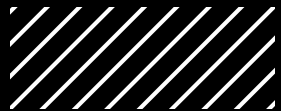
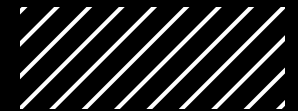


HUBSPOT FOR STARTUPS AT INBOUND



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST STARTUP INNOVATIONS

and approaches, discover new tools and resources to enhance your strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset.

As a startup professional, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU PERFECT YOUR STARTUP PITCH?

Looking for ways to use AI to scale your startup? Want to connect and network with other founders, investors, and ecosystem leaders?



TOP SESSIONS FOR STARTUP PROFESSIONALS

1. Lessons on Innovation, Leadership, and Navigating Change

with **REESE WITHERSPOON**
(Actor, Producer, Founder; Hello Sunshine)

Join Reese for a revealing conversation encompassing her practical strategies for driving growth and creating a culture of excellence, as well as the challenges and opportunities of producing content in a rapidly changing landscape.

3. AImpact: Using Artificial Intelligence to Scale Your Startup

with **KAREEM AMIN** (Co-founder and CEO, Clay),
MEGHAN KEANEY ANDERSON (Head of Marketing, Jasper)
and **LAURENCE BUTLER** (Senior Director, HubSpot for Startups; HubSpot)

Join HubSpot for Startups for an in-depth panel discussion on how startups can leverage artificial intelligence to drive growth and scale their businesses. Three leading AI powered startups will share their insights on how startups can streamline their operations, improve efficiencies, increase productivity, and ultimately driving better outcomes for their customers. ***Reservation is required.**

2. The Captain's Playbook: Strategies for Success

with **DEREK JETER** (Entrepreneur, Philanthropist and National Baseball HOF Inductee)

The Baseball Hall of Famer and business leader shares what his leadership experience on and off the field has taught him about calculating risk, and fueling a motivation bigger than ourselves when it comes to building and scaling teams and ventures.

4. Meetup: Startups and Sangria with HubSpot for Startups

with **JANELLE APAYDIN**
(Head of Marketing, HubSpot for Startups; HubSpot)

Join HubSpot for Startups for our annual startups and sangria meet up at INBOUND! Founders, investors, and ecosystem leaders will come together to network, share insights, and tackle the challenges facing the startup community. With refreshing sangria in hand, connect with like-minded individuals and explore the latest trends and opportunities. Expand your network and gain access to deal flow and potential partnerships that can help you grow your startups. ***Reservation is required.**

TOP SESSIONS FOR STARTUP PROFESSIONALS

5. Fueling Focus and Creativity

with **ANDREW HUBERMAN**
(Neurobiology Professor and Host, Huberman Lab Podcast)

A conversation with Andrew Huberman exploring the power of intense focus, mindfulness, and rest to fuel creativity and strengthen the culture of a team.

7. \$1M Pitch Competition With HubSpot for Startups and HubSpot Ventures

with **ARLAN HAMILTON** (Founder & Managing Partner, Backstage Capital) and **LILY LYMAN** (General Partner, Underscore VC)

In this high-stakes competition, six promising SaaS startup founders will pitch their business to a panel of experienced judges and receive live feedback. The stakes? Potentially walking away with an investment from HubSpot Ventures that could help turn their business into the next unicorn. Learn from experts on the art of delivering a compelling pitch, and gain insights into how to stand out from the competition, and what it takes to secure funding for your startup.

6. How They Built HubSpot

with **BRIAN HALLIGAN** (Co-founder and Executive Chairperson, HubSpot), **DHARMESH SHAH** (Co-founder and CTO, HubSpot), and **GUY RAZ** (Author, Radio Personality, and Journalist; How I Built This)

A conversation with HubSpot co-founders Dharmesh Shah and Brian Halligan, interviewed by Guy Raz, on their nonlinear journey building and scaling HubSpot—and lessons they learned from their 16 year journey, and how HubSpot is maintaining its reputation for innovation.

8. Build Connected Communities

with **ARI MURRAY** (VP of Growth, Sharma Brands), **MARJORIE ANDERSON** (Founder and Principal Strategist, Community by Association L.L.C.), **DANIEL MURRAY** (Founder, The Marketing Millennials), **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events), and **CHRISTINA GARNETT** (Principal Marketing Manager, HubSpot)

In this panel, join community leaders Daniel Murray, Ari Murray, Jay Schwedelson, Christina Garnett, and Marjorie Anderson as they share insights on how to build a thriving community. Learn what makes a great community, strategies on how to build your own, lessons learned from building one, why Connected Communities are the future, and how to win together.

TOP SESSIONS FOR STARTUP PROFESSIONALS

9. Going Global: How to Grow From \$0 - 500M in Revenue

with **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

One way to unlock new market opportunities and drive revenue is by expanding into new geos. Quite regularly, this means going international. Hear about key strategies that will help you think through where and how to expand the reach of your business so that you can diversify your revenue streams and grow better. ***Reservation is required.**

11. How To Protect Your Business From Cybercriminals

with **ERIN RICHARD** (CISO, HubSpot)
and **ALYSSA ROBINSON** (Deputy CISO, HubSpot)

Many businesses assume that they aren't a target for hackers because their business is small or not well known. Unfortunately, this just isn't true anymore; no matter how small your organization, cyber criminals can find a way to make money using your accounts, your data, or your systems. By understanding attack trends, and how and why your business and personal accounts are targeted, you'll have a leg up in protecting yourself. ***Reservation is required.**

10. Focus on the Future: Navigating the Next Decade

with **STEVEN BARTLETT** (Entrepreneur, Investor, Bestselling Author, and Host of Europe's no. 1 podcast "The Diary of a CEO")

A fireside chat with Steven Bartlett on his big bets on upcoming trends and how businesses can stay ahead of the curve in an ever-evolving world.

12. The Undeniable Connection: Growth, Retention, and Generosity

with **JONATHAN REYNOLDS**
(CEO and Visionary, Titus Talent Strategies)

What if we told you that your giving strategy, or lack of, could be having a negative impact on your organization's growth and employee retention? The cost of replacing an individual employee can range from half to five times the employee's salary, so the solution seems simple: keeping your people helps you grow your bottom line. Learn more about the undeniable link between giving, growth, and retention. ***Reservation is required.**

[Explore INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of founders and startup leaders. **Build meaningful connections at INBOUND** with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

