

HubSpot for Startups

Fuel your startup's growth engine with HubSpot for Startups.

Join more than 35,000 startups using HubSpot to unify customer data, streamline operations and accelerate growth.



Why it matters for startups

Startups move fast and run lean. You need tools that scale with you, not tools that add friction.

With HubSpot for Startups you get:

- A unified platform to manage marketing, sales and operations in one place.
- Powerful automation and AI capabilities that amplify what a small team can do.
- Access to startup-specific resources: playbooks, pitch-deck templates, and vetted content to help you scale smarter.
- Deep integrations with over 1,700 other tools.

What you get & how much you save

Depending on your funding stage or affiliation, you're 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

Ready to accelerate your growth?

Apply to check your eligibility at hubspot.com/startups