

# Mixpanel for Startups

## ABOUT THE PROGRAM

Mixpanel is delighted to offer \$50K USD in credits to use on the [Mixpanel Growth Plan](#) over 12 months through the [Mixpanel for Startups Program](#). These credits let startups build a custom plan based on their current users, and can be adjusted over time to account for the company's growth. Credits can be used to buy a plan to analyze data on 100K monthly tracked users (MTUs) and 100M events per month; cover overages for analyzing data of up to 430K MTUs and 430M events per month; and purchase add-ons such as Group Analytics and Data Pipelines. If you expect rapid growth of well above 430K MTUs or would like assistance configuring your plan, reach out to [startups@mixpanel.com](mailto:startups@mixpanel.com).

## RESOURCES

### [Startups FAQ](#)

Questions about the plan? Not sure how the credits work? All your questions answered in one place

### [Mixpanel Community](#)

A great forum for asking and answering questions of your fellow Mixpanel users

### [Introduction to Mixpanel](#)

Join us for a weekly interactive, introductory Mixpanel experience. We'll work together to create product metrics, then build and visualize them in real time

### [Submit a ticket](#)

Get direct assistance from our support team

### [Technology Partners Directory](#)

With more than 50 integrations, Mixpanel helps you bring in all of the right data and trigger targeted actions throughout your stack

### [Solution Partners Directory](#)

Need help with implementation? Mixpanel's Solution Partners help our customers with everything from growth and analytics strategy to technical implementation services

## FAST-TRACK YOUR ANALYSIS

### [Company KPIs Dashboard Template](#)

Implementing just two events gives you nine out-of-the-box, fully customizable reports that make it easy for anyone to measure engagement, retention, and growth metrics.

### [Create your tracking plan](#)

Check out this handy guide for figuring out what to track and how to track it.

## BEST PRACTICES, TIPS + TRICKS

### [The Product Resource Hub](#)

Stock full of reports, eBooks, blogs, and other useful content

### [Guide to Product Metrics Report](#)

A guide to help you decide what metrics are most important for your product and business

### [Product Analytics Certification](#)

A free online Product Analytics Certification course, in partnership with Product School where you'll learn how to build behavioral metrics from scratch, and unpack complex topics like acquisition metrics, retention metrics, and experimentation

## GET IMPLEMENTED

# 1

**Implementation  
Documentation**

[View Now](#)

# 2

**Mixpanel Implementation  
Webinar** (strongly recommended!)

[Sign Up Now](#)

# 3

**A 3-Step Evaluation to  
Implementing Mixpanel**

[View Now](#)

No dev resources for implementing?

Check out our [integration with Freshpaint](#) for a codeless tracking implementation