



HubSpot
for Startups

Partnership Overview

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.



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

Depending funding stage or affiliation, startups are eligible for significant discounts:

Startups eligible for 90% off year one

- Raised Pre-seed, Seed or Series A funding, but not Series B or later
- Affiliated with an approved HubSpot for Startups partner or have raised verified venture funding
- Get 50% off in the second year and 25% off year three

Startups eligible for 30% off year one

- Associated with one of our approved entrepreneurial organizations
- Get 15% off year two

How Startups Redeem

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

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>

Discover and share our startup resources:

www.hubspot.com/startups/resources

Review partner FAQs:

www.hubspot.com/startups/partners/referral-faq

