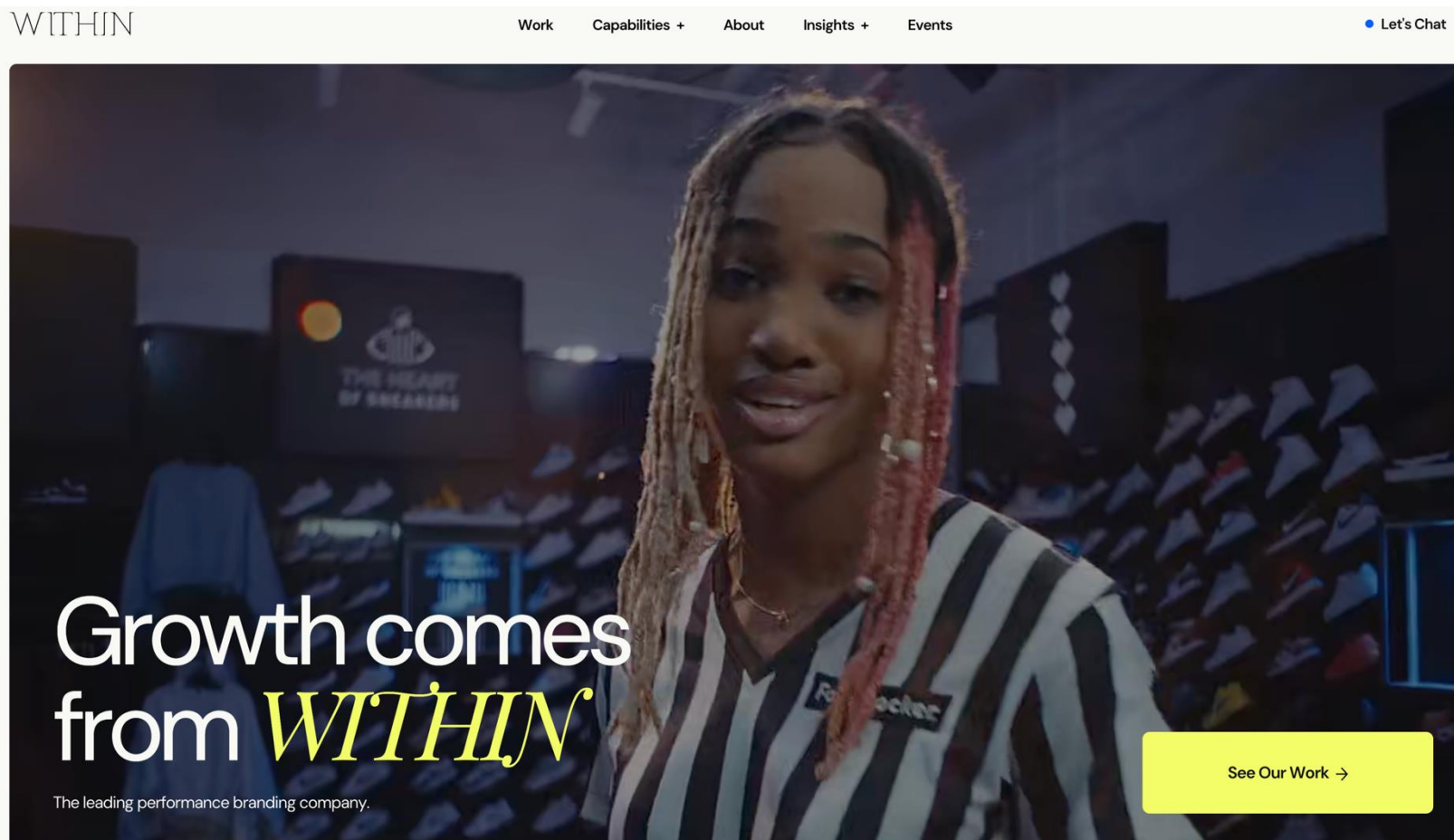
***STEAL THESE
SLIDES,
GET MORE RESOURCES!***

highcaliberai.com/queenstech

There's lots of AI innovation happening here in Queens!

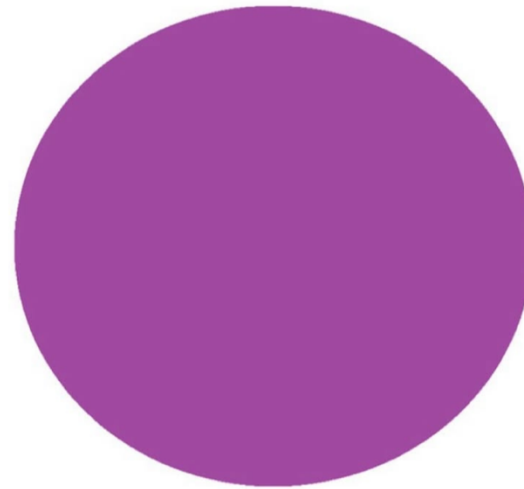


I even spent a bit working at this one



This is AI right now

Stuff I'm expected to know at work



@digital_chadvertising

- Was taught in school
- Was in the job description

4 Frontiers for AI Marketing Right Now

1) Vibe coding (and... vibe marketing)

2) Synthetic audiences

3) AI optimization / GEO

4) Agents



VISUALIZATION: NAPKIN.AI

Balancing AI's Strengths and Weaknesses

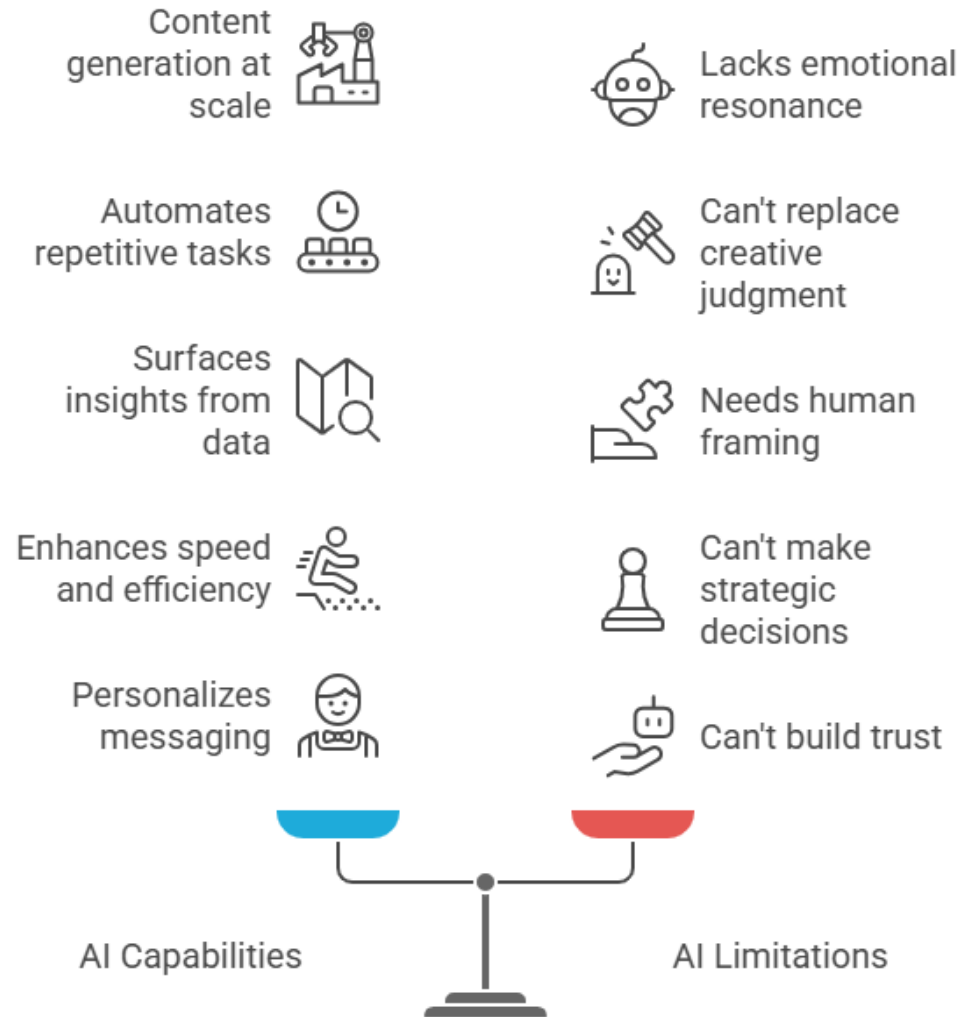


Image to Video: Gemini + Veo



Crisis Management and Social Media Tips for SMBs

September 4, 2025

When your brand's mentions start exploding for the wrong reasons, notifications pile up, and your small business can quickly become the focus of a social media storm. This is the reality of crisis management and social media. You do not have to feel powerless when a crisis occurs. You can

[Read More »](#)



AVATARS: HEDRA (L), HEYGEN (R)



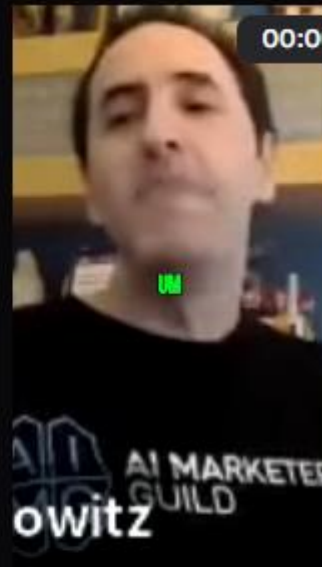
Video clips: Opus.pro



98



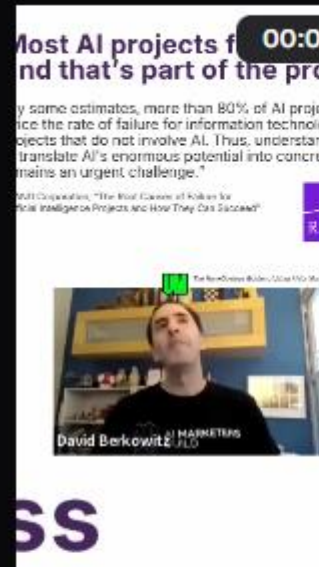
HeyGen AI: Create
Personalized Video for...



97



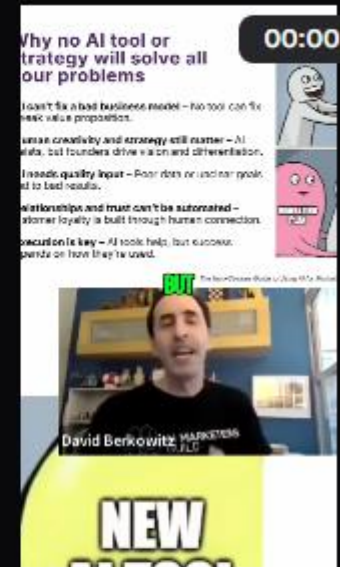
AI & Beer: Beck's
Autonomous Beer's...



96



AI Projects: Why Most
Fail & What's Working...



95



AI Won't Save Your
Business: Fundamental...

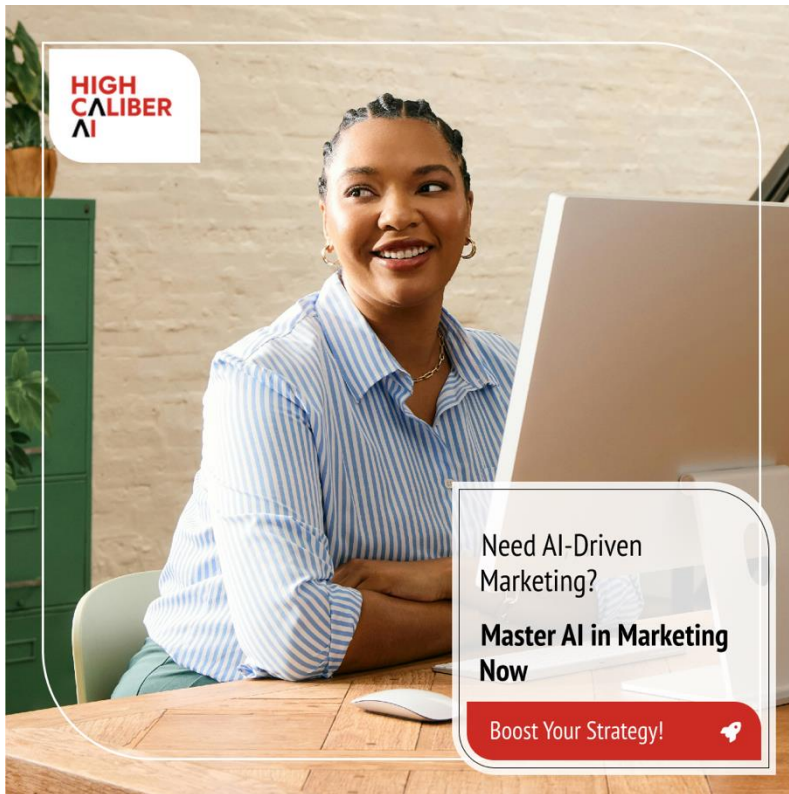
EVERY
EDC
NEEDS A GOOD
JINGLE

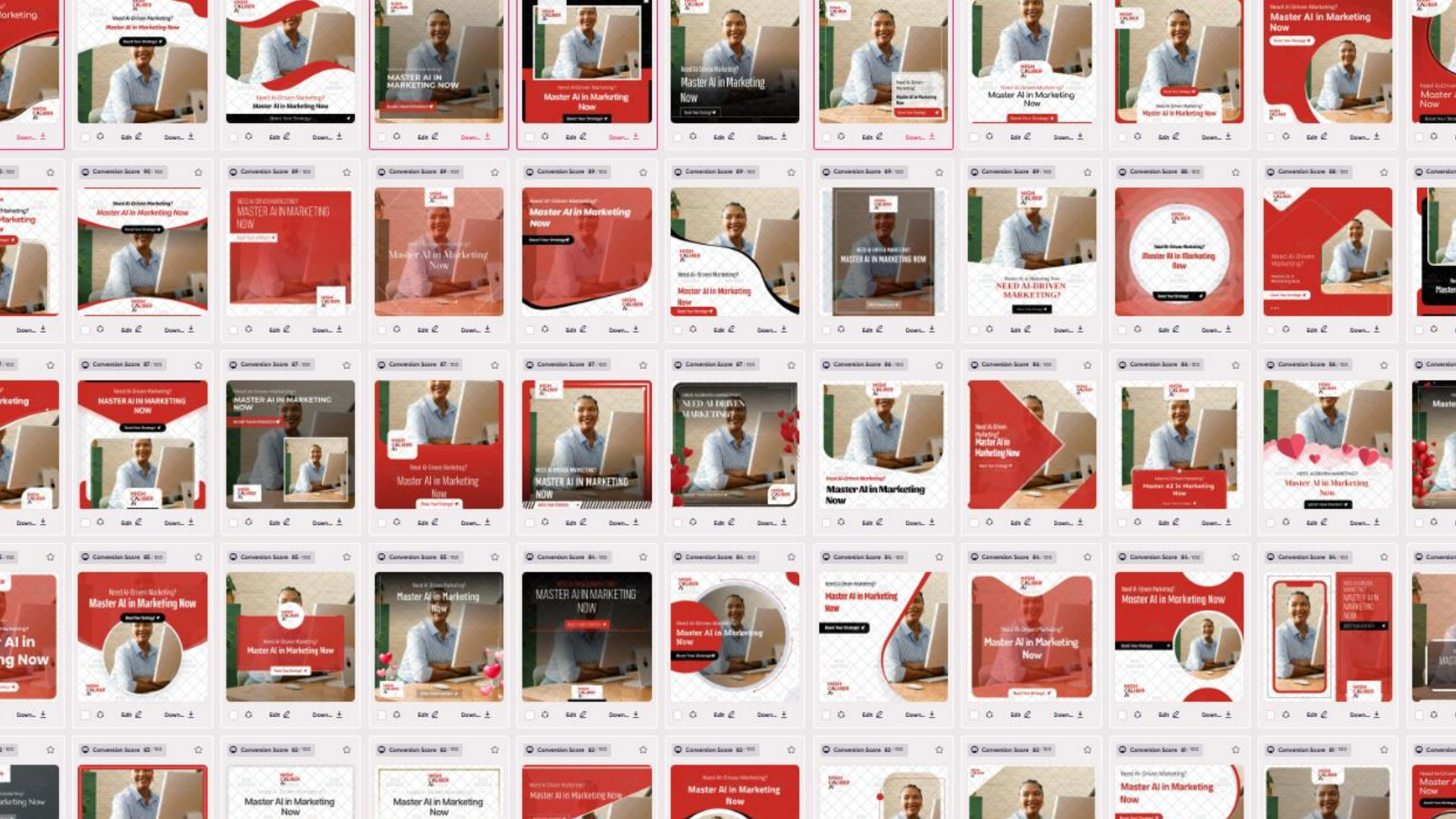
I CREATED THIS
SONG MYSELF!

JingleMyBrand.com



Ad Creative: AdCreative.ai





Vibe coding: Base44



Queens Tech +
Innovation Challenge

Queens Tech + **Innovation Challenge**

Finalists Announcement & Networking Event

March 31, 2026

Share:

 Share

 LinkedIn

 Twitter

 Copy Link



Keynote Presentation

AI-Powered Startup Marketing on a Bootstrap Budget

Learn how early-stage startups can leverage AI tools to compete with bigger players—
without breaking the bank

Slides coming soon

Is there any really kind of fun, cool, crazy, wow-inducing experience for the /QueensEDC page specific to Queens we can put together here?

a minute ago



Revert



Base44



> Thought for 11s

Queens is famous for being the most linguistically diverse place on Earth — 160+ languages spoken. The wow experience: **"Translate Your Brand Message into Any Language Spoken in Queens"** — type your tagline, AI translates it into a random Queens language with pronunciation guide and fun facts. It's interactive, uses live AI, is hyper-local, and directly ties to the keynote.

Let me read the current page first, then build it.



Read pages/Queens Tech

> Thought for 6s

Love it. I'm building a **"Queens Language Challenge"** — Queens has 160+ languages, the most diverse place on Earth. Attendees type their startup tagline, hit a button, and AI translates it into a surprise Queens language with pronunciation help and a fun local fact. Hyper-local, genuinely surprising, and ties directly to marketing reach.



Wrote Queens Translator

a minute ago

Your startup tagline or marketing message:

So many ways to JetBlue.

✧ Translate!



Bengali বাংলা

📍 Jamaica — one of NYC's fastest-growing Bangladeshi communities

YOUR TAGLINE IN BENGALI:

জেটব্লুর নানা উপায়।

🔊 HOW TO SAY IT:
jetblur nānā upāy.



Nuance:

This literally means 'many ways to JetBlue,' emphasizing diversity in options and experiences.



Marketing insight:

Bengali-speaking communities in Queens are likely to resonate with the concept of variety and choice, as these communities celebrate cultural diversity and often seek services that accommodate their unique travel needs.

🔄 Translate into a different Queens language

This is one of 15 languages in this experience — Queens has 160+ total. Reach them all with the right marketing.



Arabic عربي

📍 Astoria — home to a large Egyptian and Middle Eastern community

YOUR TAGLINE IN ARABIC:

طرق كثيرة للسفر مع جيت بلو.

🔊 HOW TO SAY IT:

Turuq katheerah lil-safar ma'a JetBlue.

📖 Nuance:

Literally means 'many ways for travel with JetBlue', highlighting the various options available.

📈 Marketing insight:

Arabic-speaking communities in Queens appreciate personalized travel options that cater to diverse needs, making the promise of flexibility in travel particularly appealing.

🔄 Translate into a different Queens language



Gujarati ગુજરાતી

📍 Jackson Heights — alongside a thriving South Asian business district

YOUR TAGLINE IN GUJARATI:

જેટબ્લુ માટે ઘણાં માર્ગો છે.

🔊 **HOW TO SAY IT:**

jetblu maate ghanā mārgō chē.

Nuance:

It literally means 'There are many paths to JetBlue.'

Marketing insight:

In Queens, where the Gujarati community values convenience and variety, this tagline will resonate as it suggests that JetBlue offers numerous options for travel, aligning with their desire for flexibility and choice.

🔄 **Translate into a different Queens language**



Fulani Fulfulde

📍 Southeast Queens — West African Fulani community

YOUR TAGLINE IN FULANI:

Kadi habbe ben JetBlue.

🔊 HOW TO SAY IT:

Kah-dee hahb-beh behn JetBlue.



Nuance:

It literally means 'So many ways to JetBlue.' The word 'kadi' suggests abundance or plenty, while 'habbe' refers to ways or means, making it relatable.



Marketing insight:

Fulani-speaking communities in Queens, who value community connectivity and diverse travel options, may resonate with this tagline as it emphasizes the wide range of travel choices available to them.



Translate into a different Queens language

Vibe coding: CommunityCondolences.org



A Place to Honor Your Community's Legacy

Community Condolences provides professional communities a dedicated, dignified space to remember and celebrate their departed members.

 [Request a Community Space](#)

More vibe coding options: ChatGPT Codex

The image is a screenshot of the BriefMe website. The header features the BriefMe logo on the left, navigation links for 'How it works', 'Features', and 'Pricing' in the center, and an 'Open app' button on the right. Below the header, a 'DAILY INTELLIGENCE' badge is positioned above the main headline, 'Track the voices that shape your narrative.' A descriptive paragraph follows, stating that BriefMe monitors key figures on LinkedIn and Bluesky to provide daily, client-ready briefs. At the bottom of this section are two buttons: 'Request early access' and 'See sample brief'. On the right side, a 'TODAY Morning Brief' card displays '25 tracked voices' and lists two alerts with client angles. The card also indicates the next brief is at 8:00 AM and includes a 'View all alerts' link. The footer lists 'LinkedIn + Bluesky', 'Daily digests', and 'Client-ready insights'.

BriefMe How it works Features Pricing [Open app](#)

DAILY INTELLIGENCE

Track the voices that shape your narrative.

BriefMe watches key people across LinkedIn and Bluesky and delivers daily briefs with client-ready takeaways. No noise. Just what matters.

[Request early access](#) [See sample brief](#)

LinkedIn + Bluesky Daily digests Client-ready insights

TODAY Morning Brief 25 tracked voices

A fintech CEO posts about AI risk
Client angle: highlight your governance framework and compliance edge.

A policy leader cites regulatory headwinds
Client angle: propose a POV piece on proactive collaboration.

Next brief at 8:00 AM [View all alerts](#)

AI Optimization (GEO): Otterly

Top Prompts - Detailed Report

28 Aug 2025 ▾ Daily ▾ 🇺🇸 United States ▾ All tags ▾ AI Search Engines: All ▾

📄 Export report

Report showing 10 prompts

Prompt	Country	Tags	Intent Volume	Total Brand Mentions	My Brand Mentions	Total Citations	My Domain Citations
How can marketing professionals join a com...	🇺🇸 United States		0	35	4	30	4
What newsletters recommend content for m...	🇺🇸 United States		0	49	0	37	0
How does the AI Marketers Guild help mark...	🇺🇸 United States		0	12	3	36	18
What benefits does the AI Marketers Guild o...	🇺🇸 United States		0	9	3	35	10
Where can I find professional development ...	🇺🇸 United States		0	38	1	49	2
Which communities provide hands-on work...	🇺🇸 United States		0	31	1	44	2
How can marketers stay competitive with th...	🇺🇸 United States		0	30	0	48	0
What is the AI Marketers Guild and how doe...	🇺🇸 United States		0	17	3	34	16
Are there resources or events for learning AI...	🇺🇸 United States		0	30	2	45	2
Is there a Slack community dedicated to AI ...	🇺🇸 United States		0	23	1	31	1



OTTERLY DOMAIN RANKINGS

Domain Rank ⓘ

Rank	Domain	# of citations
1	 aimarketersguild.com	55
2	 marketingaiinstitute.com	26
3	 ama.org	13
4	 meetup.com	13
5	 thelettertwo.com	9
6	titanmindhq.com	8
7	 reddit.com	7
8	 leonardom.com	6
9	 linkedin.com	6
10	 coschedule.com	5

[View detailed report](#)

AI Optimization: Passionfruit

Top Queries where you are mentioned ⓘ

[Show all >](#)

Query	Count		Sentiment	Platforms
online culinary programs	3		77%	🌟 📱 AI
best cooking schools for career	3		83%	📱 🌟 AI
professional baking courses	2		80%	📱 🌟
vegan culinary programs	2		78%	AI 🌟
professional chef training	2		85%	📱 🌟

Top Queries by Citations ⓘ

Query	Unique Pages	Platforms
vegan culinary programs	2 View	AI 📱
professional chef training	2 View	📱
learn to be a chef	2 View	📱
online culinary programs	2 View	📱 AI
best cooking schools for career	1 View	📱

Showing 1-5 of 5 items < 1 >

Top Cited Pages ⓘ

[Show all >](#)

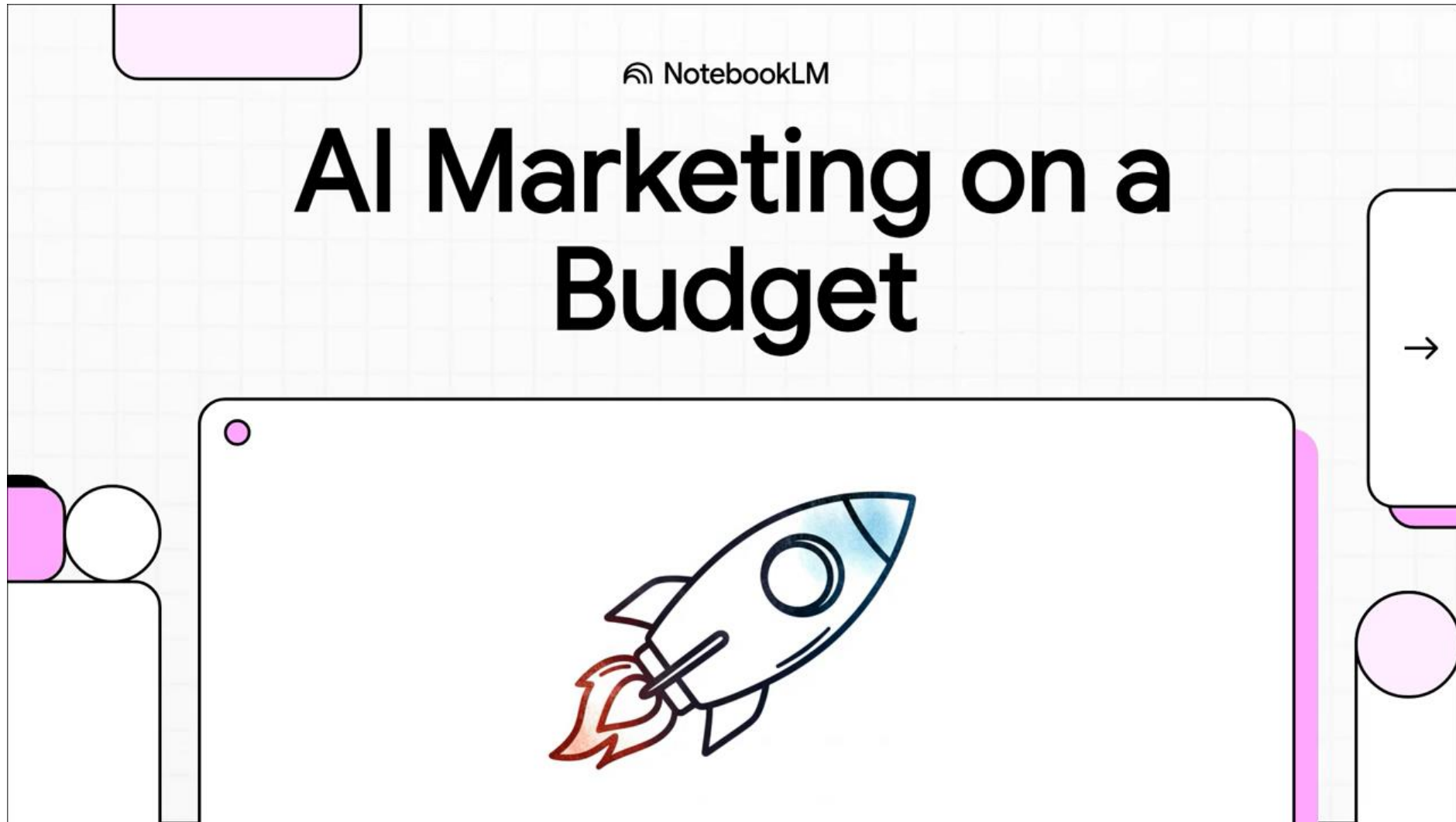
Pages	Frequency		Avg Rank
https://www.escoffier.edu/academics/culinary-arts-...	1.2%		🏆 3.8
https://edibleethics.com/guides/best-online-vegan...	1.2%		🏆 7.1

Top Cited Domains ⓘ

[Show all >](#)

Domain	Frequency		Avg Rank
vertexaisearch.cloud.google.com	8.1%		🏆 6.1
escoffier.edu	4.9%		🏆 8.3

Video recap: NotebookLM.google



SparkToro: AI / Search indexing

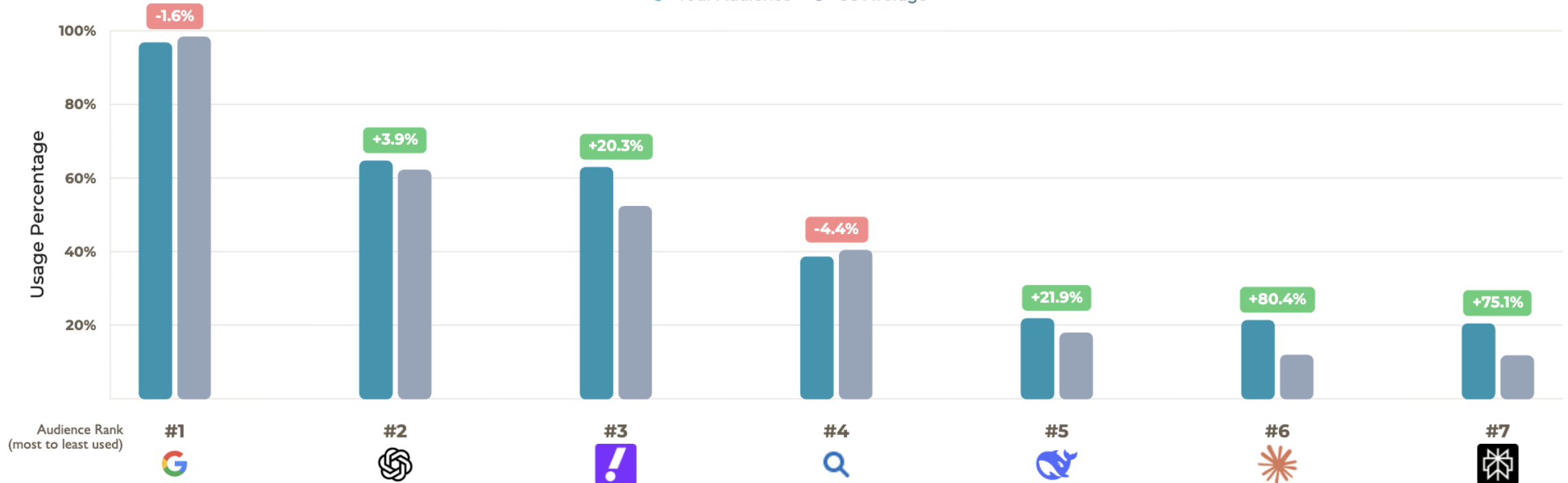
Search & AI Tools Usage

[Export .csv](#)

Use of search & AI tools by visitors to progresspartners.com

[Chart Customizations](#)

● Your Audience ● US Average



Biz Dev: Happenstance.ai

 David Berkowitz · 1 week ago

Senior mktg/ad folks

senior folks in the marketing / ad industry in the Los Angeles area

 I've found 30 people.

Certainly! I'm searching through the connections you've included.

 LinkedIn 12.2K  Contacts 4.2K  Gmail 2.2K  Calendar 414  Twitter +  Outlook +

Show thinking ▾

[+ Ask your network](#) [Find more](#)

Person	Score ▾	Thinking	Mutuals
 Tony Winders  Noble Profit Board Member and Chief Marketing Officer  Gmail +1		• Tony describes himself as a marketing leader and fractional CMO, and holds multiple CEO and CMO positions, indicating a senior level of experience. • Tony's self-description and extensive work history clearly show he is a marketing executive with expertise in advertising technology and digital media. • Tony's location is listed as the Los Angeles Metropolitan Area. • Tony has extensive experience as a fractional CMO and consultant for numerous B2B technology, media, advertising, and blockchain companies, demonstrating broad industry knowledge. (2010 - 2018)	
 Cheryl Idell  Progress Partners Executive In Residence  Work Profile		• Cheryl is currently an Executive In Residence at Progress Partners and has held several EVP and VP roles in the past, indicating a senior professional level. • Cheryl is currently located in Los Angeles, California. • Cheryl has extensive experience in consumer insights and analytics, particularly within the media, entertainment, and streaming sectors, and has a strong track record of leading teams and driving business growth through data-driven strategies.	
 Michelle Ngo  Gannett USA TODAY NETWORK SVP, Customer Success  Gmail +1		• Michelle is currently an SVP at Gannett Media and an Executive in Residence, indicating a senior professional level. • Michelle has over 20 years of experience in the digital media and marketing industry, and is currently SVP, Customer Success at Gannett USA TODAY NETWORK. • Michelle was recognized as a Top 50 Multicultural Leader in 2021 and is a Founding Member of The Authentic Asian, a community for AAPI Female Leaders.	
 Talía Cirangle  The Kive Company Senior Marketing Manager  Google Contacts +2		• Talía is currently a Senior Marketing Manager at The Kive Company, indicating a senior professional role. • Talía's current role is Senior Marketing Manager, and her self-description also highlights 'Marketing @ The Kive Company,' confirming her work in the marketing industry. • Talía's basic info states her location as Los Angeles, California, United States. • Talía has extensive experience in growth marketing strategy and has been a panelist at industry events like eTail West and CommerceNext, speaking on retention strategies. (2017 - 2018)	

Are synthetic audiences the future? (Rally)



Get instant feedback on your ideas with virtual focus groups

Each AI persona is calibrated on interviews with a real person until you can't tell them apart. Hear a second opinion, on every decision, right when you need it.

Start Focus Group

-  **Multi-Agent** Generate multiple realistic responses
-  **Summary** Analyze answers with key insights
-  **Actions** Agents can vote on different options
-  **Personas** Unique profiles based on your audience



Sampled 5 of 50 from **Small Business Owners**

Sample:

5

Random



Size: 5

Method: Random

Time-pressed entrepreneurs managing businesses with 1-50 employees. Mix of digital-native and traditional...

NA

JM

OM

LF

SW



What are some of the best reasons to start a business in Queens, NY?

JM



I'm imagining the corner storefront already: smells of fresh bread, a mix of voices in Spanish, Bengali, Mandarin, Greek — it's noisy in the best way. Queens is like a world market condensed into neighborhoods; that alone feels like gold for someone who sells food or any culturally-driven product. If I were considering opening a new location or testing a concept, these are the reasons that keep nudging at me.

A balanced, synthetic POV

Summary ✨

Fast

We all agree that Queens is a vibrant, diverse test market with lower entry costs than Manhattan, a rich mix of communities, and ample pop-up opportunities. The neighborhood diversity allows you to fine-tune products and messaging through rapid, localized feedback, making it a great place to test new concepts and build community trust. At the same time, dealing with complex permits, rising rents, operational logistics, and staffing challenges require careful planning. Our collective recommendation is to scout different neighborhoods, conduct pop-ups for real-time market validation, establish local partnerships with community organizations and suppliers, and budget for regulatory hurdles. In short, Queens offers real opportunity as long as you approach it with practical, flexible planning and respect for its distinctive local character.

So I asked my own research tool... PanelSynth.com

What are some of the best reasons to start a business in Queens, NY?

Open-Ended

👤 10 responses ⌚ 101s 📅 3/27/2026

✦ AI Strategist Summary

Panelists consistently expressed enthusiasm about the unique opportunities in Queens, particularly regarding its cultural diversity and community focus. Many identified health, wellness, and education as vital areas for enterprise, suggesting a strong interest in supporting family-oriented or socially responsible ventures. Interestingly, while the entrepreneurs predominantly viewed Queens as a rich ground for creativity and innovation, there were notable differences in how they envisioned engagement with the community, depending on their backgrounds. The strongest fault line emerged between traditional family-oriented aspirations and tech-driven entrepreneurial ambitions.

MY FAKE PANEL LIKES YOUR REAL BOROUGH

Top Insights

- 1 There's a significant interest in creating family-oriented businesses that support community bonding and engagement, reflecting a strong desire to enhance family life in Queens.
- 2 Cultural and community appreciation is a driving theme, with multiple panelists expressing the want to celebrate diversity through art, food, and education initiatives.
- 3 Tech entrepreneurs are keen to leverage the growing market in Queens, signifying a blend of innovation with local needs.
- 4 Panelists place high value on mentorship and youth development, indicating a potential niche for businesses focused on sports and education.
- 5 Women in the panel displayed an intense drive towards sustainability and wellness-oriented concepts, aiming to shape community health.
- 6 There's a clear inclination towards cooperative models that emphasize local partnerships over competition within the market.

I'm not sure these are really that surprising

Demographic Trends

#1 INCOME BRACKET

Higher income panelists favor tech-driven ventures while lower-income focus on community support.

#2 AGE GENERATION

Younger entrepreneurs prefer innovative models; older panelists focus on family-oriented businesses.

#3 GENDER

Women-led initiatives significantly prioritize sustainability and health.

#4 POLITICAL LEAN

Liberal-minded panelists advocate for community values over profit.

#5 TECH SAVVINESS

Panelists with higher tech savviness lean towards digital innovation.

But hey, give it up for my bots' enthusiasm!



Shanice Johnson

34y • Brooklyn, NY • \$60k-\$100k

The Passionate Urban Teacher

Very Positive

Queens has this incredible vibe that inspires creativity and collaboration! As a teacher, I see dreams in my students' eyes, and I want to contribute to that by launching an educational workshop series for young artists. Plus, the cultural tapestry of Queens means I can incorporate different perspectives into my business, making it truly unique. It's a chance to uplift both my students and the community, and that's what drives me.

Empowerment Through Education

Cultural Diversity

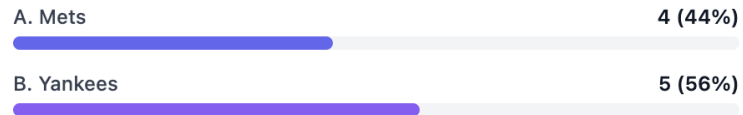
Community Upliftment

Oh, come on!

✦ AI Strategist Summary

The results reveal a slight preference for the Yankees among the panelists, but what stands out is the emotional connection many have with their choices. Personal stories tie back to family and community values, particularly among the Mets supporters, who emphasize nostalgia and sustainability. There's a clear fault line in sentiment; the Yankees are viewed positively for their historical success, while the Mets evoke strong community ties and innovative spirit. Interestingly, support for the Mets appears to draw in more eco-conscious or family-oriented individuals.

Choice Distribution



Top Insights

- 1 Yankees supporters often cite ambition and success as key reasons for their loyalty, aligning with their professional identities.
- 2 Mets supporters reveal deeper emotional narratives, emphasizing community values and sustainability, showcasing a potential marketing angle for eco-friendly initiatives.
- 3 While most panelists lean towards one team, their reasons highlight a diverse intersection of personal values, career influences, and community engagement.
- 4 Age does not significantly influence team preference as emotional narratives prevail over generational loyalties.
- 5 The tension between traditional success and innovative approaches is personified in the rivalry, indicating rich storytelling potential for both franchises.

I NEED TO TRAIN MY APP BETTER

Who's your favorite team?

Multiple Choice

8 responses 84s 3/27/2026

AI Strategist Summary

The results reveal a slight preference for the Yankees among the panelists, but what stands out is the emotional connection many have with their choices. Personal stories tie back to family and community values, particularly among the Mets supporters, who emphasize nostalgia and sustainability. There's a clear fault line in sentiment; the Yankees are viewed positively for their historical success, while the Mets evoke strong community ties and innovative spirit. Interestingly, support for the Mets appears to draw in more eco-conscious or family-oriented individuals.

Choice Distribution

A. Mets	4 (44%)
B. Yankees	5 (56%)

Top Insights

- 1 Yankees supporters often cite ambition and success as key reasons for their loyalty, aligning with their professional identities.
- 2 Mets supporters reveal deeper emotional narratives, emphasizing community values and sustainability, showcasing a potential marketing angle for eco-friendly initiatives.
- 3 While most panelists lean towards one team, their reasons highlight a diverse intersection of personal values, career influences, and community engagement.
- 4 Age does not significantly influence team preference as emotional narratives prevail over generational loyalties.
- 5 The tension between traditional success and innovative approaches is personified in the rivalry, indicating rich storytelling potential for both franchises.

The most important word in AI is...



SCAN ME



Thank you!

David Berkowitz

Founder, AI Marketers Guild

Founder, High Caliber AI

david@highcaliberai.com

linkedin.com/in/dberkowitz

highcaliberai.com/queenstech