

# Leveraging HubSpot for Startups to Grow Your Customer Base

Greg Karelitz, HubSpot for Startups

# 1 What is HubSpot for Startups?

# How does HubSpot for Startups work?

Type of Startup		HSFS eligibility and discount:
01	Seed Stage	<ul style="list-style-type: none"><li>• &lt;\$2M in funding</li><li>• In an approved accelerator/incubator</li><li>• 90% off HubSpot software + support (year 1)</li></ul>
02	Series A	<ul style="list-style-type: none"><li>• Series A funding in last 12 months</li><li>• Part of an approved VC</li><li>• 50% off HubSpot software + support (year 1)</li></ul>
03	Bootstrap	<ul style="list-style-type: none"><li>• Not part of an approved partner</li><li>• Involved in an approved startup program w/ other software partner</li><li>• 40% off HubSpot software + support (year 1)</li></ul>

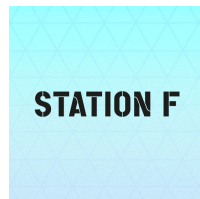
# Who are our startup partners?



*betahaus*



**500**  
startups



PLUG**AND**PLAY



matrix  
PARTNERS

gust LAUNCH



**and 100s  
more!**

The background is a solid orange color. In the top right corner, there are several concentric, semi-transparent orange circles. On the left side, there is a solid orange circle. A large, white, bold number '2' is positioned to the left of the text 'How do you win?'.

# 2 How do you win?



Help Businesses Grow Better



# So, what do we want to do?

Offer Startup Friendly Products



Offer Strategy Support



# Customers Love Apps for Startups



"We use SurveyMonkey to send automated client satisfaction surveys. Each response is tied to the client's contact in HubSpot, making it extremely easy to track, and manage different marketing workflows depending on the client's needs."

Ricardo Garcia-Amaya, Co-founder & CEO



"The integration with Eventbrite is smooth and simple, and great for follow-up and lead nurturing after events. I can highly recommend it" - Chris Schack Noesgaard, CCO at [Adapt](#)

[Technologies](#)



"Zapier enables us to distribute HubSpot data seamlessly between all of our systems and build in-house processes that just were not possible for us before. It's amazing how much company time and money you can save with something that just takes a couple of minutes to build." - Stefan Milev, CMO, [Taylor & Hart](#)



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**3** Let's work together.

## Startups want:

Softwares that help their startup.

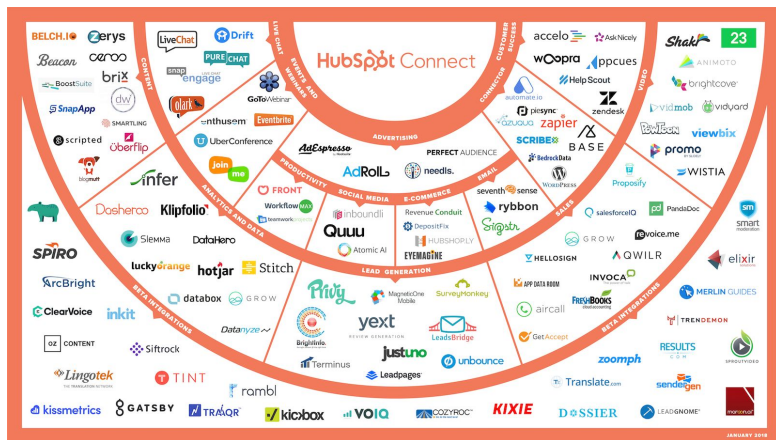
(Does it make a task easier, more efficient, more effective?)

Softwares that are built with the startup persona in mind.

(Think: scrappy, moving fast, do-it-all, early team members, limited budget)

Is it affordable?

(Most of our customers have \$1M-\$2M in funding.)



+

# HubSpot

FOR STARTUPS



# Benefits of working with HSFS

- Access to new and existing **startup customers** (>10% of HubSpot's customer base)
- Access to over 1,000 startup **partners**
- **Thought-leadership** and co-marketing opportunities
- **Featured** in several HubSpot publications and promotional materials to database







# What do you need to do?

- Provide your software at a startup friendly price
- Work with us on content for startups

<https://www.hubspot.com/startups/resources/offers>

Get started by submitting the  
benefits form:

<https://www.hubspot.com/integrations/partner-benefits>