

# HubSpot for Startups

## PARTNER PACKET

Everything you need to know about the  
HubSpot for Startups Partner Program.



# Welcome to the HubSpot for Startups Partner Program!

Whether you are a longtime member of the HubSpot for Startups community or are new around here, we are thrilled to have the privilege to work with you.

Our mission is to help millions of startups grow better. We work with partners like you who are passionate about powering startup growth, and we've built our program with the intention of helping you help your startups. In this Partner Packet, you will find all the details on the HubSpot for Startups Partner Program and how you and your startups can tap into our resources, from content to our startup-friendly software pricing.



# About the HubSpot for Startups Partner Program

Not too long ago, HubSpot was a small tech startup and as we've scaled, we've never lost our passion for the startup ecosystem. The HubSpot for Startups mission is to help millions of startups grow better and we take that very seriously.

We know startups aren't the only ones hustling. Our goal is to help you help your startups succeed. Through our partner program, we collaborate with a global network of accelerators, incubators, VC firms, and entrepreneurial organizations to help startups scale smart. The program includes startup-friendly prices for HubSpot's Growth Suite software as well as many more benefits listed below.



## EDUCATIONAL RESOURCES

We create consistent, top-notch content specifically for startups. From on-demand videos to content kits, we have an ever-growing library of resources that will help startups strategize and execute.



## PROGRAMMING

We offer our partners and their startups a variety of programming throughout the year, such as on-site classes and virtual workshops, all of which provide tangible tactics startups can use to grow and scale their companies.



## STARTUP-FRIENDLY PRICING

HubSpot for Startups teaches startups how to acquire and retain customers, and we offer them the software to do it at a price catered to their budgets.

# Scale Faster. Scale Better.



## The Startup-Friendly Price

Whether your startups need to increase leads, accelerate sales, or streamline customer service, HubSpot's powerful CRM, marketing, sales, and service software solutions are designed to help companies grow more effectively and efficiently. With HubSpot for Startups, your community gets access to the same powerful suite of tools at a fraction of the cost.

### Eligibility

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To be eligible for HubSpot for Startups, you must be a current participant or alumni of one of our partners, and meet our funding criteria:

If you are...

- A startup with under \$2 million in funding | You are eligible for up to 90% off HubSpot software in your first year, 50% off in your second, and 25% ongoing.
- A startup that has raised over \$2 million in named funding up to and including Series A | You are eligible for up to 50% off in your first year, and 25% ongoing.
- A startup that is a member of an entrepreneurial organization | You are eligible for up to 30% off in your first year, and 15% ongoing.

### How Startups Redeem

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Startups can redeem their HubSpot for Startups software pricing by applying at [hubspot.com/startups](https://hubspot.com/startups), or using your unique partner referral link found on your in-app [Partner Dashboard](#).

# The Partner Benefits

Our partnership program provides benefits to our partners and their affiliated startups, both current and alumni, through a tiered benefits system. Each tier unlocks more exclusive benefits. Discover what you can unlock below.

## Approved

Partners who generate under 50 eligible applications annually

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- All queries regarding your partnership are managed by our team through [HSFS@hubspot.com](mailto:HSFS@hubspot.com).
- Access to HubSpot's startup-friendly pricing for your portfolio companies. [Learn more.](#)
- Access to our Startup Resource Library. [Check it out.](#)
- Access to a rotating offering of HubSpot for Startups events and workshops shared in the monthly partner newsletter.
- Access to exclusive offers from HubSpot's preferred software and service partners. [Discover them here.](#)
- Use of the official HubSpot for Startup logo to promote your partner status.

## Premium

Partners who generate 50 or more eligible applications annually

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- All queries regarding your partnership are managed by a dedicated Business Partnership Manager.
- Access to HubSpot's startup-friendly pricing for your portfolio companies. [Learn more.](#)
- Access to our Startup Resource Library. [Check it out.](#)
- Access to a rotating offering of HubSpot for Startups events and workshops shared in the monthly partner newsletter.
- Access to exclusive offers from HubSpot's preferred software and service partners. [Discover them here.](#)
- Use of the official HubSpot for Startup logo to promote your partner status.
- Access to co-branded marketing materials for select campaigns.
- Ability to request exclusive education sessions.
- Opportunity for partners and their startups to be featured in HubSpot spotlight stories.





# Your Resources

HubSpot for Startups is committed to helping startups grow better and we have created and curated resources for you and your startup portfolio so that you can all get the most out of our partnership. Consider this your directory of our tools and resources.

## If you want to...

Share our startup-friendly pricing with your startups:

[Recommended Communication for Accelerators, Incubators, & VC Firms](#)

[Recommended Communication: Entrepreneurial Organizations](#)

Explore your in-app partner dashboard:

<https://app.hubspot.com/l/hsfx-programs/partner-home>

Access your partner promotional assets:

[offers.hubspot.com/startups/partners/promotional-assets](https://offers.hubspot.com/startups/partners/promotional-assets)

Discover and share our startup resources:

[www.hubspot.com/startups/resources](https://www.hubspot.com/startups/resources)

Review partner FAQs:

[www.hubspot.com/startups/partners/referral-faq](https://www.hubspot.com/startups/partners/referral-faq)

